

Asset

FINANCIAL REVIEW

2010

MEDIA

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EDITORIAL PROFILE

The Australian Financial Review's Asset is the leading magazine for financial planning professionals. Launched in 2000, *Asset* consistently delivers quality news, opinions and strategies from a team of financial planning and wealth management experts.

With the highest circulation of any trade publication targeting financial planners and advisers, *Asset's* alignment with *The Australian Financial Review* means the magazine benefits from the editorial and production experience of the nation's leading business newspaper.

As a monthly magazine for financial professionals *Asset's* editorial features are in-depth and detailed whilst also focusing on news reviews and industry commentary. Every story in the publication is included with the interests of it's well-defined readership in mind.

The features and analytical articles look behind the news to uncover the impact that current issues in the financial services industry and the broader economy, as well as demographic changes, will have on financial planners and their businesses.

The magazine's regular sections keep financial planners informed of the latest thinking in practice management, regulatory direction and technical advice strategies via case studies and interviews. As with all sections of the magazine, accuracy and clarity are the focus.

Regular columnists add respected contributions, giving their perspectives on topical themes that financial planners should be thinking about.

Leng Yeow is *Asset's* editor. Leng has over six years experience in financial services journalism most recently as editor of Investment & Technology. She was previously deputy editor of Investor Weekly magazine and a journalist on publications including IFA, InvestorDaily and Master Funds Quarterly. Leng also writes for *The Australian Financial Review*.



Zoe Fielding is *Asset's* acting editor. She joined *Asset* from trade newspaper Money Management where she reported on the financial planning industry. Zoe has been reporting on business issues for almost five years, prior to which she worked as a business analyst across several industry sectors in Australia and the United Kingdom. Zoe also writes for *The Australian Financial Review*.

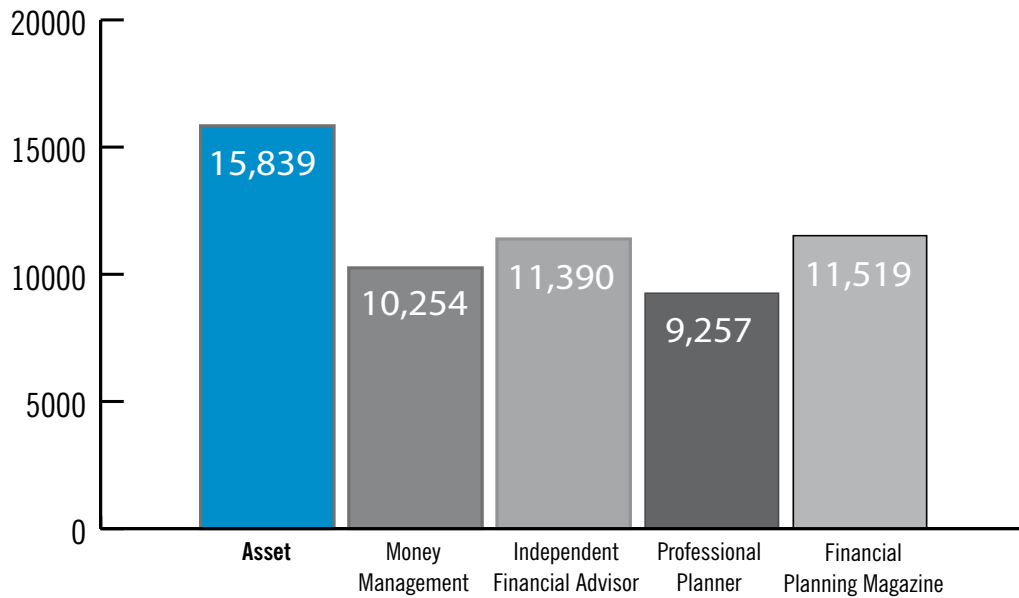


Tanya Powley is *Asset's* reporter. She joined *Asset* recently from London-based trade newspaper Money Marketing where she reported on the mortgage market and the financial planning industry. Tanya has been a financial journalist for the past three years, after graduating with an English Literature degree at Nottingham University in the UK. Tanya also writes for *The Australian Financial Review*.



