

ASSET

MEDIA KIT 2012

www.adcentre.com.au/financial-review-asset.aspx



Asset
FINANCIAL REVIEW

A key component of the **Financial Review Group**

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ASSET INTRODUCTION

Financial Review 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 *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 its 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.



ASSET EDITOR

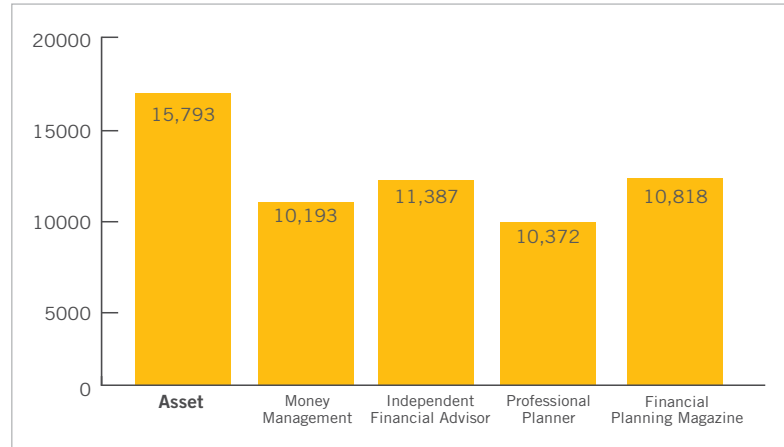
Leng Yeow is the editor of *Asset* and a reporter on *The Australian Financial Review*. She has 11 years experience as a financial services journalist including six years at the Financial Review Group. She previously was the editor of *Investment & Technology Magazine*, deputy editor of *Investor Weekly* and a journalist on *IFA magazine*. Before becoming a journalist, Leng spent four years at SHAW Stockbroking.

Ruth Liew is a reporter with five years journalism experience covering the financial services and property industries. She joined the *Financial Review* in January after spending three years at financial services trade press, *Financial Standard*. She has a Bachelor of Media (Writing) from Macquarie University.

audience

ASSET CIRCULATION

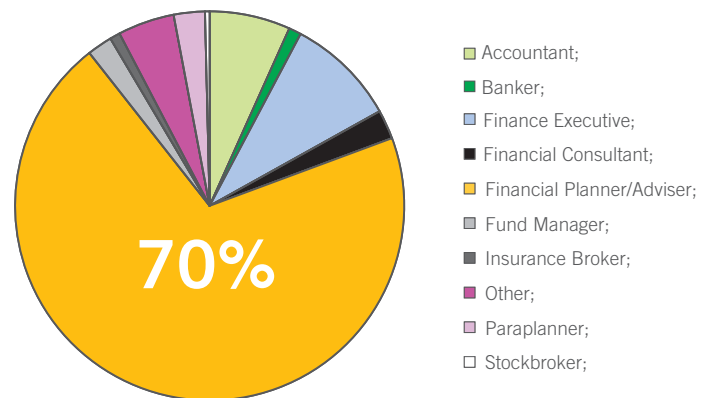
Asset is the highest circulating trade publication for financial planners.



Source: CAB September 2011

Over three quarters of Asset readers' primary job function is either financial planning, advising, consulting or executive roles.

Asset Circulation by Job Function



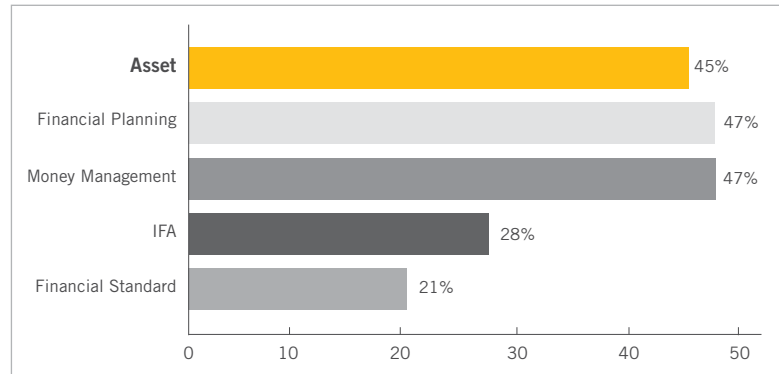
Source: CAB September 2011

ANALYSIS OF PRIMARY JOB FUNCTION

Job Function	Responses	Job Function	Responses
Accountant	7%	Insurance Broker	1%
Banker	1%	Other	5%
Finance Executive	9%	Paraplanner	3%
Financial Consultant	2%	Stockbroker	0%
Financial Planner / Adviser	70%		
Fund Manager	2%		

