



STOCK	BID	OFFER	LAST	VOL	STOCK	BID	OFFER	LAST	VOL	STOCK	BID	OFFER
AMP	4.92	4.93	4.92	3M	ICONENERGY	0.34	0.345	0.345	2M	INCITEC PU	2.33	2.3
ANZ BANK	16.08	16.09	16.08	5M	ICSGLOBAL	0.135	0.155	0.155	0	INCITIVE	0.007	0.00
BHP BLT	33.86	33.87	33.87	10M	IDEAS INTL	0.18	0.24	0.24	0	IND GROUP	4.02	4.0
BRAMB LTD	5.72	5.73	5.73	6M	IDT AUST	1.463	1.47	1.46	54T	INDIA RES.	0.022	0.02
CSL	31.11	31.12	31.11	2M	IFCCAPITAL	0.05	0.09	0.10	0	INDIGO PAC	-	-
CWLTH BANK	37.55	37.53	37.58	4M	IGDX	-	-	0.615	0	INDMINCORP	0.042	0.05
FOSTERS	5.13	5.14	5.14	3M	IINET	1.60	1.615	1.615	34T	INDO MINES	0.17	0.18
MACQ GROUP	36.10	36.11	36.10	1M	ILUKA RES	2.99	2.99	2.99	2M	INDOPHIL	0.47	0.4
NAT BANK	21.90	21.91	21.91	4M	IM MEDICAL	0.003	0.004	0.004	1M	INDUSTREA	0.245	0.2
NEWCREST	29.75	29.77	29.77	2M	IMAGE RES	0.67	0.685	0.685	1M	INFIGEN	1.14	1.14
ORIGIN ENE	14.19	14.20	14.20	1M	IMAGINE	-	-	0.005	0	INFOCHOICE	-	0.48
QBE INSUR.	18.88	18.89	18.88	2M	INDEX	0.59	0.585	0.59	1M	INFOMEDIA	0.29	0.29
RIO TINTO	47.86	47.89	47.86	7M	INF LTD	1.59	1.595	1.595	2M	ING HEALTH	0.78	0.8
SUN NET	6.03	6.04	6.03	2M	IMMURON	0.02	0.03	0.033	0	ING INDUST	0.21	0.21
TELSTRA	3.22	3.23	3.22	20M	IMPACT MIN	0.12	0.15	0.14	77T	ING OFFICE	0.49	0.49
WESFARMER	21.22	21.23	21.23	2M	IMPEDIMED	0.50	0.69	0.60	21T	ING RE COM	0.051	0.05
WESTFIELDG	10.54	10.55	10.55	7M	IMPERIAL	0.007	0.008	0.007	5M	ING RE ENT	0.14	0.14
WESTPAC	19.33	19.34	19.34	4M	IMPRESS	0.042	0.045	0.044	1M	INNAMINCKA	0.22	0.22
WOODSIDE	40.06	40.08	40.08	1M	IMUGENE	0.07	0.072	0.07	8M	INSUR AUST	3.37	3.3
WOOLWORTHS	25.44	25.45	25.44	2M	IMX RES	0.235	0.245	0.235	1M	INT RESRCH	0.28	0.28

1:21pm  
MELBOURNE  
3793.2 -117.6

12:21pm  
TOKYO  
9826.27 +40.01

4:21am  
LONDON  
4234.05-111.8

IM 1.50 2000 MURCHISONM 1.50 5 MURCHISONM 1.50 1462 MURCHISONM 1.50 13 SEEK 3.96 43 CASH COM

# SMART INVESTOR MEDIA KIT 2012

[www.adcentre.com.au/financial-review-smart-investor.aspx](http://www.adcentre.com.au/financial-review-smart-investor.aspx)



A key component of the Financial Review Group

FINANCIAL REVIEW  
**smartinvestor**

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## SMART INVESTOR INTRODUCTION

*Smart Investor Financial Review* 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.

*Smart Investor'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*.

