

FINANCIAL REVIEW

Life & Leisure



Media Kit 2018



FINANCIAL REVIEW Life & Leisure

The *Financial Review Life & Leisure* weekly newspaper section is inserted into the Friday and weekend edition of *The Australian Financial Review* newspaper.

Every week *Life & Leisure* covers fashion, jewellery, design, travel, property and more, in every issue.

Printed on high-brite newspaper stock, *Life & Leisure* provides a premium newspaper advertising environment for luxury clients and is the perfect vehicle to build frequency around key retail periods – such as Christmas.

Regular Columns

SPEND

A spot on *Life & Leisure's* weekly luxury list of fashion, watches and jewellery moves stock fast.

TRAVEL

Our travel writers share their insiders' knowledge on high-end getaways, new hotels and exclusive adventures in Australia and around the world.

FASHION

We cast a keen eye over the latest shows, trends and happenings in the fashion world.

DESIGN AND ARCHITECTURE

Life & Leisure shines a light on cutting-edge design in architecture, furniture and more.

FOOD

Renowned chefs, top restaurants, food festivals, dining trends and gourmet providers, we have them covered.

DIGITAL LIFE

Technology writer John Davidson beavers away in the DL Labs to bring readers all things tech.

MOTORING

Motoring columnist Tony Davis takes to the road here and abroad to test the latest prestige models.

DRINKS

Drinks writer Max Allen follows his nose in pursuit of fine wines and alcoholic beverages.

PROPERTY

Domain prestige editor Jen Melocco picks the top executive properties on the market.

WHAT'S ON

Life & Leisure keeps abreast of unmissable sporting, art & cultural events.

AVERAGE READERSHIP*

260k

CIRCULATION^^

95k

30%*
FEMALE



70%*
MALE



47 years*

Life & Leisure readers are 47 years* of age on average

2.9x*

Life & Leisure readers are 2.9* times as likely than average TO EARN \$120K+

\$123k*

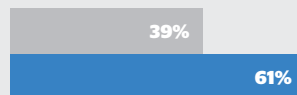
Life & Leisure readers' average household income is \$123k*—25% HIGHER than the national average

3.4x*

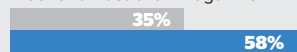
Life & Leisure readers are 3.4 times* more likely than gen pop to intend to SPEND \$50K+ on their next car purchase

% readers who are A or B Social Grade*

Life & Leisure



Weekend Australian Magazine



Saturday Advertiser



Herald Sun (Sat)



Weekend West



Courier Mail (Sat)



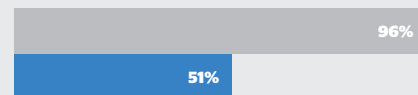
Daily Telegraph (Sat)



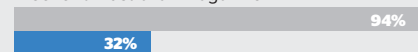
A AB

% readers who are Leisure/Business Travellers*

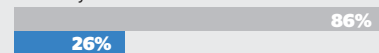
Life & Leisure



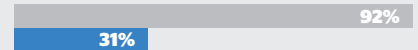
Weekend Australian Magazine



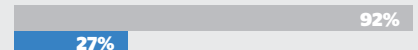
Saturday Advertiser



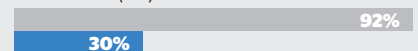
Herald Sun (Sat)



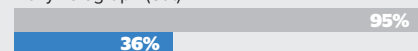
Weekend West



Courier Mail (Sat)



Daily Telegraph (Sat)



Leisure Travellers Business Travellers

Big Spenders*

Life & Leisure readers are:



22%

more likely to be top spenders on alcoholic beverages

16%

of readers intend to buy a luxury watch or fine jewellery in the next 12 months



65%

more likely to be top spenders when it comes to eating out

2.5x

more likely than gen pop to travel business class



80%

agree 'quality is more important than price'

* emma conducted by Ipsos MediaCT; People 14+ for the 12 months ending December 2017, Nielsen Digital Ratings Monthly, December 2017; People 14+

^^ ABC December 2017



JANUARY

- 12 **SPORT** Australian Open
DESIGN Soft Baroque
TRAVEL Sri Lanka
WELLNESS Now for your own gym
- 19 **FASHION** Ellery takes on Paris
TRAVEL New York
- 25 **AUSTRALIA DAY BUMPER ISSUE**
FASHION Men's ready-to-wear wrap from London, Milan and preview Paris
TRAVEL On the battlefields of France, 100 years later
SPORT Bathurst Preview

