



DIRECT MARKETING

MEDIA KIT 2012

www.afraudcentre.fairfax.com.au

FINANCIAL REVIEW
THE DAILY HABIT OF SUCCESSFUL PEOPLE.

FINANCIAL REVIEW PRESS INSERTS

Press inserts are one of the most cost effective lead generating mediums. Press inserts are a great way to increase brand awareness, launch new products or enhance sales initiatives. Inserts enable you to achieve a direct response from your target audience. Press inserts have longevity – up to 8 weeks.

The Australian Financial Review offers a wide range of advertising solutions through the use of inserts. You can target our audience with a single sheet flier or up to a 64 page catalogue. You can target our audience through specific geographical distributions such as city CBD, city metro, state only or up to a full national run.

Make your product stand out from the competition by placing an insert on the same day as one of our weekly sections to coincide with your industry. You can even target a special report or *Life & Leisure* feature to gain a more relevant audience.

Financial Review offers three exciting creative options: Adhesive Advertising Note, Bellyband and Advertising Pocket. *Financial Review* creative options provide high visibility and immediate impact like no other advertising vehicle. People intuitively react to our creative options which compels the audience to read the advertisement. All our creative options can be printed on both the front and reverse to combine branding with direct marketing.

ADVERTISER BENEFITS

The Australian Financial Review delivers wealthy individuals with the power to influence.

Financial Review readers are astute business decision makers who are open to new products and services that deliver viable solutions.

Financial Review connects with those who are searching for intellectual capital and those who are on the move professionally.

READERSHIP & CIRCULATION

	Monday - Friday	Weekend	<i>Life & Leisure</i> (Friday & Weekend)
Audience	250,000	159,000	369,000*
Circulation	73,158	71,834	144,992^

Source: Readership - Roy Morgan September 2011

*Fri or Sat readership. Circulation - Audit Bureau of Circulation September 2011

^Figure sum of Mon-Fri & Weekend circulation figures

READER PROFILE

	National Population	<i>The Australian Financial Review</i>	<i>Weekend Financial Review</i>
Men	49%	75%	65%
Women	51%	25%	35%
Average Age	45	46	50
AB Quintile	20%	68%	56%
Personal Income \$70k+	18%	63%	53%
Personal Income \$100k+	8%	46%	36%
Average Personal Income	\$41,660	\$113,500	\$95,320
Average Household Income	\$89,690	\$174,290	\$160,460
Savings & Investments \$100k+	24%	51%	54%
C-Suite (Top 6 self-coded occupations)	9%	31%	29%
Professional/Manager	16%	66%	49%
Light or No Commercial TV (<2 hrs per day)	38%	53%	50%
Light or No Commercial Radio (<1 Hr per day)	17%	20%	18%

Source: Readership - Roy Morgan September 2011

EVERY WEEKDAY

Need To Know | Early General News | World | Companies | Financial Services | Market Wrap | Information | Rear Window | Property | Chanticleer

Monday

- Education
- Marketing & Media
- Property – Rural
- Sports Review
- Accounting

TUESDAY

- Enterprise
- Property – Tourism/Commercial/Industrial
- Workspace

WEDNESDAY

- Managed Funds
- Property – Tourism/Commercial/Industrial
- Portfolio

THURSDAY

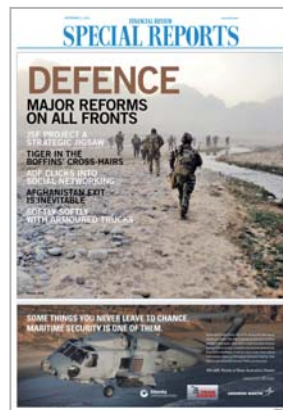
- Art & Salesroom
- Property – Tourism/Commercial/Industrial
- Men's Health
- Special Reports

FRIDAY

- Government Business
- Legal Affairs
- Professional Services
- Executive Recruitment
- Review
- Property
- *Life & Leisure* or *Sophisticated Traveller* (quarterly) or *Life & Leisure Luxury* (quarterly)

Weekend

- News
- Smart Money
- Street Talk
- Commentary
- Perspective
- *Life & Leisure* or *Sophisticated Traveller* (quarterly) or *Life & Leisure Luxury* (quarterly)



