



FINANCIAL REVIEW

**smartinvestor**

## the magazine

The Australian Financial Review's **smartinvestor** magazine is an indispensable tool for active Australian investors who are seeking information and analysis about wealth creation and financial security.

Written by a team of well-known financial experts, and utilising the resources of the country's premier financial publishing group, it provides a vast range of investment ideas and opportunities unattainable anywhere else in the media.

The magazine was created from the stable of magazines formerly housing the successful *Personal Investor* and *Shares* magazines. It retains the columns and features already proven in the marketplace, while adding a host of new sections that enable investors to move forward with confidence into the 21st century.

There continues to be a strong focus on equity investment, both the little-known small and mid-sized stocks striving to make their mark on corporate Australia, as well as the heavyweight blue-chip companies that form the backbone of most Australians' DIY or superannuation portfolios.

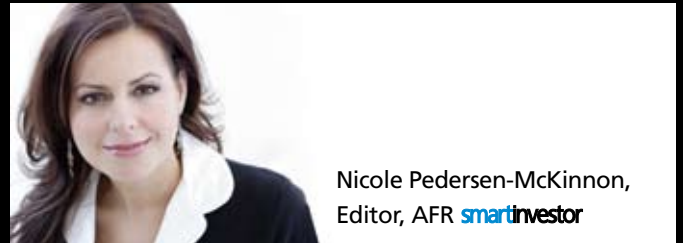
The magazine is based around performance and offers readers unbiased analysis of all asset classes – from shares, managed funds and property investments all the way through to basic bank account products. It covers everything from small speculative issues to giant global issues. And it offers easy-to-understand guidance through complex superannuation and tax issues.

There are also pages devoted to teaching people how to be better investors and to think strategically when allocating their savings.

AFR **smartinvestor**'s overriding aim is to help readers choose investments with the appropriate risk/reward profile so that they maximise their wealth at all stages of their lives.

When it comes to Australian investment there is only one magazine – brought to you by *The Australian Financial Review*.

## the editor



Nicole Pedersen-McKinnon,  
Editor, AFR **smartinvestor**

Nicole has extensive experience as a financial editor and journalist in both Australia and the United Kingdom.

Formerly with the magazine division of the *Financial Times* in London, on her return to Australia she launched the extremely successful *Australian Financial Review Investor* section, which appears in both *The Sun-Herald* and *The Sunday Age*, and more recently AFR **smartinvestor**.

AFR *Investor*, which Nicole continues to edit, is the largest circulating consumer finance section in the country.

Her first book, *'Double your wealth and halve your worries – without the mumbo jumbo'*, was published in early 2006. The second title in the series, *'Halve your debt and double your freedom – without the mumbo jumbo'*, was released in early 2007.

