

CFO

FINANCIAL REVIEW

2011

MEDIA

KIT

THE MOST READ
MAGAZINE BY CHIEF
FINANCIAL OFFICERS
(AUSBRS, 2010)

EDITORIAL PROFILE

Financial Review CFO Magazine is Australia's authoritative business monthly for chief financial officers and those who work closely with them. In recent years, the role of the *CFO* has changed greatly. The modern *CFO* is seen as the chief executive's business partner, rather than the chief accountant. Thus, CFOs have responsibility for critical decisions across the company, extending their reach well beyond the traditional areas of finance and accounting into IT, property, human resources and legal. *CFO Magazine* reflects this evolving role, covering a wider range of topics rather than the purely financial. Readers can expect the magazine to provide thought leadership, to point to trends and to deliver insights on what their competitors are thinking. There is also practical advice that ranges from technical professional challenges to work/ life balance and career management.



We are also able to draw on our strong relationships with the CFO community to bring readers interviews and insights from executives and corporate advisers who rarely talk to the media. This will only get stronger as our alignment with *The Australian Financial Review* continues to develop. Thus, readers can look forward to even more insights from the best business journalists in the country. And building on our unique niche in business reporting *CFO Magazine's* media offering includes events such as breakfast seminars, roundtables, conferences and awards ceremonies. In 2011, the reach and depth of our print media will be further extended online through a series of video interviews and podcasts.



Kate Mills - *CFO* Editor

CFO MAGAZINE EDITORIAL ADVISORY BOARD

Dieter Adamsas - Chairman, Leighton Contractors

Penny Egan - CFO, Forestry Tasmania

Garry McLennan - CFO, UNSW

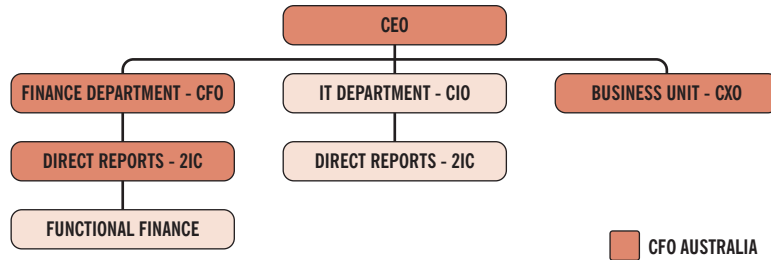
Lorna Raine - CFO, Yum! Brands

Janet Young - CFO, Freehills

Tim Youngberry - CFO, Defence Material Organisation

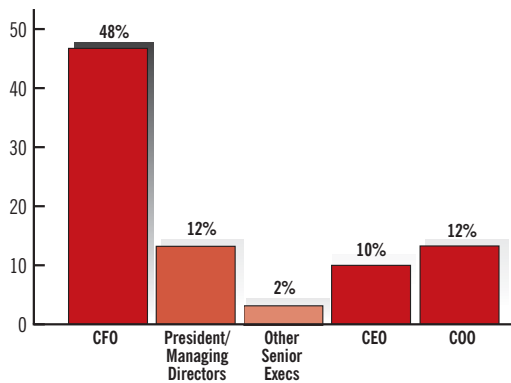
#1 FOR CFOs

A study of Senior Business Executives shows *CFO Magazine* is the most read magazine by CFOs in Australia. Source: Australia's Business Readership Survey, 2011

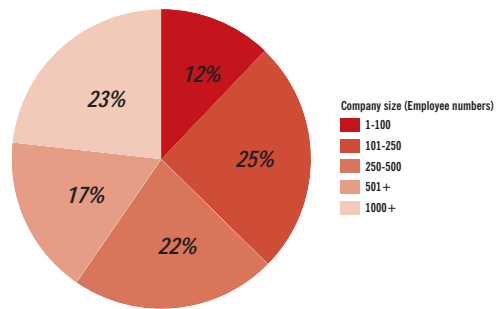


CFO has an extremely powerful and accurate circulation thanks to its link to the Financial Review Group Business Intelligence's MarketBase, which guarantees 98% accuracy. This helps ensure that each month we are landing on the desks of 7,466 of the nations leading CFOs and other senior finance executives. (CAB September 2010)

As seen below *CFO* has strong reach across all segments of the market – with a particular focus on high end corporate organisations that have 500+ employees. Additionally, *CFO Magazine* targets a range of industries ensuring our audience remains diverse within the specialist chief financial officer function.