## SMART INVESTOR EDITOR

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

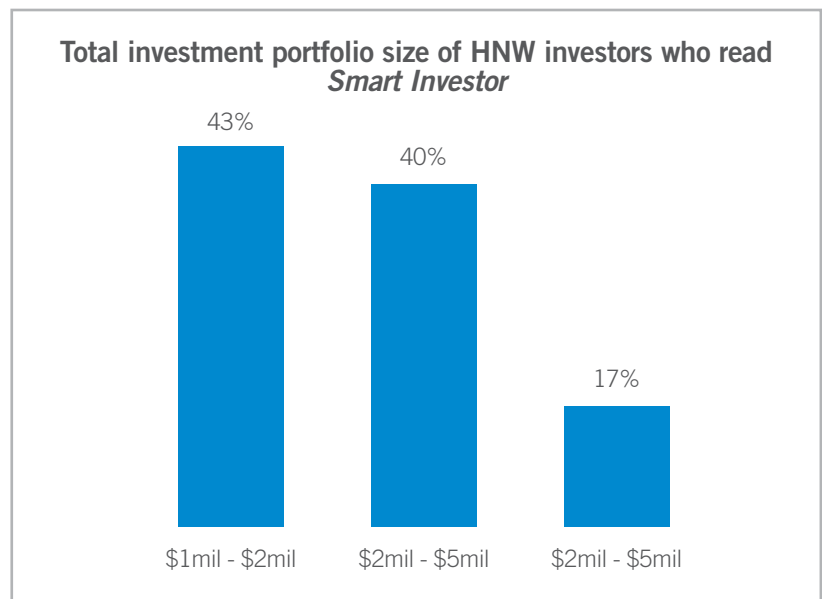
Her first book, 'Double your wealth and halve your worries – without the mumbo jumbo', was published in early 2006. The second title in the series, 'Halve your debt and double your freedom – without the mumbo jumbo', was released in early 2007.

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.

## SMART INVESTOR AUDIENCE

*Smart Investor* reaches about one in four of all high net worth investors in Australia. Who own:

- An average of \$3.5 million (excluding own home, but including SMSF) in investable assets
- Have invested an average \$1.4 million in residential property and \$1.6 million in commercial property
- Have an average of \$1.7 million in their super and \$800,000 in cash/term deposits
- Over three in four own a SMSF with an average balance of \$2.0 million
- One in two own their own business
- 89% get satisfaction from developing their expertise in financial matters



Source: Investment Trends Pty Ltd. Dec 2010 HNW Investor Report: Profile of HNWs reading *Smart Investor*

*Smart Investor* readers are avid share traders:

- Four in five *Smart Investor* readers traded shares online in the last 2 months
- The average size of their most recent trade being \$19,000
- *Smart Investor* readers ranked financial newspapers and investment magazines as the top two sources used to research investment opportunities
- 65% readers believe that Australia's economy will record healthy growth post-2011 and 59% feel that Australian stocks are currently undervalued

Source: Investment Trends Pty Ltd. 1H2011 Online Broking Report: Profile of *Smart Investor* readers