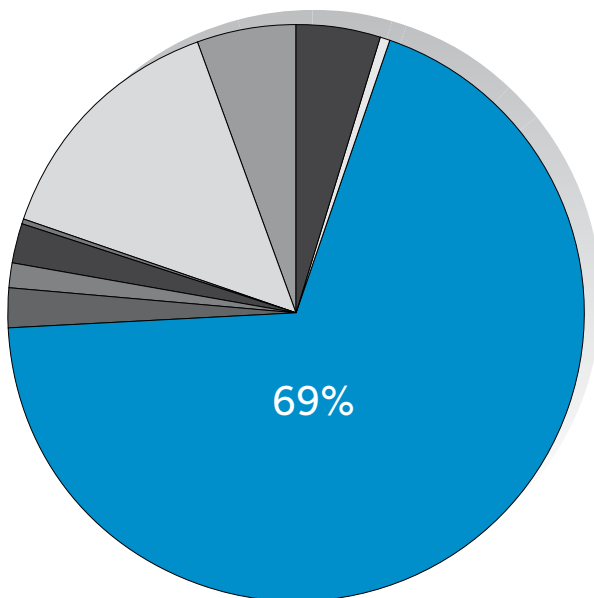
ASSET CIRCULATION

The Australian Financial Review's Asset is the highest circulating trade publication for financial planners.



Source: CAB March 2010

Nearly three quarters of Asset readers' primary job function is either Financial Planning, Advising, Consulting or Executive roles.

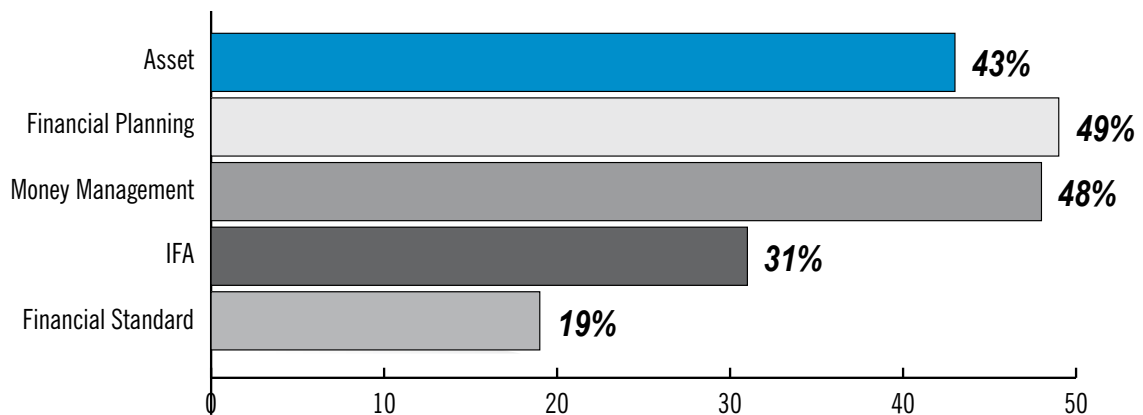


Analysis of Primary Job Function	
Job Function	Responses
Accountant	4.9%
Banker	0.5%
Finance Executive	6.4%
Financial Consultant	2.0%
Financial Planner / Adviser	60.6%
Fund Manger	2.0%
Insurance Broker	1.5%
Paraplanner	2.2%
Stockbroker	0.3%
Taxation	14.2%
Other	5.4%