Source: Australia's Business Readership Survey, 2011



Source: Australia's Business Readership Survey, 2011

AVERAGE CFO READER*:

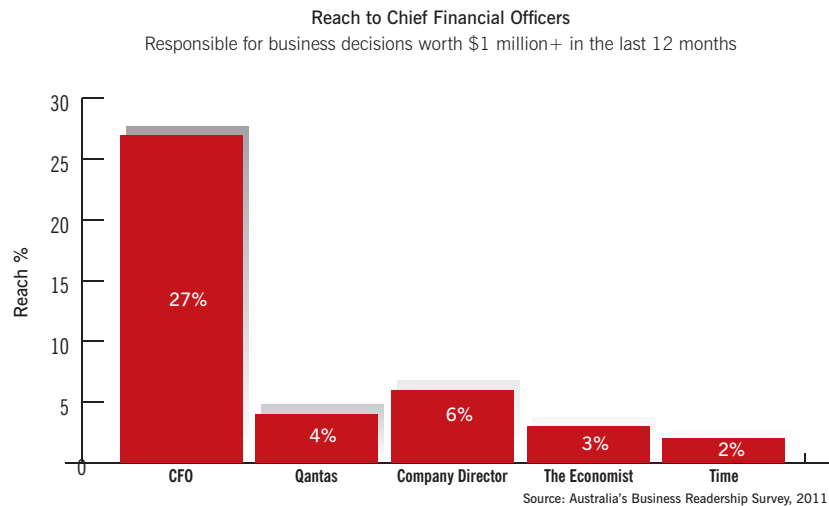
- Has an income of \$220,000
- 82% male
- 44 years old
- Spends 65 minutes reading an issue

- 68% read every issue
- 48% use private banking services
- Have a personal investment portfolio (excl. the family home) worth \$935K

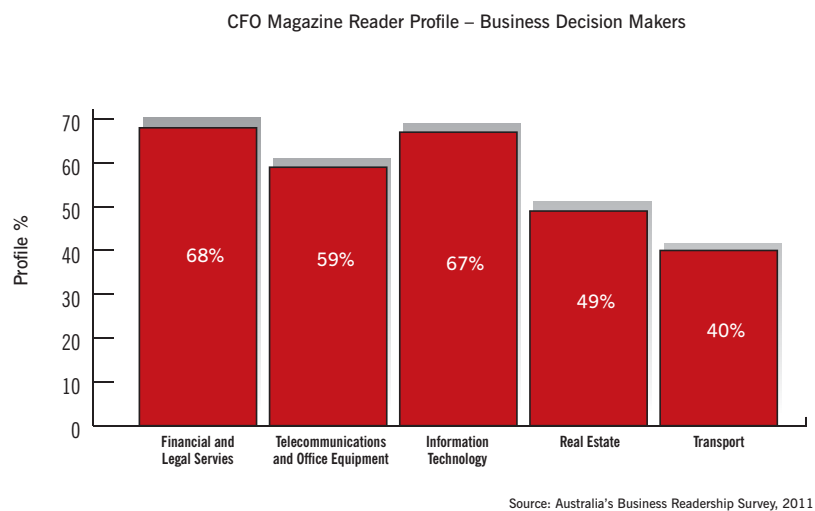
* CFO Reader Survey, March 2008, N = 164

A POWERFUL AUDIENCE

CFO Magazine is read by 56% of Chief Financial Officers who are responsible for \$1million+ worth of business decisions in the last 12 months.



CFO has a varied range of readers who are business decision makers across a number of different categories including; Information Technology, Telecommunications and Office Equipment, Transport, Financial and Legal Services and Real Estate.