## SMART INVESTOR FEATURES & DEADLINES

ISSUE	FEATURES	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE 12 NOON
February	<ol style="list-style-type: none"> <li>Hot Stocks</li> <li>Masterclass</li> <li>Investing in you - Education</li> </ol>	January 20	December 16	January 05
March	<ol style="list-style-type: none"> <li>SMSF</li> <li>CFD's</li> <li>Forex Column</li> <li>Economics 101</li> </ol>	February 17	January 13	February 02
April	<ol style="list-style-type: none"> <li>Deposits/Fixed Interests</li> <li>Passive Investing (incl ETFs)</li> <li>Cash Club</li> <li>Property</li> <li>Risk Insurance Column</li> </ol>	March 16	February 10	March 02
May	<ol style="list-style-type: none"> <li>Foreign Exchange Trading</li> <li>Beyond the Big 4</li> <li>Leverage</li> <li>Beta Buys Column</li> <li><b>SUPPLEMENT: SMSF Guide</b></li> </ol>	April 20	March 16 <a href="#">March 09</a>	April 05 <a href="#">April 04</a>
June	<ol style="list-style-type: none"> <li>Tax Time</li> <li>Health Funds (Hospitals only)</li> <li>VIP Stocks</li> <li>Forex Column</li> <li>Online Broking</li> </ol>	May 18	April 13	May 03
July	<ol style="list-style-type: none"> <li>Capital Protected Products</li> <li>Financial Year Ahead Roundtable</li> <li>Health Funds Part 2 – (Hospital &amp; Extras)</li> <li>Risk Insurance Column</li> <li><b>SUPPLEMENT: Global Investing (incl: Broker offerings, CFD's, ETF's, Foreign Exchange, International Funds)</b></li> </ol>	June 22	May 18 <a href="#">May 11</a>	June 07 <a href="#">June 06</a>
August	<ol style="list-style-type: none"> <li>Investing for Income</li> <li>Life Insurance</li> <li>Property</li> <li>Commission Rebate Services</li> <li>Beta Buys Column</li> </ol>	July 20	June 13	July 04
September	<ol style="list-style-type: none"> <li>Blue Ribbon AWARDS</li> <li>Forex Column</li> <li><b>SUPPLEMENT: Complete Guide to Trading Shares</b></li> </ol>	August 24	July 20 <a href="#">July 13</a>	August 09 <a href="#">August 08</a>
October	<ol style="list-style-type: none"> <li>SMSF</li> <li>Cash Club</li> <li>Risk Insurance Column</li> <li><b>SUPPLEMENT: How to build a winning portfolio</b></li> </ol>	September 21	August 17 <a href="#">August 10</a>	September 06 <a href="#">September 05</a>
November	<ol style="list-style-type: none"> <li>Property Special</li> <li>Investing in Commodities</li> <li>Beta Buys Column</li> <li><b>SUPPLEMENT: Online Broking</b></li> </ol>	October 19	September 14 <a href="#">September 7</a>	October 04 <a href="#">October 03</a>
December	<ol style="list-style-type: none"> <li>Good Stocks Guide 2013</li> <li>CFD's</li> <li>SMILES Survey</li> <li>Forex Column</li> </ol>	November 16	October 12	November 01
January	<ol style="list-style-type: none"> <li>Investing like a pro</li> <li>2013 Roundtable</li> <li>Financial Makeover</li> <li>Asset Allocation</li> <li>Risk Insurance Column</li> </ol>	December 21	November 16	December 06

**Note: Cancellation deadlines are 6 weeks prior. (100% cancellation fee applies)**  
**Booking deadlines are 4 weeks prior.**  
**Material deadlines are 2 weeks prior.**

rates

## SMART INVESTOR ADVERTISING RATES

SMART INVESTOR ADVERTISING RATES								
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	\$1,545 per appearance							

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	30%
3rd Inside Front Cover Spread	20%
1st Right Hand Page	30%
2nd Right Hand Page	25%
3rd Right Hand Page	20%
4th Right Hand Page	15%
5th Right Hand Page	15%
Front Right Hand Page	15%
Right Hand Page	10%
Feature	10%
Outside Back Cover	40%
Consecutive Pages	20%

### PRODUCTION SPECIFICATIONS

*Smart Investor* only accepts advertising material in digital format. Please refer to the specification website: <http://www.adcentre.com.au/afr-smart-investor.aspx>

**PLEASE NOTE THESE RATES DO NOT INCLUDE GST.**

# SMART INVESTOR PAGE SPECIFICATIONS

PAGE SPECIFICATIONS			
Size	Type Area	Trim Size	Bleed Area
Double Page Spread	244 x 410mm	275 x 440mm	285 x 450mm
Full Page	244 x 190mm	275 x 220mm	285 x 230mm
1/2 Page Horizontal	118 x 190mm	134 x 220mm	144 x 230mm
1/2 Page Double Spread	118 x 410mm	134 x 440mm	144 x 450mm
1/3 Page Horizontal	75 x 190mm	91 x 220mm	101 x 230mm
1/3 Page Double Spread	75 x 410mm	91 x 440mm	101 x 450mm
1/2 Page Vertical	244 x 89mm	275 x 104mm	285 x 114mm
1/3 Page Vertical	244 x 56.5mm	275 x 71.5mm	285 x 81.5mm
1/4 Page Horizontal	60 x 190mm		
Double Page 1/4 Horizontal	60 x 410mm		
Sponsorship Strip	22 x 190mm		
Double Page Sponsorship Strip	22 x 410mm		
Table Strip	14 x 190mm		