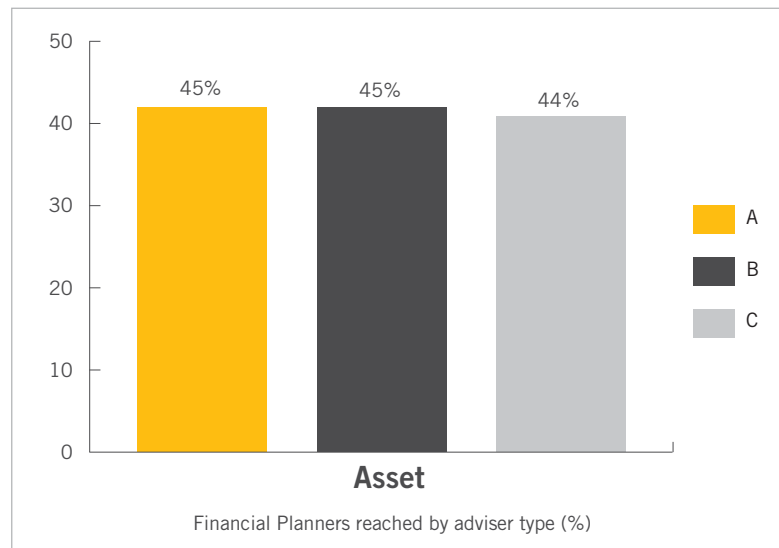
ASSET READERSHIP

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



Source: Marketing Pulse, July - September 2011

Research also reveals *Asset* magazine has strong reach to Type A Advisers.*



Source: Marketing Pulse, July - September 2011

*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.

ASSET MAGAZINE FEATURES & DEADLINES

ISSUE	FEATURES	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE 12 NOON
February	1. Margin Lending Education 2. Retirement Income Solutions 3. Life Insurance column	February 3	January 9	January 25
March	1. Global Equities/Asian Equities 2. Cash 3. Margin Lending Roundtable	March 2	February 6	February 22
April	1. Wholesale Investment Solutions (incl. Platforms) 2. Risk Insurance 3. SMSF 4. Technology: Cloud Computing	April 6	March 12	March 28
May	1. Fixed Income 2. ETFs 3. Margin Lending Supplement	May 4	April 10	April 26
June	1. Australian Equities 2. Risk Insurance 3. Capital Protected Products supplement	June 1	May 7	May 23
July	1. Multi Manager Funds 2. Property 3. Alternative Investments 4. Investing in Asia Roundtable	July 6	June 8	June 27
August	1. SMSF 2. Retirement Income Solutions 3. Global Equities Supplement (International & Emerging Markets)	August 3	July 9	July 25
September	1. Australian Equities 2. ETFs 3. Life Insurance Supplement	September 7	August 13	August 29
October	1. Structured Products and Capital Protected Products 2. Global Property	October 5	September 10	September 26
November	1. Risk Insurance 2. Fixed Income 3. Passive Investing 4. Advice (fee for service) Supplement	November 2	October 8	October 24
December/ January	1. Multi Asset Funds 2. Wholesale Investment Solutions (incl. Platforms)	December 7	November 12	November 28

**Note: Cancellation deadlines are 6 weeks prior.
Booking deadlines are 4 weeks prior.
Material deadlines are 2 weeks prior.**

ASSET MAGAZINE ADVERTISING RATES & DEADLINES

ASSET ADVERTISING RATES

Size	Casual	3x	6x	9x	12x	15x	18x	24x
Full Page	\$6,505	\$6,395	\$6,284	\$6,174	\$6,064	\$5,954	\$5,843	\$5,733
Full Page (Incl GST)	\$7,156	\$7,035	\$6,912	\$6,791	\$6,670	\$6,549	\$6,427	\$6,306
Double Page Spread	\$13,010	\$12,705	\$12,569	\$12,348	\$12,128	\$11,907	\$11,687	\$11,466
Double Page Spread (Incl GST)	\$14,311	\$13,976	\$13,826	\$13,583	\$13,341	\$13,098	\$12,856	\$12,613
Half Page	\$3,903	\$3,837	\$3,771	\$3,704	\$3,638	\$3,572	\$3,506	\$3,440
Half Page (Incl GST)	\$4,293	\$4,221	\$4,148	\$4,074	\$4,002	\$3,929	\$3,857	\$3,784
Junior Page	\$4,554	\$4,476	\$4,400	\$4,322	\$4,245	\$4,167	\$4,091	\$4,013
Junior Page (Incl GST)	\$5,009	\$4,924	\$4,840	\$4,754	\$4,670	\$4,584	\$4,500	\$4,414
Third Page	\$2,602	\$2,558	\$2,514	\$2,470	\$2,426	\$2,381	\$2,337	\$2,293
Third Page (Incl GST)	\$2,862	\$2,814	\$2,765	\$2,717	\$2,669	\$2,619	\$2,571	\$2,522
Quarter Page	\$2,440	\$2,398	\$2,357	\$2,315	\$2,274	\$2,232	\$2,191	\$2,150
Quarter Page (Incl GST)	\$2,684	\$2,638	\$2,593	\$2,669	\$2,501	\$2,455	\$2,410	\$2,365