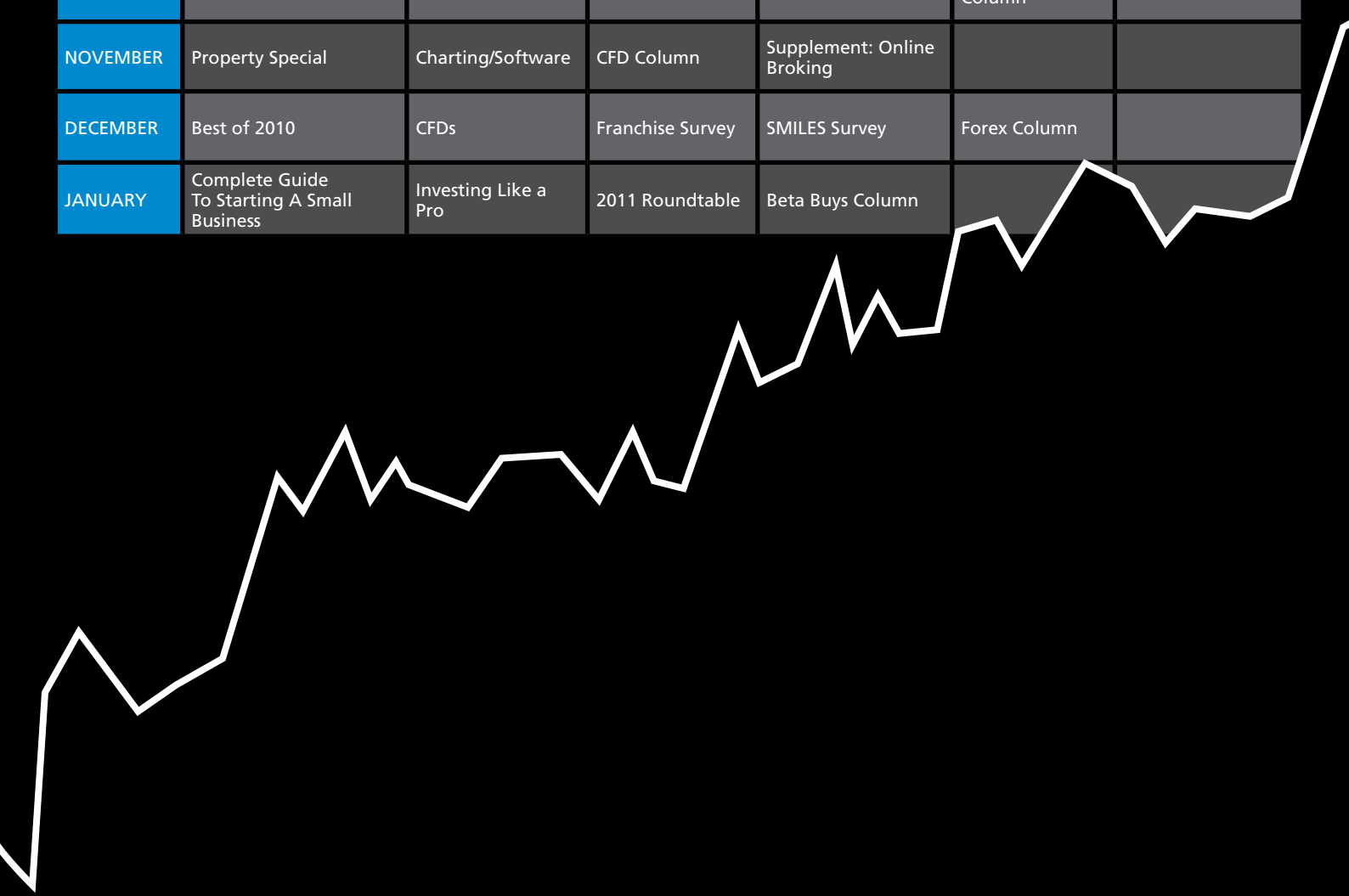
Nicole has received various accolades for her writing. She was named the United Kingdom's Pensions and Investment Journalist of the Year while in London and, on her return home, won the personal finance category of the Citigroup Journalism Awards for Excellence.

Nicole is also both a qualified financial adviser and qualified stockbroker. She regularly provides expert commentary on radio and television and has addressed investment audiences as far afield as the United States.



## 2010 feature list

FEBRUARY	Red Hot Stocks	Masterclass	Be Your Own Financial Planner - Part 2	Education	Emerging Markets	
MARCH	Property	SMSF	Be Your Own Financial Planner - Part 3	Forex Column		
APRIL	Borrowing to Invest	CFDs / Derivatives	Cash Club	Be Your Own Financial Planner - Part 4	'Beta Buys' Column	
MAY	Property	Forex	ETFs	Beyond the Big 4	Life Insurance column	Supplement: How to Secure Your Financial Future
JUNE	Minimising Your Tax Bill	Health Survey	VIP Stocks	Forex Column		
JULY	Online broking	Financial Year Ahead Roundtable	Managed Funds	Property	'Beta Buys' Column	Supplement: CFDs
AUGUST	Superannuation	Life Insurance	CFD Column			
SEPTEMBER	Blue Ribbon Awards	Property	Forex Column	Suppliment:How To Build A Winning Portfolio		
OCTOBER	Portfolio Mortgages	SMSFs	Cash Club	Beta Buys Column	Life Insurance Column	
NOVEMBER	Property Special	Charting/Software	CFD Column	Supplement: Online Broking		
DECEMBER	Best of 2010	CFDs	Franchise Survey	SMILES Survey	Forex Column	
JANUARY	Complete Guide To Starting A Small Business	Investing Like a Pro	2011 Roundtable	Beta Buys Column		