FEBRUARY

- 2 **FASHION** Paris haute couture wrap
TRAVEL Barangaroo Hotel
- 9 **VALENTINE'S DAY GIFT GUIDE**
DESIGN B.E. Architecture
FASHION Comme Moi comes to Australia
- 16 **SOPHISTICATED TRAVELLER MAGAZINE**
- 23 **ARTS** Adelaide Festival
FOOD Guide to the Melbourne Food & Wine Festival
TRAVEL W Hotel Shanghai

MARCH

- 2 **SPEND** Marimekko exhibition at Bendigo
DESIGN Sydney Design Festival
FOOD Wacky food combos
- 9 **ART** Sydney Biennale
SCENTS New releases and enduring icons
SPORT Golden Slipper
- 16 **LUXURY MAGAZINE**
- 23 **FASHION** Highlights from Melbourne Fashion Week
DESIGN Balkrishna Doshi Pritzker Prize
TRAVEL European summer inspiration
SPORT Australian Grand Prix
- 30 **EASTER BUMPER**
TRAVEL South America
ART Luxury syndicate
DESIGN Melbourne Design Week

APRIL

- 6 **FOOD AND WINE SPECIAL**
TRAVEL Cider in the Basque
FOOD Japan
DESIGN Restaurant design
WINE The next generation of winemakers
- 13 **WATCHES** Baselworld watch fair
TRAVEL Adrenalin adventures
- 20 **SCENTS EDITION**
BEAUTY Sisley empire
SCENTS Perfumes by unexpected brands
TRAVEL Oman rose harvest
- 27 **ARTS** Australian World Orchestra
FOOD Noosa Food Festival

MAY

- 4 **DESIGN EDITION**
GIFTS Mother's Day gift guide
DESIGN Trend report from Milan Salone del Mobile
- 11 **TRAVEL** Utah
FASHION Mercedes Benz Fashion Week Preview
TRAVEL Sanctuary at Sirromet
- 18 **SOPHISTICATED TRAVELLER MAGAZINE**
- 25 **ITALIAN EDITION**
Including fashion, travel, food, arts
SAILING Sanctuary Cove International Boat Show 30th anniversary

JUNE

- 1 **ART** Archibald Prize
TRAVEL Southern hemisphere skiing special
- 8 **CYCLING EDITION**
SPORT Tour de France
TRAVEL Cycling holidays
- 15 **LUXURY MAGAZINE**
- 22 **ART** Art Basel
TRAVEL Warm up in Queensland
- 29 **FASHION** Paris men's fashion week
TRAVEL Best of British
SPORT Wimbledon

JULY

- 6 **TRAVEL** Noosa Long Weekend Festival
- 13 **GOLF EDITION**
FASHION Haute couture from Paris
SPORT British Open
TRAVEL Golfing holidays
- 20 **WELLNESS ISSUE** Spas, wellness holidays & more
- 27 **FASHION** Workable wardrobes
TRAVEL The world's best bathrooms

AUGUST

- 3 **SOPHISTICATED TRAVELLER MAGAZINE**
- 10 **TRAVEL** Weekend getaways
- 17 **HAMILTON ISLAND RACE WEEK**
SAILING Race week special
- 26 **GROOMING EDITION** For him and her
GIFTS Father's Day gift guide
SPORT US Open tennis

SEPTEMBER

- 7 **LUXURY MAGAZINE**
- 14 **MOTORSPORTS** Singapore Grand Prix
ARTS Sydney Contemporary Arts Fair
- 21 **JEWELLERY EDITION** Special despatches from the world of jewellery
SKIING Northern hemisphere preview
- 28 **FASHION** Fashion week ready-to-wear round-up
BEAUTY Florence fragrance fair
TRAVEL Cruising down under

OCTOBER

- 5 **ASIA ODYSSEY**
Asia special
- 12 **FASHION** Melbourne Cup capsule collections
- 19 **SOPHISTICATED TRAVELLER MAGAZINE**
- 26 **MELBOURNE CUP CARNIVAL**
Pavilions, fashion and the horses
DESIGN Design Made fair