FINANCIAL REVIEW INSERTS RATES, SIZES & QUANTITIES

PRODUCTION DAY	DISTRIBUTION	QUANTITY	INSERT COST	INCL GST	PRINT/INSERT COST	INCL GST
MON - THU	NATIONAL	92,702	\$18,540.40	\$20,394.44	\$25,956.56	\$28,552.22
FRI	NATIONAL	103,502	\$20,700.40	\$22,770.44	\$28,980.56	\$31,878.62
SAT	NATIONAL	98,880	\$19,776.00	\$21,753.60	\$27,686.40	\$30,455.04
MON - THU	NSW INC CANBERRA	40,025	\$8,005.00	\$8,805.50	\$11,207.00	\$12,327.70
FRI	NSW INC CANBERRA	44,300	\$8,860.00	\$9,746.00	\$12,404.00	\$13,644.40
SAT	NSW INC CANBERRA	35,900	\$7,180.00	\$7,898.00	\$10,052.00	\$11,057.20
MON - THU	SYD METRO	31,775	\$6,355.00	\$6,990.50	\$8,897.00	\$9,786.70
FRI	SYD METRO	34,900	\$6,980.00	\$7,678.00	\$9,772.00	\$10,749.20
SAT	SYD METRO	25,600	\$5,120.00	\$5,632.00	\$7,168.00	\$7,884.80
MON - THU	SYD CBD	11,675	\$2,335.00	\$2,568.50	\$3,269.00	\$3,595.90
FRI	SYD CBD	11,900	\$2,380.00	\$2,618.00	\$3,332.00	\$3,665.20
*Single sheet inserts require an additional 10% quantity for all NSW runs.						
MON - THU	VIC	25,362	\$5,072.40	\$5,579.64	\$7,101.36	\$7,811.50
FRI	VIC	28,600	\$5,720.00	\$6,292.00	\$8,008.00	\$8,808.80
SAT	VIC	26,175	\$5,235.00	\$5,758.50	\$7,329.00	\$8,061.90
MON - THU	MEL METRO	21,675	\$4,335.00	\$4,768.50	\$6,069.00	\$6,675.90
FRI	MEL METRO	24,000	\$4,800.00	\$5,280.00	\$6,720.00	\$7,392.00
SAT	MEL METRO	19,500	\$3,900.00	\$4,290.00	\$5,460.00	\$6,006.00
MON - THU	MELB CBD ZONE 1	8,125	\$1,625.00	\$1,787.50	\$2,437.50	\$2,681.25
FRI	MELB CBD ZONE 1	8,600	\$1,720.00	\$1,892.00	\$2,580.00	\$2,838.00
MON - THU	QLD (ORMISTON)	12,887	\$2,577.40	\$2,835.14	\$3,608.36	\$3,969.20
FRI	QLD (ORMISTON)	14,250	\$2,850.00	\$3,135.00	\$3,990.00	\$4,389.00
SAT	QLD (ORMISTON)	16,550	\$3,310.00	\$3,641.00	\$4,634.00	\$5,097.40
MON - THU	BRISBANE METRO	7,475	\$1,495.00	\$1,644.50	\$2,242.50	\$2,466.75
FRI	BRISBANE METRO	8,100	\$1,620.00	\$1,782.00	\$2,430.00	\$2,673.00
SAT	BRISBANE METRO	8,750	\$1,750.00	\$1,925.00	\$2,625.00	\$2,887.50
MON - THU	BRISBANE CBD	4,400	\$880.00	\$968.00	\$1,540.00	\$1,694.00
FRI	BRISBANE CBD	4,600	\$920.00	\$1,012.00	\$1,610.00	\$1,771.00
MON - THU	TOWNSVILLE	1,337	\$267.40	\$294.14	\$668.50	\$735.35
FRI	TOWNSVILLE	1,500	\$300.00	\$330.00	\$750.00	\$825.00
SAT	TOWNSVILLE	2,700	\$540.00	\$594.00	\$1,350.00	\$1,485.00
MON - THU	WA	7,751	\$1,550.20	\$1,705.22	\$2,325.30	\$2,557.83
FRI	WA	8,612	\$1,722.40	\$1,894.64	\$2,583.60	\$2,841.96
SAT	WA	10,270	\$2,054.00	\$2,259.40	\$3,081.00	\$3,389.10
MON - THU	SA	4,212	\$842.40	\$926.64	\$1,474.20	\$1,621.62
FRI	SA	4,930	\$986.00	\$1,084.60	\$1,725.50	\$1,898.05
SAT	SA	5,570	\$1,114.00	\$1,225.40	\$1,949.50	\$2,144.45
MON - THU	TAS	1,128	\$225.60	\$248.16	\$564.00	\$620.40
FRI	TAS	1,310	\$262.00	\$288.20	\$665.00	\$720.50
SAT	TAS	1,715	\$343.00	\$377.30	\$857.50	\$943.25

SINGLE SHEET	MINIMUM	MAXIMUM
	130GSM	170GSM
MULTIPLE SHEET	MINIMUM	MAXIMUM
4-6 Pages	100GSM	150GSM
8-10 Pages	80GSM	120GSM
12-16 Pages	100GSM	150GSM
18-24 Pages	100GSM	150GSM
26 Pages+	Contact Inserts Dept.	