## 2010 advertising rates

Please note these rates DO NOT include GST

SIZE	CASUAL	3x	6x	9x	12x	15x	18x	24x
Full Page	\$10,249	\$10,043	\$9,837	\$9,631	\$9,425	\$9,219	\$9,013	\$8,807
Double Page Spread	\$20,703	\$20,291	\$19,828	\$19,364	\$18,952	\$18,540	\$18,025	\$17,613
Half Page Spread	\$13,133	\$12,927	\$12,721	\$12,463	\$12,257	\$11,817	\$11,794	\$11,588
Half Page	\$6,129	\$6,026	\$5,923	\$5,820	\$5,717	\$5,614	\$5,511	\$5,408
Third Page	\$4,017	\$3,966	\$3,914	\$3,863	\$3,811	\$3,760	\$3,708	\$3,657
Quarter Page	\$3,039	\$2,987	\$2,936	\$2,884	\$2,833	\$2,781	\$2,730	\$2,678
Table Page Strip Ads	\$1545 per appearance							

## premium loads

POSITION	1FC	2FC	3FC	1RHP	2RHP	3RHP	4RHP	5RHP	FHRP	RHP	FEAT	OBC
LOADS	40%	30%	20%	30%	25%	20%	15%	15%	15%	10%	10%	40%

- Rates effective until 31st December 2010

## 2010 deadlines

COVER DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
February 2010	January 22	December 18	January 06
March 2010	February 19	January 15	February 03
April 2010	March 19	February 12	March 03
May 2010	April 23	March 19	April 07
June 2010	May 21	April 16	May 05
July 2010	June 18	May 14	June 02
August 2010	July 16	June 11	June 30
September 2010	August 20	July 16	August 04
October 2010	September 17	August 13	September 01
November 2010	October 22	September 17	October 06
December 2010	November 19	October 15	November 03
January 2011	December 17	November 12	December 01

Cancellation date is 6 weeks prior to on-sale date – 100% cancellation fee applies.

## production specifications

smartinvestor only accepts advertising material in digital format. Please refer to the specification website:  
[www.adcentre.com.au/afr-smart-investor.aspx](http://www.adcentre.com.au/afr-smart-investor.aspx)

## size specifications

SIZE	TYPE AREA (DxW)	TRIM SIZE (DxW)	BLEED SIZE (DxW)
Double page spread	244 mm x 410 mm	275 mm x 440 mm	285 mm x 450 mm
Full page	244 mm x 190 mm	275 mm x 220 mm	285 mm x 230 mm
1/2 page horizontal	118 mm x 190 mm	134 mm x 220 mm	144 mm x 230 mm
1/2 page double spread	118 mm x 410 mm	134 mm x 440 mm	144 mm x 450 mm
1/3 page horizontal	75 mm x 190 mm	91 mm x 220 mm	101 mm x 230 mm
1/3 page double spread	75 mm x 410 mm	91 mm x 440 mm	101 mm x 450 mm
1/2 page vertical	244 mm x 89 mm	275 mm x 104 mm	285 mm x 114 mm
1/3 page vertical	244 mm x 56.5 mm	275 mm x 71.5 mm	285 mm x 81.5 mm
1/4 page horizontal	60 mm x 190 mm	N/A	N/A
Double page 1/4 horizontal	60 mm x 410 mm	N/A	N/A
Sponsorship strip	22 mm x 190 mm	N/A	N/A
Double page sponsorship strip	22 mm x 410 mm	N/A	N/A
Table strip	14mm x 190mm	N/A	N/A



FULL PAGE



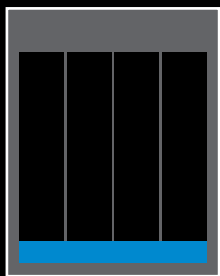
HALF PAGE HORIZONTAL



THIRD PAGE HORIZONTAL



QUARTER PAGE STRIP



SPONSORED STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL

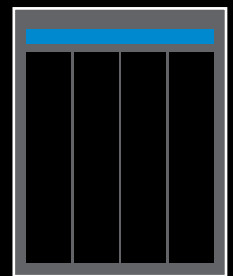


TABLE STRIP

- Measurements are given as depth x width (mm).
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on 1/4 page horizontal, sponsorship strips and table strip ads are designed to sit within the type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the margin.
- For type area across the gutter please allow minimum of 6mm clearance on both sides of the spine.
- 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 printing processes.