Source: CAB October 2009

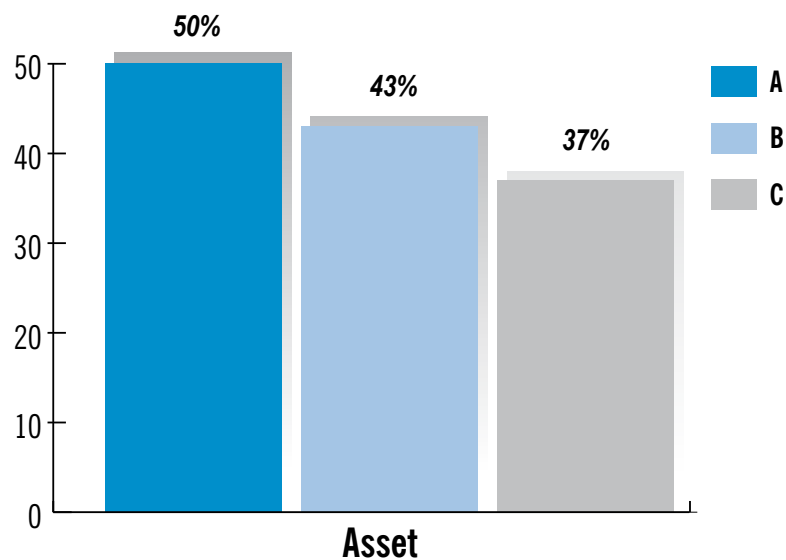
ASSET READERSHIP

Independent research by Marketing Pulse shows that Asset is read by nearly half of all Financial Planners/Advisers.



Source: Marketing Pulse, April - June 2010

Research also reveals Asset magazine is the equal highest reaching trade publication to Type A advisers.**



Financial Planners reached by adviser type (%)

Source: Marketing Pulse, April - June 2010

*Type A advisers come from independent dealer groups or have their own licence and their clients have an average of over \$200k funds under advice.

Type B advisers are predominantly independent and their clients have an average of \$100k- \$200k funds under advice.

Type C advisers predominantly have tied distribution and their clients have an average of under \$100k funds under advice.

**Financial planning also reaches 55%

2010 FEATURES AND DEADLINES

ISSUE	FEATURES	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
February	1. Education 2. Retirement/Annuities 3. Life Insurance	February 5 th	January 8 th	January 22 nd
March	1. Business Technology/Finance Special 2. Corporate Super 3. Margin Lending	March 5 th	February 5 th	February 19 th
April	1. Asset Awards launch issue 2. Fixed Income and Cash 3. Risk insurance (SPON)	April 2 nd	March 5 th	March 19 th
May	1. Tax Effective Investing 2. High Conviction Investing – including small caps and concentrated funds 3. Margin Lending Odyssey	May 7 th	April 9 th	April 23 rd
June	1. Australian Equities 2. Risk Insurance (SPON)	June 4 th	May 7 th	May 21 st
July	1. Client Psychology for Financial Planners 2. Alternative Investments	July 2 nd	June 4 th	June 18 th
August	1. Global Equities Special Feature (International & Emerging Markets liftout) 2. SMSF 3. Property	August 6 th	July 9 th	July 23 rd
September	1. Asset Awards issue 2. Global and Domestic Property 3. Managed Accounts (SMAs/IMAs) 4. Insurance Odyssey	September 3 rd	August 6 th	August 20 th
October	1. Structured Products and Capital Protected Funds 2. Multi-Manager Funds	October 8 th	September 10 th	September 24 th
November	1. High-Yield Investments 2. Index Investing	November 5 th	October 8 th	October 22 nd
December	1. Australian Equities 2. Platforms	December 3 rd	November 5 th	November 19 th

Note: Features can change at the editors discretion.

To register for the latest monthly updates and synopses please email vcottier@fairfaxmedia.com.au