SIZE	DEPTH & WIDTH
NATIONAL RUN	
Minimum	200mm x 145mm
Maximum	375mm x 260mm
NSW, QLD, WA & SA	
Minimum	148mm x 100mm
Maximum	375mm x 260mm
NSW, QLD, WA & SA	
Minimum	200mm x 145mm
Maximum	375mm x 260mm

Rates for 26 pg+ and "out of specification" inserts, quoted on request.

INSERTING ONLY

Media cost for inserting a commercial insert/catalogue. Discounts apply for regular print advertisers.

PRINTING & INSERTING

Cost based on printing, delivery and media insertion of a single sheet A4 170gsm gloss art flyer, printed front & back. Does not include creative production. Other page size printing and run on quotes available on request.

DEADLINES

Inserting Only

Booking & Cancellation: 2 weeks prior to publication date

Delivery: 1 week prior to publication date

Printing & Inserting

Booking, Material & Cancellation: 3 weeks prior to publication date

All bookings are subject to the Fairfax Media Advertising Terms & Conditions.

100% cost charge will apply when inserts fail to arrive in time for publication, material and proof deadline not met, if cancelled after the specified deadline, or if inserts are cancelled due to any deviation from these specifications.

* Print costs are subject to change.

For creative options bookings and information, please contact
David Higgins

P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

FINANCIAL REVIEW INSERTS TECHNICAL SPECIFICATIONS*

PAPER STOCK

Products printed on high gloss stock must be approved by the inserts department prior to inserting. Any product with a varnish, film or glaze will need to be tested by our inserting department prior to inserting. Avoid any changes of stock part way through the print run as the handling characteristics will change and may result in high insert wastage. Please ensure stock used in product is consistent throughout run. Any change in stock could incur wastage and non insertion. A slow down rate could be incurred.

UNUSUAL INSERTS

Any insert of an unusual nature including cards, envelopes, perforations, die cuts, irregular shapes, 3-D/pop ups and adhesives, will require testing prior to inserting. A minimum of 100 sample inserts are required for testing purposes. The Inserts Department must be informed of all deviations from The Australian Financial Review's insert specifications, for any insert inquiry/proposal.

THIRD PARTY ADVERTISING

Fairfax will not, under any circumstances, accept third-party advertising (also known as "space farming") in any advertisement, including inserts, tip-ons, or other forms of separate publications inserted into or attached for distribution into the publication.

PACKING AND DELIVERY

Please contact the Fairfax Inserts Department for packing and delivery specifications.

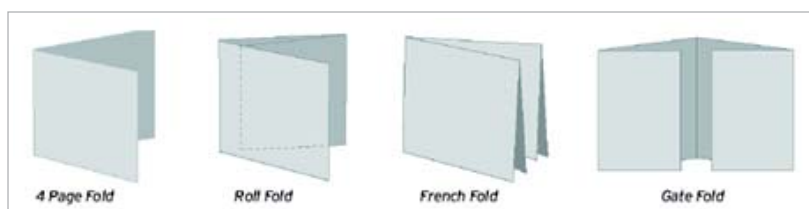
IMPORTANT

- Please note that the placement/position of the insert, within the publication, is at the Publishing Operations Manager's discretion.
- The orientation of the insert cannot be guaranteed. (i.e. Inserts may appear upside-down or back to front).
- Multiple sheet inserts must have the spine as the longest edge.
- Perfect bound inserts are NOT acceptable under any circumstances.
- The longest edge will lie against the spine of the newspaper (i.e. NO landscape formatted inserts).
- Inserts must not have the same visual layout on the front or back covers (i.e. no mirror images).
- Loose sheets are not permitted within a multiple page insert.
- Inserts less than 24pp must be spine glued not stapled.
- Inserts which do not comply with the initial booking details when received, may be subject to revaluation of acceptance.
- Clients, agencies and printers must ensure that all of their inserts are identical in terms of technical specifications, for a particular publication on any given date.
- Inserts with different specifications will be treated as separate products. However, it is not possible to distribute each type of product to a different selected distribution area (i.e. only one type of select run is possible on any given day, per state).
- Inserts which are identical in terms of dimensions, with differing creative designs and/or key numbers, for the same client, must be inserted randomly (i.e. they will be regarded as one insert). Fairfax Printers cannot control the placement of inserts with different key numbers in the same publication.

