

# FINANCIAL REVIEW MAGAZINE ADVERTISING RATES & DEADLINES

## FINANCIAL REVIEW MAGAZINE ADVERTISING RATES

FREQUENCY	Casual	3x	6x	9x	12x	15x	18x	21x	24x
<b>Double Page Spread</b>	<b>\$33,300</b>	<b>\$32,800</b>	<b>\$32,350</b>	<b>\$31,850</b>	<b>\$31,450</b>	<b>\$31,050</b>	<b>\$30,500</b>	<b>\$30,150</b>	<b>\$29,700</b>
Double Page Spread INC GST	\$36,630	\$36,080	\$35,585	\$35,035	\$34,595	\$34,155	\$33,550	\$33,165	\$32,670
<b>Full Page</b>	<b>\$17,500</b>	<b>\$17,250</b>	<b>\$17,100</b>	<b>\$16,800</b>	<b>\$16,450</b>	<b>\$16,250</b>	<b>\$16,100</b>	<b>\$15,900</b>	<b>\$15,550</b>
Full Page INC GST	\$19,250	\$18,975	\$18,810	\$18,480	\$18,095	\$17,875	\$17,710	\$17,490	\$17,105
<b>1/2 Page</b>	<b>\$10,800</b>	<b>\$10,650</b>	<b>\$10,550</b>	<b>\$10,400</b>	<b>\$10,200</b>	<b>\$10,000</b>	<b>\$9,800</b>	<b>\$9,700</b>	<b>\$9,500</b>
1/2 Page INC GST	\$11,880	\$11,715	\$11,605	\$11,440	\$11,220	\$11,000	\$10,780	\$10,670	\$10,450
<b>Junior Page</b>	<b>\$9,950</b>	<b>\$9,800</b>	<b>\$9,700</b>	<b>\$9,550</b>	<b>\$9,350</b>	<b>\$9,250</b>	<b>\$9,100</b>	<b>\$9,000</b>	<b>\$8,900</b>
Junior Page INC GST	\$10,945	\$10,780	\$10,670	\$10,505	\$10,285	\$10,175	\$10,010	\$9,900	\$9,790
<b>1/3 Page</b>	<b>\$9,200</b>	<b>\$9,000</b>	<b>\$8,900</b>	<b>\$8,800</b>	<b>\$8,650</b>	<b>\$8,500</b>	<b>\$8,400</b>	<b>\$8,300</b>	<b>\$8,200</b>
1/3 Page INC GST	\$10,120	\$9,900	\$9,790	\$9,680	\$9,515	\$9,350	\$9,240	\$9,130	\$9,020

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	35%
3rd, 4th Inside Front Cover Spread	30%
1st Right Hand Page	40%
2nd Right Hand Page	35%
3rd, 4th, 5th Right Hand Page	30%
6th, 7th, 8th, 9th Right Hand Page	25%
1st, 2nd Left Hand Page	30%
3rd, 4th, 5th, 6th Left Hand Page	15%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
1st Double Page Spread After Contents	25%
2nd Double Page Spread After Contents	20%
Right Hand Page	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Gatefolds	40%
Other	15%

INSERT RATES (1-12 PAGES)	QUANTITIES
<b>National</b>	\$27,550
National INC GST	\$30,305
<b>NSW/Canberra</b>	\$11,590
NSW/Canberra INC GST	\$12,749
<b>VIC/TAS</b>	\$7,220
VIC/TAS INC GST	\$7,942
<b>Queensland</b>	\$3,458
Queensland INC GST	\$3,804
<b>SA</b>	\$1,235
SA INC GST	\$1,359
<b>WA</b>	\$1,938
WA INC GST	\$2,132
<b>NZ</b>	\$760
NZ INC GST	\$836

Rates effective from January 1, 2012 - December 31, 2012.