2011 FEATURES AND DEADLINES

ISSUE	FEATURES	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
February	1. Working capital performance ASX 200 2. Management: Top legal/regulatory risks 3. Management: Talent management 4. Finance & Treasury: Debt markets outlook 5. Finance & Treasury: Securitisation 6. Focus: eCFO	February 11th	January 17th	January 21st
March	1. Management: Public listing 2. Finance & Treasury: Equity markets 3. Focus: Risk management 4. Industry Insight: Mining/resources Roundtable – IPO strategy	March 11th	February 14th	February 18th
April Software Guide Flagship Edition (increased circ of 20,000)	1. The Annual Software Guide Seminar – What's your natural hedge?	April 15th	March 21st	March 25th
May	1. Management: Corporate governance 2. Finance & Treasury: Budgeting & forecasting 3. Focus: Executive education 4. Industry Insight: Health 5. Roundtable – Asia growth strategies	May 13th	April 18th	April 22nd
June	1. Management: Remuneration 2. Finance & Treasury: Business banking 3. Focus: Best mid-market transaction advisers Seminar – Reducing complexity	June 10th	May 16th	May 20th
July	1. Top 100 value creators 2. Management: Reporting 3. Finance & Treasury: Debt markets 4. Industry Insight: Government Roundtable – Business impact of accounting changes	July 8th	June 13th	June 17th
August	1. Management: Investor relations 2. Finance & Treasury: Cash management 3. Focus: Supply chain Seminar – Emerging markets	August 12th	July 18th	July 22nd
September	1. Management: People leadership 2. Finance & Treasury: Offshore capital markets 3. Focus: Trade finance 4. Industry Insight: Property Roundtable – Project financing	September 9th	August 15th	August 19th
October	1. Management: Cost control 2. Finance & Treasury: Currency management 3. Focus: Fleet Services Seminar - Finance transformation	October 14th	September 19th	September 23rd
November CFO Awards	1. Management: Succession planning 2. Finance & Treasury: Capital management 3. Focus: Top 100 accountancy firms 4. Industry Insight: Infrastructure	November 11th	October 17th	October 21st
December/January	1. Management: Talent management 2. Finance & Treasury: Hedging 3. Focus: Awards Seminar – Profiting from data	December 9th	November 14th	November 18th

Features can change at the editor's discretion.
Contact your sales representative to receive monthly updates or telephone: 02 9282 1935
Cancellation deadlines are 6 weeks prior
Booking deadlines are 4 weeks prior
Material deadlines are 3 weeks prior

LAST UPDATED 11/01/11

2011 RATES

	CASUAL	3X	6X	9X	12X
DOUBLE PAGE SPREAD	\$14,050	\$13,000	\$12,600	\$12,200	\$11,800
DOUBLE PAGE SPREAD (INC GST)	\$15,455	\$14,300	\$13,860	\$13,420	\$12,980
HALF PAGE SPREAD	\$8,850	\$8,250	\$8,050	\$7,850	\$7,650
HALF PAGE SPREAD (INC GST)	\$9,735	\$9,075	\$8,855	\$8,635	\$8,415
FULL PAGE	\$7,300	\$6,750	\$6,550	\$6,350	\$6,150
FULL PAGE (INC GST)	\$8,030	\$7,425	\$7,205	\$6,985	\$6,765
1/2 PAGE	\$4,460	\$4,150	\$4,050	\$3,950	\$3,850
1/2 PAGE (INC GST)	\$4,906	\$4,565	\$4,455	\$4,345	\$4,235
1/3 PAGE	\$3,950	\$3,650	\$3,550	\$3,450	\$3,350
1/3 PAGE (INC GST)	\$4,345	\$4,015	\$3,905	\$3,795	\$3,685
1/4 PAGE HORIZONTAL	\$3,100	\$2,850	\$2,750	\$2,650	\$2,550
1/4 PAGE HORIZONTAL (INC GST)	\$3,410	\$3,135	\$3,025	\$2,915	\$2,805

Flagship issues carry a 20% loading.