*Specifications apply to all markets except Tasmania.

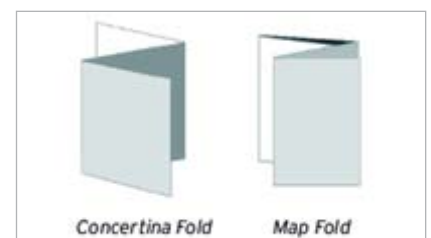
FOLD SPECIFICATIONS

There are four types of recommended folds for inserts. These are 4 Page fold, Roll fold, French fold and Gate fold. In the examples of the Roll fold and the Gate fold, the turned back folds are to the inside and within 20mm from the spine.



UNACCEPTABLE FOLDS

Any inserts that has the opposing sides open. This style of insert cannot be done.



FINANCIAL REVIEW INSERTS TECHNICAL SPECIFICATIONS

INSERT SPECIFICATIONS AND GUIDELINES

Davies Brothers Pty Ltd is the publisher of the Mercury, Sunday Tasmanian, Tasmanian Country and Gazette. The following specifications and guidelines should be followed for the supply of insert material ie: brochures, catalogues etc. The maximum pagination is 48 pages, however paginations exceeding 48 may be accepted under certain circumstances by contacting Copy Control staff.

As a general rule, the design of the finished insert should not impede the rolling of the finished newspaper product for the purpose of home delivery. If the insert is anything other than a standard catalogue – we will need to see a sample copies (amount supplied depends on number of pages).

DIMENSIONS

Max: 400mm Deep x 280mm Wide

Min: 210mm Deep x 148mm Wide (A5)

WEIGHT

Single Sheet: Min 80 gsm

4 Tabloid Pages: Min 60 gsm

8-12 Tabloid Pages: Min 50 gsm

12-48 Tabloid Pages: Min 35 gsm

DELIVERY

We need supplies of all inserts 5 working days prior and will hold any left over copies for 3 working days after the insertion, this includes store pick ups.

Inserts are to be delivered to:

Davies Brothers Print Centre

31 Innovation Drive

Dowsing Point TAS 7010

BOOKINGS CONTACT DETAILS

Inserts can be checked or queried by phoning

Carolyn Baker 03 62 300 583

Bronwyn Eagles 03 62 300 769

E: DBLCopyControl@dbl.newsltd.com.au.

PACKAGING & PALLETS

Pallets should be Australian standard Size - 1165mm x 1165 mm and in good condition, without loose or broken timbers.

Maximum height of the pallet is to be 1524 mm including runners

Maximum weight not to exceed 1000 KG

Minimum runner height on pallet to be 100 mm to allow for handling by forklift or hand truck

The pallet should be wrapped in plastic or shrink-wrapped for further protection

The following information must be displayed on at least 2 sides of the pallet

The name and address of the company and publication concerned

The publication issue and date of insertion or any other details for further identification

The estimated weight of the pallet

All deliveries must be accompanied by a delivery docket, which must indicate the following details:

The name of the insert

The total number of copies on each pallet

The total number of pallets for delivery

Further Information

If you require any further information please contact the Copy Control staff on the numbers listed above.

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FINANCIAL REVIEW ADHESIVE NOTES

Adhesive Advertising Notes appear on Page 1 of *The Australian Financial Review*. They provide high visibility and immediate impact like no other advertising vehicle. People intuitively react to Ad Notes. Customers can remember your message, they can pull your Ad Note off the page and stick it to their computer, diary, telephone, notice board or even their wallet.



Specifications

Stock: White or Yellow
Size: 73mm x 72mm
Print: Up to 6 colours
Complete state runs only
AdNotes are subject to editorial approval

Cost includes media, stock and printing of up to 6 colours on note face. Alternatively, up to 5 colours on the face and 1 on the reverse.