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 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.



FULL PAGE



HALF PAGE HORIZONTAL



THIRD PAGE HORIZONTAL



QUARTER PAGE STRIP



SPONSORED STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL



TABLE STRIP

# SMART INVESTOR TECHNICAL SPECIFICATIONS

## DELIVERY REQUIREMENTS

Smart Investor 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.

## PRINTING HIGHLIGHTS

	Cyan	Magenta	Yellow	Black
First printing highlight	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-310%			

## 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.

## SMART INVESTOR WEBSITE

The new [afsmartinvestor.com](http://afsmartinvestor.com) includes an extensive and free how-to section, tools and calculators, and access to the magazine content online (for subscribers). Whether investors are just starting out, or already hold a substantial portfolio, [afsmartinvestor.com](http://afsmartinvestor.com) offers the tools they need to succeed.

For more information on the *Smart Investor* website, please visit [www.adcentre.com.au/financial-review-smart-investor.aspx](http://www.adcentre.com.au/financial-review-smart-investor.aspx)



### SMART INVESTOR WEBSITE ADVERTISING RATES

Type	CPM (\$)	Dimensions (Pixels Width x Height)
Medium Rectangle #1	\$80	300 x 250
Medium Rectangle #1 (incl GST)	\$88	300 x 250
Leaderboard - Article pages only	\$75	728 x 90
Leaderboard - Article pages only (incl GST)	\$82.50	728 x 90

Rates are subject to change

Rates effective until 31st December 2012

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)



## SMART INVESTOR ENEWSLETTER

### SMART INVESTOR ENEWSLETTER ADVERTISING RATES

Newsletter	Frequency	Email Subscription	Sponsorship Period*	Rates
Smart Investor	Weekly	20,000	Weekly	\$3,000 (\$3,300 incl GST)

Rates effective until 31st December 2012

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).



## SMART INVESTOR AWARDS

Every year, *Smart Investor* hosts 250 of the most influential people in the financial services industry in an awards evening created to award the outstanding achievements in the past year in the areas of finance, insurance and banking. *Smart Investor* 'Blue Ribbon Awards' are held in the highest regard amongst the financial services community as the premier review of the industry. The awards generate special interest among industry senior managers and executives, as they provide their institution or business significant marketing value and benchmarking opportunities. Sponsorship of these awards provides association with support of the industry, the opportunity to network with senior executives, branding on all advertising run across the Financial Review Group in promotion of the event as well as on display at the event, VIP tables, a speaking opportunity and advertising around the subsequent event coverage in *Smart Investor*.



## SMART INVESTOR CONTACTS

### SYDNEY

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Pyrmont NSW 2009  
Postal: GPO Box 506  
Sydney NSW 2001

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E: [vcottier@fairfaxmedia.com.au](mailto:vcottier@fairfaxmedia.com.au)

Clare Tilley  
NSW Advertising Manager  
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E: [ctilley@fairfaxmedia.com.au](mailto:ctilley@fairfaxmedia.com.au)

### QUEENSLAND

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F: 08 9382 4850  
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### MELBOURNE

Level 6, 655 Collins Street  
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Melbourne VIC 3001

Richard Unwin  
Account Manager  
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E: [runwin@fairfaxmedia.com.au](mailto:runwin@fairfaxmedia.com.au)

### SOUTH AUSTRALIA

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### 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](mailto:adprodunit@fairfaxmedia.com.au)

## 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.

