

## THE SOPHISTICATED TRAVELLER ADVERTISING RATES & DEADLINES

### THE SOPHISTICATED TRAVELLER ADVERTISING RATES

Frequency	Casual	4x	8x	12x	16x	20x	24x
<b>DISCOUNT</b>	<b>Casual</b>	<b>5%</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>
<b>Full Page</b>	<b>\$19,434</b>	<b>\$18,462</b>	<b>\$17,491</b>	<b>\$16,519</b>	<b>\$15,547</b>	<b>\$14,575</b>	<b>\$13,604</b>
Full Page incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
<b>DPSC</b>	<b>\$35,000</b>	<b>\$33,250</b>	<b>\$31,500</b>	<b>\$29,750</b>	<b>\$28,000</b>	<b>\$26,250</b>	<b>\$24,500</b>
DPSC incl GST	\$38,500.00	\$36,575.00	\$34,650.00	\$32,725.00	\$30,800.00	\$28,875.00	\$26,950.00
<b>Junior Page</b>	<b>\$14,047</b>	<b>\$13,345</b>	<b>\$12,642</b>	<b>\$11,940</b>	<b>\$11,238</b>	<b>\$10,535</b>	<b>\$9,833</b>
Junior Page incl GST	\$15,451.70	\$14,679.50	\$13,906.20	\$13,134.00	\$12,361.80	\$11,588.50	\$10,816.30
<b>Half Page Vertical or Horizontal</b>	<b>\$9,808</b>	<b>\$9,318</b>	<b>\$8,827</b>	<b>\$8,337</b>	<b>\$7,846</b>	<b>\$7,356</b>	<b>\$6,866</b>
Half Page Vertical or Horizontal incl GST	\$10,788.80	\$10,249.80	\$9,709.70	\$9,170.70	\$8,630.60	\$8,091.60	\$7,552.60
<b>Third Page Vertical or Horizontal</b>	<b>\$5,845</b>	<b>\$5,553</b>	<b>\$5,260</b>	<b>\$4,968</b>	<b>\$4,676</b>	<b>\$4,384</b>	<b>\$4,091</b>
Third Page Vertical or Horizontal incl GST	\$6,429.50	\$6,108.30	\$5,786.00	\$5,464.80	\$5,143.60	\$4,822.40	\$4,500.10
<b>Quarter Page Vertical or Horizontal</b>	<b>\$4,384</b>	<b>\$4,165</b>	<b>\$3,946</b>	<b>\$3,726</b>	<b>\$3,507</b>	<b>\$3,288</b>	<b>\$3,069</b>
Quarter Page Vertical or Horizontal incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90

PREMIUM POSITIONS	LOADS
1st Inside Front Cover	20%
2nd Inside Front Cover	15%
Right Hand Page	10%
Front Half	10%
Right Hand Right Hand Page	15%
Outside Back Cover	10%

\* Junior page availability is limited. Please check with representative before booking.

### ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax will only accept material via electronic transmission.

Fairfax operates new advertising quality assurance measures for *The Australian Financial Review* publications. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication.

For further information please contact your *Financial Review* representative or refer to website [www.fairfax.com.au/specs](http://www.fairfax.com.au/specs) or contact the Advertising Production Unit: 1300 666 326

### Navigator

Navigator is part of the *Life & Leisure* suite of titles (which also includes the *Life and Leisure* liftouts *Luxury* magazine & *The Sophisticated Traveller*), offering a flexible option for advertisers aiming to speak to their audience on a regular basis. With strong penetration of the AB-quintile group, the Navigator offers the space for businesses to directly speak to potential customers, and the opportunity to remind current customers of their presence.

### THE SOPHISTICATED TRAVELLER MODULE DIRECTORIES\*

Frequency	1x	2x	4x	6x	8x
<b>70mm x 58mm</b>	<b>\$1,000</b>	<b>\$800</b>	<b>\$600</b>	<b>\$500</b>	<b>\$400</b>
70mm x 58mm (incl GST)	\$1,100	\$880	\$660	\$550	\$440

### \*Module Rates include production.

All material is to be delivered to EHA Direct tel: 02 9211 1690.

Contact your Financial Review sales representative for further details.

All Financial Review Life & Leisure rates are colour inclusive.

### THE SOPHISTICATED TRAVLLER DEADLINES

Edition	On Sale	Booking	Material
Autumn 2012	02 March - 03 March, 2012	<b>10AM</b> , Wednesday, 25 January 2012	<b>3PM</b> , Thursday, 2 February 2012
Winter 2012	01 June - 02 June, 2012	<b>10AM</b> , Thursday, 26 April 2012	<b>3PM</b> , Thursday, 4 May 2012
Spring 2012	07 September - 08 September, 2012	<b>10AM</b> , Thursday, 2 August 2012	<b>3PM</b> , Thursday 9 August 2012
Summer 2012	02 November - 03 November, 2012	<b>10AM</b> , Thursday, 27 September 2012	<b>3PM</b> , Thursday 4 October 2012

Rates effective 1 January 2012 - 31 December 2012. Subject to change without notice.

**BOOKING PROCEDURE:** Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of *Financial Review* representative and follow through with amended confirmation in writing.

**CANCELLATION PROCEDURE:** Cancellations must be made verbally and confirmed in writing 4 weeks prior to publication date. Please note the cancellation number quoted by the *Financial Review* representative and their name. Bookings taken inside cancellation deadline are non-cancellable