Cancellation 6 weeks prior to on sale

2010 RATES

	CASUAL	3X	6X	9X	12X	15X	18X	24X
FULL PAGE	\$6,195	\$6,090	\$5,985	\$5,880	\$5,775	\$5,670	\$5,565	\$5,460
FULL PAGE (INC GST)	\$6,815	\$6,699	\$6,584	\$6,468	\$6,353	\$6,237	\$6,122	\$6,006
DOUBLE PAGE SPREAD	\$12,390	\$12,100	\$11,970	\$11,760	\$11,550	\$11,340	\$11,130	\$10,920
DOUBLE PAGE SPREAD (INC GST)	\$13,629	\$13,310	\$13,167	\$12,936	\$12,705	\$12,474	\$12,243	\$12,012
HALF PAGE	\$3,717	\$3,654	\$3,591	\$3,528	\$3,465	\$3,402	\$3,339	\$3,276
HALF PAGE (INC GST)	\$4,089	\$4,019	\$3,950	\$3,881	\$3,812	\$3,742	\$3,673	\$3,604
JUNIOR PAGE	\$4,337	\$4,263	\$4,190	\$4,116	\$4,043	\$3,969	\$3,896	\$3,822
JUNIOR PAGE (INC GST)	\$4,771	\$4,689	\$4,609	\$4,528	\$4,447	\$4,366	\$4,286	\$4,204
THIRD PAGE	\$2,478	\$2,436	\$2,394	\$2,352	\$2,310	\$2,268	\$2,226	\$2,184
THIRD PAGE (INC GST)	\$2,726	\$2,680	\$2,633	\$2,587	\$2,541	\$2,495	\$2,449	\$2,402
QUARTER PAGE	\$2,324	\$2,284	\$2,245	\$2,205	\$2,166	\$2,126	\$2,087	\$2,048
QUARTER PAGE (INC GST)	\$2,556	\$2,512	\$2,470	\$2,426	\$2,383	\$2,339	\$2,296	\$2,253

PREFERRED POSITIONS LOADINGS

POSITION	% LOAD	POSITION	% LOAD
First IFC	30%	First LHP	15%
2nd, 3rd & 4th DPS (prior to contents)	25%	First half	10%
1st or 2nd DPS (after contents)	20%	RHP	10%
Opposite editor	25%	IBC	10%
1st, 2nd and 3rd RHP	25%	OBC	30%
4th, 5th and 6th RHP	20%	Consecutive pages	20%
Centre spread	15%	Facing pages	15%
First half RHP	15%	Other specified positions	15%

LOOSE INSERTS

Inserts up to 12 pages: \$649 per thousand (\$4,125 minimum cost, no split runs)
 CD onserts and Bound Inserts: Price on application

MECHANICAL SPECIFICATIONS

Please refer to www.adcentre.com.au/asset.aspx

Rates effective until 31st December 2010
 Please note: Rates are subject to change without notice

Booking Deadline: 5 weeks prior to on-sale date.
Cancellation Deadline for general positions is 6 weeks prior to on-sale date.
Cancellation Deadline for premium positions is 8 weeks prior to on-sale date.
Cancellation Deadline for creative options is 12 weeks prior to on-sale date.
Material Deadline: 4 weeks prior to on-sale date.

www.assetmag.com.au ONLINE RATES

www.assetmag.com.au is Asset's online channel, providing editorial, tools and event information for the financial planning industry. For more information, please visit www.adcentre.com.au/assetmagcomau.aspx

TYPE	CPM (\$)	DIMENSIONS Pixels (Width x Height)
Leaderboard or Banner	\$190 \$209 (incl GST)	728x90 or 468x60
Medium Rectangle	\$205 \$225.50 (incl GST)	300x250

Rates based on standard advertisement types booked as run of site.

Rates effective until 31 December 2010

Please note: Rates are subject to change without notice

Bookings & Cancellations must be made verbally and confirmed in writing. Cancellations must be made prior cancellation deadline and confirmed in writing to avoid a 100% cancellation fee. For details on how to send material please refer to www.adcentre.com.au/assetmagcomau.aspx.

TYPE	Newsletter Frequency	Drop Days	Email Subscriptions	Sponsorship* Period	Rate
assetmag.com.au	Monthly	Varies	6,853	Monthly	\$1,500 \$1,650 (incl GST)

Min Campaign Spend \$2,000 (\$2,200 incl GST)

Rates effective until 31 December 2010

Please note: Rates are subject to change without notice

*Sponsorship consists of 1 x medium rectangle (300x250 pixels)

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For more information and details on how to send material,
please visit www.adcentre.com.au/assetmagcomau.aspx

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