PREFERRED POSITIONS LOADINGS

	CASUAL	3X	6X	9X	12X
INSIDE FRONT COVER (DPS ONLY)	\$18,500	\$17,000	\$16,500	\$16,000	\$15,500
INSIDE FRONT COVER (DPS ONLY) (INC GST)	\$20,350	\$18,700	\$18,150	\$17,600	\$17,050
2ND INSIDE FRONT COVER (DPS ONLY)	\$16,800	\$15,500	\$15,000	\$14,500	\$14,000
2ND INSIDE FRONT COVER (DPS ONLY) (INC GST)	\$18,480	\$17,050	\$16,500	\$15,950	\$15,400
1ST RHP OPPOSITE INDEX/CONTENTS	\$8,750	\$8,150	\$7,950	\$7,750	\$7,500
1ST RHP OPPOSITE INDEX/CONTENTS (INC GST)	\$9,625	\$8,965	\$8,745	\$8,525	\$8,250
2ND RHP OPPOSITE EDITORIAL COLUMN	\$8,500	\$7,900	\$7,700	\$7,500	\$7,300
2ND RHP OPPOSITE EDITORIAL COLUMN (INC GST)	\$9,350	\$8,690	\$8,470	\$8,250	\$8,030
INSIDE BACK COVER	\$8,350	\$7,750	\$7,500	\$7,250	\$7,000
INSIDE BACK COVER (INC GST)	\$9,185	\$8,525	\$8,250	\$7,975	\$7,700
OUTSIDE BACK COVER	\$9,500	\$8,850	\$8,650	\$8,450	\$8,250
OUTSIDE BACK COVER (INC GST)	\$10,450	\$9,735	\$9,515	\$9,295	\$9,075

Consecutive pages and other specified positions 20% loading

Rates effective until 31st December 2011

Please note: Rates are subject to change without notice

Material Specifications: <http://www.adcentre.com.au/cfo.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 the web offset printing processes.

CREATIVE OPTIONS

	CASUAL		CASUAL
IFC 4 PAGE GATEFOLD	\$32,000	8 PAGE BUTTERFLY GATEFOLD -	
IFC 4 PAGE (INC GST)	\$35,200	INC 4 AD PAGES AND 4 STRIPS	\$50,000
IFC 3 PAGE GATEFOLD (REQUIRES ED APPROVAL)	\$28,000	8 PAGE BUTTERFLY GATEFOLD -	
IFC 3 PAGE (REQUIRES ED APPROVAL) (INC GST)	\$30,800	INC 4 AD PAGES AND 4 STRIPS (INC GST)	\$55,000
IBC 4 PAGE GATEFOLD	\$30,000	1 X FPC AND 3X STRIPS	\$15,000
IBC 4 PAGE (INC GST)	\$33,000	1 X FPC AND 3X STRIPS (INC GST)	\$16,500
REVERSE COVER GATEFOLD	\$24,000	BOOKEND 2 X FPC AND 3X STRIPS	\$23,000
REVERSE COVER GATEFOLD (INC GST)	\$26,400	BOOKEND 2 X FPC AND 3X STRIPS (INC GST)	\$25,300
SPLIT FRONT COVER INC FPC AND		16 PAGE BOOKLET / SUPPLEMENT	\$50,000
2 X ADJACENT VERT HP	\$24,000	16 PAGE BOOKLET / SUPPLEMENT (INC GST)	\$55,000
SPLIT FRONT COVER INC FPC AND		ROUNDTABLES (MINIMUM 4 PAGES)	\$35,000
2 X ADJACENT VERT HP (INC GST)	\$26,400	ROUNDTABLES (MINIMUM 4 PAGES) (INC GST)	\$38,500
8 PAGE BUTTERFLY GATEFOLD -		WALLCHART (FIN YEAR/ CALENDAR YEAR)	\$25,000
INC 2 AD PAGES AND 4 STRIPS	\$38,000	WALLCHART (FIN YEAR/ CALENDAR YEAR) (INC GST)	\$27,500
8 PAGE BUTTERFLY GATEFOLD -		BELLYBAND	\$25,000
INC 2 AD PAGES AND 4 STRIPS (INC GST)	\$41,800	BELLYBAND (INC GST)	\$27,500