**Booking Deadline:** Friday, 5 weeks prior to on-sale date.

**Cancellation Deadline:** Friday, 6 weeks prior to on-sale date.

Cancellation deadline for premium positions is 8 weeks to on sale.

**Material Deadline:** Friday, 4 weeks prior to on-sale date.

## FINANCIAL REVIEW MAGAZINE DEADLINES

Edition	On Sale	Booking	Material
February	Fri, Jan 27	Dec 2	Jan 6
March	Fri, Feb 24	Jan 20	Feb 3
April	Thu, Mar 30	Feb 24	Mar 9
May	Fri, Apr 27	Mar 19	Apr 11
June	Fri, May 25	Apr 20	May 4
July	Fri, June 29	May 14	Jun 8
August	Fri, Jul 27	Jun 22	Jul 6
September	Fri, Aug 31	Jul 20	Aug 10
October	Fri, Sep 28	Aug 24	Sep 7
November	Fri, Oct 26	Sep 21	Oct 5
December	Fri, Nov 30	Oct 19	Nov 9
Pre Xmas	Fri, Dec 14	Nov 9	Nov 23

## PRODUCTION INFORMATION

Published: Last Friday of every month, except pre-Christmas.

For advertising information, please contact: Clara Manio on (02) 9282 1939 or email: [cmanio@fairfaxmedia.com.au](mailto:cmanio@fairfaxmedia.com.au)

Centrespread and IFC may be pre-empted by creative production executions.

## TECHNICAL SPECIFICATIONS

*Financial Review Magazine* accepts advertising material in digital format only.

Please refer to the specification page [www.adcentre.com.au/afr-magazine.asp](http://www.adcentre.com.au/afr-magazine.asp)

## ADVERTISING MATERIAL CONTACT & DELIVERY

Advertising Production Unit

Fairfax Media, Level 3, 1 Darling Island Road, Pyrmont NSW 2009

Phone: 02 9282 3322 Email: [adprodunit@fairfaxmedia.com.au](mailto:adprodunit@fairfaxmedia.com.au)

## FINANCIAL REVIEW MAGAZINE WEBSITE

Setting the benchmark for style and quality with its impeccable reputation for elegant and incisive coverage, [afr.com/afrmagazine](http://afr.com/afrmagazine) focuses on the most important trends in business, politics, leisure, design, fashion and the arts. As with the magazine, [afr.com/afrmagazine](http://afr.com/afrmagazine) is a prestige vehicle with a sophisticated blend of advertising and editorial.

For more information, please visit the *Financial Review Magazine AdCentre* on [www.adcentre.com.au/afrmagazinecomau.aspx](http://www.adcentre.com.au/afrmagazinecomau.aspx)



### FINANCIAL REVIEW MAGAZINE WEBSITE ADVERTISING RATES

Type	Monthly Sponsorship 100% SOV	Dimensions (Pixels Width x Height)
Leaderboard	\$500	728 x 90
Leaderboard (incl GST)	\$550	728 x 90
Medium Rectangle	\$550	300 x 250
Medium Rectangle (incl GST)	\$605	300 x 250

Rates are subject to change. Rates Effective as of 01/01/12 – 31/12/12

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

Bookings & Cancellations must be made verbally and confirmed in writing 30 days prior to publication date. Cancellations must be made prior to 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/the-australian-financial-review-magazine-website.aspx](http://www.adcentre.com.au/the-australian-financial-review-magazine-website.aspx)



## FINANCIAL REVIEW MAGAZINE EVENTS

The annual *Australian Financial Review Magazine Power Lunch* marks the release of the 2012 list of Australia's most powerful people across the corporate, political and cultural spheres. Our audience of over 250 senior business executives and government leaders hear the insider's view of the machinations of power in Australia from a carefully selected, high profile panel. Sponsorship comprises; A major print execution within this flagship issue, association with the event in all pre-event marketing collateral across Financial Review Group publications, event sponsorship including VIP tables at the event, as well as online advertising around subsequent event coverage.