POSITION	LOADS
1st Inside Front Cover Spread	30%
2nd, 3rd & 4th DPS (prior to contents)	25%
1st or 2nd DPS (after contents)	20%
Opposite Editor	25%
1st, 2nd and 3rd RHP	25%
4th, 5th and 6th RHP	25%
Centre Spread	15%
1st Half Right Hand Page	15%
1st Left Hand Page	15%
First Half	10%
Right Hand Page	10%
Inside Back Cover	10%
Outside Back Cover	30%
Consecutive Pages	20%
Facing Pages	15%
Other Specified Positions	15%

LOOSE INSERTS

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

MECHANICAL SPECIFICATIONS

Please refer to the *Asset* AdCentre: www.adcentre.com.au/asset.aspx

Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset print process.

Rates effective until 31st December 2012.

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 usual deadlines

Cancellation deadline for premium positions is 8 weeks prior to usual deadlines

Cancellation deadline for creative options is 12 weeks prior to usual deadlines

MATERIAL DEADLINE: 4 weeks prior to on sale date

ASSET DIGITAL ADVERTISING RATES

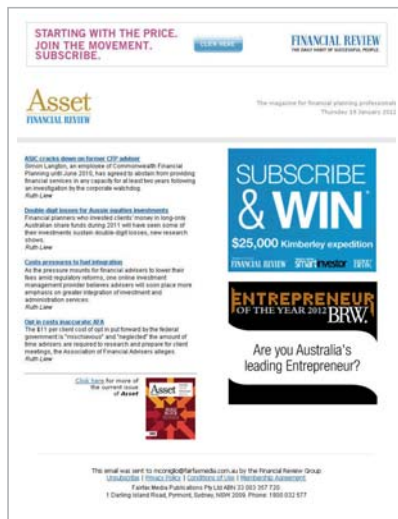


ASSET WEBSITE

assetmag.com.au is the website for Australia's leading financial planning professionals, consistently delivering quality news, opinions and strategies from a team of financial planning and wealth management experts. For more information, please visit www.adcentre.com.au/financial-review-asset.aspx

ASSET WEBSITE ADVERTISING RATES

Type	CPM (\$)	Dimensions (Pixels Width x Height)
Medium Rectangle 100% SOV	\$1,250	300 x 250
Medium Rectangle 100% SOV (incl GST)	\$1,375	300 x 250
Leaderboard 100% SOV	\$1,100	728 x 90
Leaderboard 100% SOV (incl GST)	\$1,210	728 x 90



ASSET ENEWSLETTER

Asset's e-newsletter is a valuable supplement to the top quality analysis and commentary that readers expect from Asset magazine. The trusted content from Asset magazine's experienced editorial team of Leng Yeow, Zoe Fielding and Ruth Liew, as well as the other members of *The Australian Financial Review* editorial team, give Asset's email newsletter an edge over its competitors.

The Asset e-newsletter, sent weekly to a database of 8,800 subscribers, covers the most important trends and issues for financial planning professionals.

ASSET ENEWSLETTER ADVERTISING OPTIONS

Type	Cost per week	Cost per 4 weeks
Leaderboard (728 x 90)	\$1,650 + GST	\$6,000 + GST
Top MREC (300 x 250)	\$1,350 + GST	\$5,000 + GST
Bottom MREC (300 x 250)	\$1,200 + GST	\$4,000 + GST

ASSET ENEWSLETTER TECHNICAL SPECIFICATIONS

Type	Dimensions	File Types	Max File Size
Leaderboard	728 x 90	JPEG or GIF	30KB
Top MREC	300 x 250	JPEG or GIF	30KB
Bottom MREC	300 x 250	JPEG or GIF	30KB

DEADLINES

- Material deadline: 3 working days prior
- Booking deadline: 5 working days prior
- Cancellation deadline: 30 working days prior
- Send your finished creative to traffic@afm.com.au
- Creative changes are limited to once per week.

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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](#).