LOOSE INSERTS

2 PAGES	\$750
2 PAGES (INCL GST)	\$825
4 PAGES	\$850
4 PAGES (INCL GST)	\$935
8 PAGES	\$950
8 PAGES (INCL GST)	\$1,045
8 PAGES PLUS	on request

Cost per thousand

Bound inserts on application

Rates effective until 31st December 2011

Please note: Rates are subject to change without notice

CFOweb.com.au ONLINE RATES

CFOweb.com.au caters exclusively for CFOs and Senior Finance Managers in some of the largest organisations in Australia. CFOweb.com.au is a vital contact point between the *CFO Magazine* and its readership. Site content includes opinion, interviews, management, transport and logistics, finance & treasury.

The current edition of *CFO Magazine* is accessible on-line, along with extensive and searchable archive. CFOweb.com.au is also used to promote specific events such as the *CFO Annual Conference*, and allows senior finance executives to participate in surveys and access research specific to their role. Advisers are able to gain exposure to this hard to reach audience of CFO's and finance professional as they interact with their magazine of choice.

TYPE	Monthly Sponsorship 100% SOV	DIMENSIONS Pixels (Width x Height)
Leaderboard	\$1,100 \$1,210 (incl GST)	728 x 90
Medium Rectangle	\$1,250 \$1,375 (incl GST)	300 x 250
Sponsored Link (monthly)	\$330 (incl GST)	60 x 50 + 3 lines of 33 char each

Rates effective until 31st December 2011

Please note: Rates are subject to change without notice

Rates based on standard advertisement types booked as run of Site. Bookings & Cancellations must be made verbally and confirmed in writing. Cancellations must be made prior to the 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/cfowebcomau.aspx

THE CFO INTEGRATED MARKETING SOLUTION

CFO Magazine has developed and expanded its media offering to better reflect the changing media consumption habits of CFOs. By including integrated marketing solutions in its portfolio, *CFO Magazine* provides additional opportunities to connect with this influential group. From supplements through to conferences and research, *CFO* can deliver programs that help maximise your branding effectiveness with the nation's key business decision makers. Working in a 'live magazine' format, be it at a round table, breakfast/lunch presentation or conference, the *CFO* team ensures a lively debate where conclusions are drawn that will have a lasting impact on the *CFO* community. These events also provide a basis for shaping the editorial direction of the magazine and receive full coverage in an upcoming issue.

PUBLISHED ROUNDTABLES

CFO roundtables are tailored meeting points for the top CFOs in Australia. Each event, attended by a selected group of 6-10 CFOs, focuses on topical issues for CFOs and senior management to push towards evolving 'best practice' for the *CFO* community. Topics are thoroughly researched by the *CFO* team and attendees are handpicked for their expertise and views.

CFO CONFERENCE

Following on from the success of the past two *CFO* conferences it will be back in 2011. The *CFO* Conference aims to create a neutral platform for Australia's leading CFOs to meet to discuss the issues that impact their role in the short-term and long-term. Sessions are constructed to generate both educational and networking opportunities.

