

# 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

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