NOVEMBER

- 2 **LUXURY MAGAZINE**
- 9 **WELLNESS** Summer ready
- 16 **TRAVEL** Short summer escapes
- 23 **ARTS** Summer's top tickets
- 30 **GIFTS FOR HIM**
Christmas gift guide for men
WATCHES Watches to watch

DECEMBER

- 7 **GIFTS FOR HER**
Christmas gift guide for women
My favourite gifts
- 14 **THE PARTY EDITION**
FOOD Celebration dining
PARTY Etiquette
- 21 **CHRISTMAS BUMPER**
SPORT Rolex Sydney Hobart Yacht Race
- 29 **NEW YEAR'S BUMPER**
HORSE-RACING Magic Millions
MOTORING Highlights of 2017

FREQUENCY	CASUAL	4X	8X	12X	16X	20X	24X
DISCOUNT	CASUAL	5%	10%	15%	20%	25%	30%
Full Page (38x7)	\$19,434	\$18,462	\$17,491	\$16,519	\$15,547	\$14,575	\$13,604
Full Page (38x7) Incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
DPSC (38x14)	\$35,000	\$33,250	\$31,500	\$29,750	\$28,000	\$26,250	\$24,500
DPSC (38x14) Incl GST	\$38,500.00	\$36,575.00	\$34,650.00	\$32,725.00	\$30,800.00	\$28,875.00	\$26,950.00
Junior Page (28x5)	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Junior Page (28x5) Incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Half Page (20x7)	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Half Page (20x7) Incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Third Page (20x4)	\$5,845	\$5,553	\$5,260	\$4,968	\$4,676	\$4,384	\$4,091
Third Page (20x4) Incl GST	\$6,429.50	\$6,108.30	\$5,786.00	\$5,464.80	\$5,143.60	\$4,822.40	\$4,500.10
Quarter Page (20x3)	\$4,384	\$4,165	\$3,946	\$3,726	\$3,507	\$3,288	\$3,069
Quarter Page (20x3) Incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90
Strip Ad (10x7)	\$5,114	\$4,858	\$4,603	\$4,347	\$4,091	\$3,835	\$3,580
Strip Ad (10x7) Incl GST	\$5,625.40	\$5,343.80	\$5,063.30	\$4,781.70	\$4,500.10	\$4,218.50	\$3,938.00
Strip Ad 2 (5x7)	\$2,557	\$2,429	\$2,301	\$2,173	\$2,046	\$1,918	\$1,790
Strip Ad 2 (5x7) Incl GST	\$2,812.70	\$2,671.90	\$2,531.10	\$2,390.30	\$2,250.60	\$2,109.80	\$1,969.00
10x5	\$5,200	\$4,940	\$4,680	\$4,420	\$4,160	\$3,900	\$3,640
10x5 Incl GST	\$5,720.00	\$5,434.00	\$5,148.00	\$4,862.00	\$4,576.00	\$4,290.00	\$4,004.00
10x4	\$4,160	\$3,952	\$3,744	\$3,536	\$3,328	\$3,120	\$2,912
10x4 Incl GST	\$4,576.00	\$4,347.20	\$4,118.40	\$3,889.60	\$3,660.80	\$3,432.00	\$3,203.20
10x3	\$3,120	\$2,964	\$2,808	\$2,652	\$2,496	\$2,340	\$2,184
10x3 Incl GST	\$3,432.00	\$3,260.40	\$3,088.80	\$2,917.20	\$2,745.60	\$2,574.00	\$2,402.40
10x2	\$2,080	\$1,976	\$1,872	\$1,768	\$1,664	\$1,560	\$1,456
10x2 Incl GST	\$2,288.00	\$2,173.60	\$2,059.20	\$1,944.80	\$1,830.40	\$1,716.00	\$1,601.60

PREMIUM POSITIONS

Front Page (10cm x 7cols)	\$9,000
Front Page (10cm x 7cols) incl GST	\$9,900
Front Page (8cm x 7cols)	\$8,000
Front Page (8cm x 7cols) incl GST	\$8,800
Front & Back Page Ribbon Wrap (8cm x 15cols)	\$15,000
Front & Back Page Ribbon Wrap (8cm x 15cols) incl GST	\$16,500