CFO AWARDS

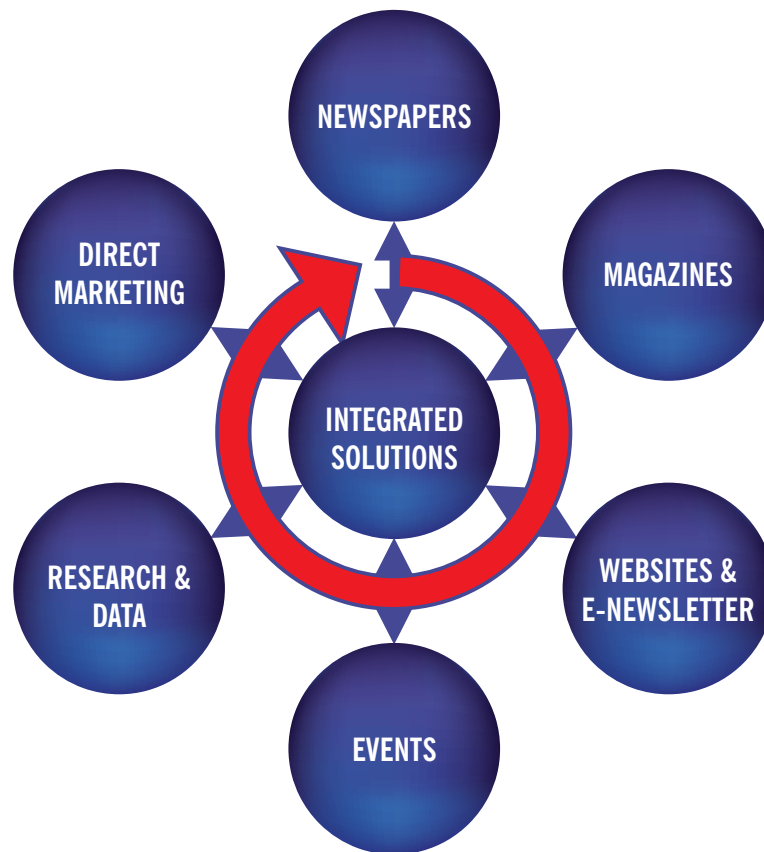
The *CFO* Awards recognise the achievements of the very best in Australian finance over the last 12 months. The awards recognise not only Chief Financial Officers and their teams but also the treasury teams, bankers, lawyers, consultants and strategists who ensured that the deals took place.

Categories include CFO of the Year, Investment Bank of the Year, IPO of the Year, Accounting Service firm of the Year. The winners are announced at an Awards lunch to be hosted at a 5 Star Sydney Hotel and will be recognised in a *CFO* special edition in December.

CFO SPONSORED RESEARCH

CFO Magazine utilises our access to the nations leading CFOs and our in-house association with Financial Review Group Business Intelligence to conduct research projects that are identified by the *CFO* Editorial team to be of relevance and value to our readership. *CFO* works closely with our sponsors in the development of research projects to deliver programs that ensure maximum value for the sponsor. Research findings can be launched at *CFO* Roundtables and Breakfast Seminars and form the basis of special reports, supplements and whitepapers.

THE CFO INTEGRATED MARKETING SOLUTION



CONTACTS

SYDNEY

Level 1,1 Darling Island Rd,
PYRMONT NSW 2009
Postal: GPO Box 506,
SYDNEY NSW 2001

Dan Metcalf

Deputy Advertising Director
P: 02 9282 2393
E: dmetcalf@fairfaxmedia.com.au

Matt Cowan

NSW Advertising Manager - New Business
P: 02 9282 2349
E: mcowan@fairfaxmedia.com.au

MELBOURNE

Level 6
655 Collins Street
DOCKLANDS VIC 3008
Postal: GPO Box 55A,
MELBOURNE VIC 3001

Shun Wong

VIC Advertising Manager
P: 03 8667 3317
E: swong@fairfaxmedia.com.au

QUEENSLAND

JF Media

Abby Hart
P: 07 3844 5888
2/145 Melbourne Street
SOUTH BRISBANE QLD 4101
E: abby@jfmedia.com.au

SOUTH AUSTRALIA

O'Keeffe Media

Jodie Chester
P: 08 7225 0299
F: 08 7225 0336
The Wellington Centre
Unit 17 / 2 Port Rush Road
PAYNEHAM SA 5070
E: jodie@okm.com.au

WESTERN AUSTRALIA

O'Keeffe Media

Kym Burke
P: 08 9382 1514
F: 08 9382 4850
181 York Street
SUBIACO WA 6008
E: kym@okm.com.au

CONTACT AND PROOF DELIVERY ADDRESS

Magazine Operations
Fairfax Media
P: 02 9282 3322
Level 3, 1 Darling Island Road
PYRMONT NSW 2009
E: adprodunit@fairfaxmedia.com.au