ADHESIVE NOTE - RATES

Production Day	Distribution	Quantity	AdNote Cost	Cost + GST
Monday - Thursday	National	92702	\$26,883.58	\$29,571.94
Friday	National	103502	\$30,015.58	\$33,017.14
Saturday	National	98880	\$28,675.20	\$31,542.72
Monday - Thursday	NSW (incl Canberra)	40025	\$17,210.75	\$18,931.83
Friday	NSW (incl Canberra)	44300	\$19,049.00	\$20,953.90
Saturday	NSW (incl Canberra)	35900	\$15,437.00	\$16,980.70
Monday - Thursday	VIC	25362	\$12,173.76	\$13,391.14
Friday	VIC	28600	\$13,728.00	\$15,100.80
Saturday	VIC	26175	\$12,564.00	\$13,820.40
Monday - Thursday	QLD (Ormiston)	12887	\$9,020.90	\$9,922.99
Friday	QLD (Ormiston)	14250	\$9,975.00	\$10,972.50
Saturday	QLD (Ormiston)	16550	\$11,585.00	\$12,743.50
Monday - Thursday	WA	7751	\$7,130.92	\$7,844.01
Friday	WA	8612	\$7,923.04	\$8,715.34
Saturday	WA	10270	\$9,448.40	\$10,393.24
Monday - Thursday	SA	4212	\$5,686.20	\$6,254.82
Friday	SA	4930	\$6,655.50	\$7,321.05
Saturday	SA	5570	\$7,519.50	\$8,271.45

Rates effective until 30 June 2012.

DEADLINES - Booking & Cancellation: Minimum of six (6) weeks prior to publication date. Discount apply to regular *Financial Review* advertisers and combines CBD runs. For creative options bookings and information, please contact

David Higgins P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

FINANCIAL REVIEW BELLYBANDS

The Australian Financial Review Bellybands are an eye catching creative that wraps a complete edition of the *Financial Review* newspaper. Bellybands compel the audience to read the advertisement before opening their newspaper. The Bellyband enables the advertiser's message to be clearly communicated and absorbed by the reader. Bellybands can be printed on both the front, back and reverse to combine branding and direct marketing.



Specifications

Stock 250gsm A2 Gloss Artboard
Size 70 x 57mm
Print Full cover (both side optional)

CBD Monday, Tuesday and Thursday runs only
Bellybands are subject to editorial approval

Cost includes media, stock and printing, delivery and newsagent production fees.

BELLYBAND - RATES

Production Day	Distribution	Bellyband Cost	Cost + GST
Monday, Tuesday, Thursday	National CBDs	\$76,286.50	\$83,915.15
Monday, Tuesday, Thursday	Sydney CBDs	\$40,862.50	\$44,948.75
Monday, Tuesday, Thursday	Melbourne CBD Zone 1	\$28,437.50	\$31,281.25
Monday, Tuesday, Thursday	Brisbane CBD	\$24,200.00	\$26,620.00
Monday, Tuesday, Thursday	Perth CBD	\$11,825.00	\$13,007.50
Monday, Tuesday, Thursday	Adelaide CBD	\$9,900.00	\$10,890.00

Rates effective until 30 June 2012.

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FINANCIAL REVIEW ADVERTISING POCKET

The Australian Financial Review Advertising Pockets are an exciting new creative initiative. The *Financial Review* newspaper sits inside the pocket in a cradle like manner. An Advertising Pocket is a creative execution that would suit any advertising sector and is suitable for branding or direct marketing.



Specifications

Stock 250gsm A2 Gloss Artboard
Flat Size 560 x 350mm
Finished Size 450 x 320mm

Print Full cover front & black
CBD Monday to Thursday runs only
Advertising Pockets are subject to editorial approval

Cost includes media, stock and printing, delivery and newsagent production fees.

ADVERTISING POCKET - RATES

Production Day	Distribution	Quantity	Pocket Cost	Cost + GST
Monday - Thursday	National CBDs	28150	\$99,651.00	\$109,616.10
Monday - Thursday	Sydney CBDs	11675	\$58,375.00	\$64,212.50
Monday - Thursday	Melbourne CBD Zone 1	8125	\$40,625.00	\$44,687.50
Monday - Thursday	Brisbane CBD	4400	\$30,800.00	\$33,880.00
Monday - Thursday	Perth CBD	2150	\$15,050.00	\$16,555.00
Monday - Thursday	Adelaide CBD	1800	\$12,600.00	\$13,860.00

Rates effective until 30 June 2012.