STATE SPLITS (RUN OF PAPER) FULL/HALF/JUNIOR PAGES ONLY

NSW/ACT	50%
VIC/TAS	40%
QLD	40%
SA	Subject to availability
WA	Subject to availability

LOADING

Page 3, 5 & 7	20%
Right Hand Page in Front Half	15%
Right Hand Page	10%
Front Half / Sections	10%

BOOKING DEADLINE

10am Monday prior to publication

MATERIAL DEADLINES

12pm Tuesday prior to publication

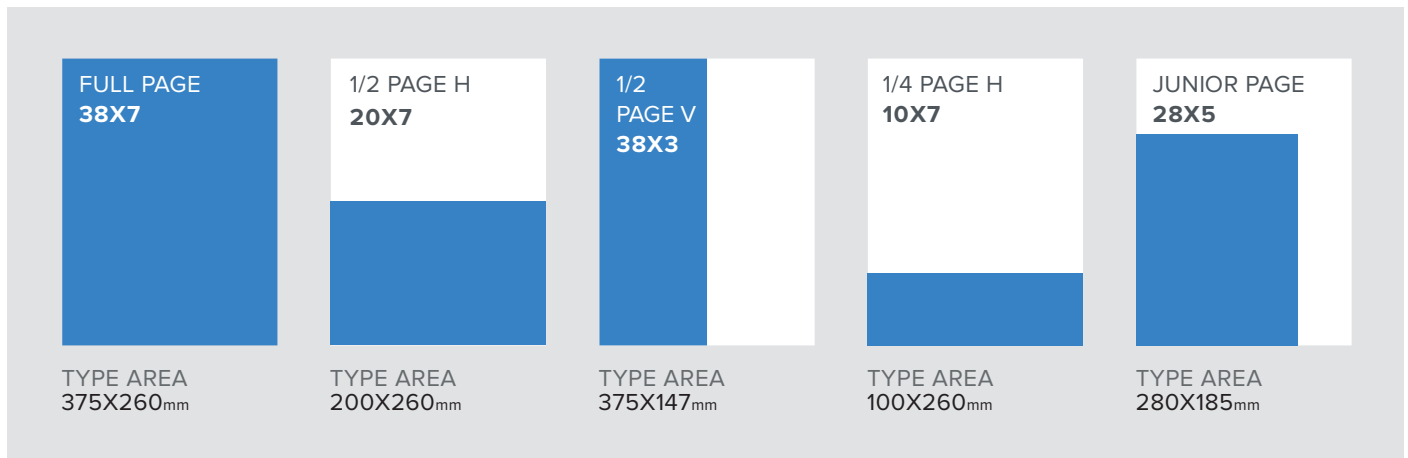
Rates effective 1 January 2018 – 31 December 2018.

Rates are subject to change.

Contact your *Financial Review* sales representative for further details.

100% cancellation charge applies for State splits.

ADVERTISING DIMENSIONS



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 *The Australian 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 Australian Financial Review* representative and their name. Bookings taken inside cancellation deadline are non-cancellable.

ADVERTISING MATERIAL AND SPECIFICATIONS

- Please note that Fairfax will only accept material via electronic transmission.
- Fairfax operates new advertising quality assurance measures for the *Financial Review* publications.
- All digital ads need to undergo Quality Assurance testing prior to being accepted for publication.

For further information please refer to adcentre.com.au or contact the Fairfax Media Advertising Production Unit: **1300 666 326**.



NEW SOUTH WALES/ VICTORIA

NERISSA CORBETT

Head of Luxury

(02) 9282 2096

ncorbett@fairfaxmedia.com.au

TESSA MAUGHAN

Junior Brand Manager, Luxury

(02) 9282 2252

tessa.maughan@fairfaxmedia.com.au

QUEENSLAND

JODIE BIGNALL

QLD State Director

(07) 3835 7540

jodie.bignall@fairfaxmedia.com.au

SOUTH AUSTRALIA

BRAD BARBER

(08) 8210 1112

bbarber@fairfaxmedia.com.au

WESTERN AUSTRALIA

LIZ MOLYNEUX

(08) 9220 1575

lmolynexu@fairfaxmedia.com.au