## afrsmartinvestor.com.au

afrsmartinvestor.com.au is the online channel for the distribution of **smartinvestor** content.

The site's overriding aim is to help readers accumulate wealth at different stages of their lives. afrsmartinvestor.com.au is an indispensable tool for active Australian investors seeking information and analysis aimed at wealth creation and financial security.

For more information, please visit [www.adcentre.com.au](http://www.adcentre.com.au)

## online rates

TYPE	CPM (\$)		DIMENSIONS (Pixels DxW)
Leaderboard or Banner	170	187 (incl GST)	728x90 or 468x60
Medium Rectangle	185	203.50 (incl GST)	300x250

- Rates are subject to change
- Rates effective until 31st December 2010

*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 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](http://www.adcentre.com.au)*

- Minimum campaign spend \$2,000 (\$2,200 incl GST)

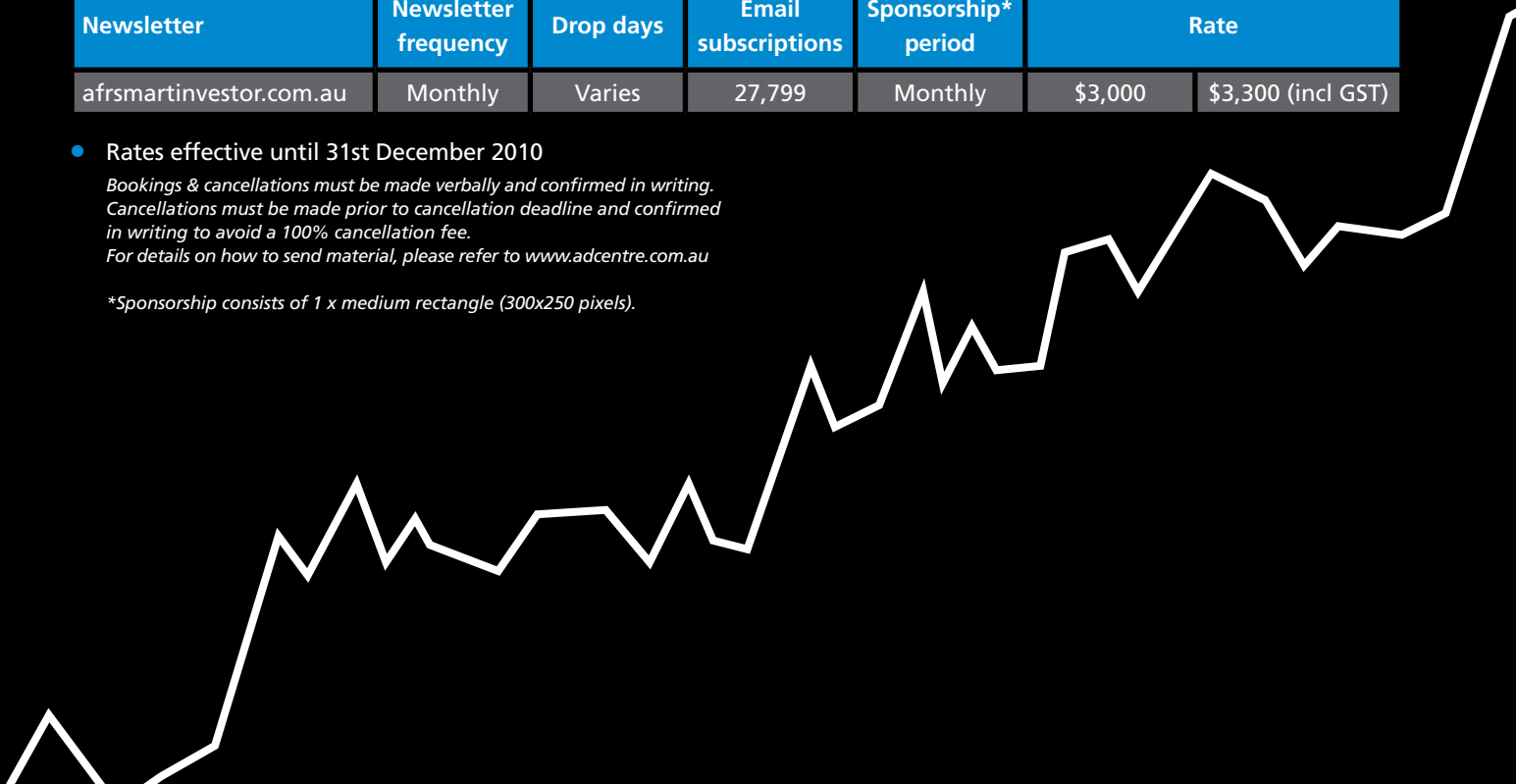
## newsletter rates 2010

Newsletter	Newsletter frequency	Drop days	Email subscriptions	Sponsorship* period	Rate	
afrsmartinvestor.com.au	Monthly	Varies	27,799	Monthly	\$3,000	\$3,300 (incl GST)

- Rates effective until 31st December 2010

*Bookings & cancellations must be made verbally and confirmed in writing.  
 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](http://www.adcentre.com.au)*

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



# mechanical specifications

## delivery requirements

**smartinvestor** now accepts material that is submitted as PDF via Quickcut and Websend. When ads are received all messages that accompany the ad are checked and an acceptance will be generated once the material is approved.

## booking number

There are a number of mandatory fields that must be entered prior to acceptance of your advertisement. One of these fields is the booking number. Please contact the Advertising Co-ordinator on 02 9282 3322 or your Account Manager to obtain the booking number for your creative.

## storage and repeats

Fairfax Media will store digitally supplied material for a period of six months. Repeat ads may be arranged with the Advertising Co-ordinator using the booking number relevant to the required publish date. However, it is advisable to resend the advertising material for each schedule to ensure that you run the material you require.