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David Higgins P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

INTERNATIONAL

LONDON

Brett Warren
Warren International Media
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Orion Park, Northfield Avenue
LONDON W13 9SJ
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Email: bwarren@warren-media.com

EUROPE

Robert Logan
Robert Logan & Associates
Suite 12, Rossknoll House
Orion Park, Northfield Avenue
LONDON W13 9SJ
Tel: 0011 44 (0) 208 579 4836
Fax: 0015 44 (0) 208 579 5057
Email: rlogan@robertlogan.co.uk

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Conover Brown
World Media Inc.
19 West, 36th Street, 7th Floor
NEW YORK 10018
Tel: 0011 1 212 244 5610
Fax: 0015 1 212 244 5321
Email: sales@worldmediaonline.com

DUBAI

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Intermedia, Commercial Centre
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Fax: +971 346 6016
Email: v davidson@intermedia-gulf.com

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Publicitas Singapore Pte Ltd
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SINGAPORE 058267
Tel: +65 6836 2272
Fax: +65 6634 5231
Email: selena.yan@publicitas.com

AUSTRALIA

SYDNEY

Level 1, 1 Darling Island, Pyrmont
SYDNEY NSW 2009
Tel: (02) 9282 3415
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Email: advertising@afrc.com.au

MELBOURNE

Level 6, 655 Collins Street
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Tel: (03) 8667 3867
Fax: (03) 8667 3851
Email: bcesarin@afrc.com.au

BRISBANE

Level 6, 340 Adelaide Street
BRISBANE QLD 4000
Tel: (07) 3835 7500
Fax: (07) 3835 7529
Email: thehub@afrc.com.au

MALAYSIA

Shallie Cheng
Publicitas International (Malaysia)
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Lebuhr Bandar Utama, Bandar Utama
47800 PETALING JAYA, SELANGOR
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Fax: 0015 603 772 9 7115
Email: esther.chia@publicitas.com

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Fax: 0015 852 2528 3260
Email: catherine.ha@publicitas.com

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Shinano International, Inc.
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TOKYO 107-0052
Tel: 81 3 3584 6420
Fax: 81 3 03505 5628
Email: yibe@bunkoh.com

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Michael Armstrong
Publicity Project Management
Rivonia Village, 3 Mutual Road, Rivonia
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Tel: 0011 27 11 803 8 211
Fax: 0015 27 86 503 3237
Email: mike@worldmedia.co.za

NEW ZEALAND

Neil Bowman
McKay & Bowman International Media
Representatives Ltd
PO Box 36-490, Northcote, Auckland

60 McBreen Avenue, Northcote
AUCKLAND 0627

PERTH

Fairfax Media
A15, Level 2, 435 Roberts Road
SUBIACO WA 6008
Tel: (08) 9423 8903
Fax: (08) 9423 8922
Email: sarah.stone@fairfaxmedia.com.au

ADELAIDE

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Fairfax Media
124 Franklin Street
ADELAIDE SA 5000
Tel: (08) 8210 1122
Fax: (08) 8212 1210
Email: bbarber@fairfaxmedia.com.au

Tel: 0011 649 419 0561
Fax: 0015 649 419 2243
Email: neil@mckaybowman.co.nz

THAILAND

Steven Fong
Publicitas Thailand
5th Floor, Lumpinil Building
239/2 Soi Sarasin, Rajdamri Road, Lumpini
PATHUMWAN BANGKOK 10330
Tel: +662 651 9273 to 7
Fax: +662 651 9278
Email: janya.limmanee@publicitas.com

CHINA

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Publicitas Beijing
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No 18 Chaoyangmenwai Avenue
BEIJING 100020 P.R. CHINA
Tel: +8610 6518 8155 ext. 626
Fax: +8610 6588 3110
Email: wendy.lin@publicitas.com.cn

INDIA

Santosh Pandey
The Times of India – International Media
Representation
Response Department
Dr. Dadabhoy Naoroji Road
BOMBAY 400 001
Tel: 0011 91 22 2273 1338
Fax: 0015 91 22 2273 1145
Email: santosh.pandey@timesgroup.com

FINANCIAL REVIEW GROUP

The Financial Review Group connects the information needs of Australia's most successful and influential people with a constantly expanding range of business and investment products and services. We help people truly understand the issues and make the insights that enable their success.

From daily and 24/7 services like the *Financial Review* newspaper and website, through to specialist subjects covering investments and how to spend, or entrepreneurial communities like *BRW* Fast Club, we connect advertisers to the right people, at the right time, in the right environment.

Welcome to the world of the Financial Review Group. Choose any or a combination of our titles and connection platforms to ensure your marketing plan is geared for success.