## print specifications

Process Four colour process  
Screen ruling 133 lpi  
Dot structure Round

### Screen angles:

Cyan 15 degrees  
Magenta 45 degrees  
Yellow 90 degrees  
Black 75 degrees

Print Sequence: Black, Cyan, Magenta, Yellow

## proofs

Fairfax Media will only accept 3DAPv2 compliant proofs with colour bars and trim marks. 3Dapv2 compliant proofs provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, if you choose not to supply a digital proof, Fairfax Media cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAPv2 approved digital proofs (see [www.3dap.com.au](http://www.3dap.com.au)).

## disclaimer

While internal production processes may verify that material is within specifications, the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

*Fairfax Review Group reserves the right to refuse any material that does not meet the Fairfax Media specifications.*



**smartinvestor** only accepts advertising material in digital format. Please refer to the specification website: [www.adcentre.com.au/afr-smart-investor.aspx](http://www.adcentre.com.au/afr-smart-investor.aspx)

## contacts

### sydney

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

#### Vaughan Cottier

National Advertising Manager  
P: 02 9282 2208  
E: vcottier@fairfaxmedia.com.au

#### Clare Tilley

NSW Advertising Manager  
P: 02 9282 2242  
E: ctalley@fairfaxmedia.com.au

### melbourne

Level 6, Media House  
655 Collins Street  
Docklands VIC 3008  
Postal: GPO Box 55A  
Melbourne VIC 3001

#### Richard Unwin

Account Manager  
P: 03 8667 3355  
E: runwin@fairfaxmedia.com.au

### queensland

#### JF Media

Michael Petersen  
P: 07 3876 9299  
F: 073876 9488  
2 Eton Street  
TOOWONG, QLD, 4066  
E: michael@jfmedia.com.au

### south australia

#### O'Keeffe Media

Calum Skinner  
P: 08 7225 0299  
F: 08 7225 0336  
The Wellington Centre  
Unit 17 / 2 Port Rush Road  
Payneham SA 5070  
E: calum@okm.com.au

### western australia

#### O'Keeffe Media

Craig Mueller  
P: 08 9381 7766  
F: 08 9382 4850  
181 York Street  
Subiaco WA 6008  
E: craig@okm.com.au

### contact and proof delivery address

Magazine Operations  
Fairfax Media  
P: 02 9292 3322  
Level 3, 1 Darling Island Road  
Pyrmont NSW 2009  
E: adprodunit@fairfaxmedia.com.au

