



•• MEDIA KIT

BOSS
FINANCIAL REVIEW

2010

ALL ABOUT BOSS

AFR BOSS is the magazine for leaders and high-achievers – and those who wish to learn from them. It was launched in March, 2000 as a prestigious and innovative part of *The Australian Financial Review* and has since grown to be the magazine of choice for the leaders of Australian business.

AFR BOSS has a core focus on management and leadership but its motivating force is the desire to build a community of interest and knowledge around the latest ideas and thinking in business and the world of work. AFR BOSS is designed for those hungry for success and improvement. It's the magazine with special access to Australian leaders and their winning strategies and a global view.

WHAT IS AFR BOSS?

AFR BOSS is a monthly magazine dedicated to management and leadership issues appealing to senior and aspiring executives.

WHO DOES IT REACH?

C-suite executives, success-oriented individuals, current and future leaders. BOSS is the nations highest reaching magazine of AB's of any magazine in Australia*

*Source: Roy Morgan Research, September 2009

WHEN IS IT PUBLISHED?

Second Friday of every month. Inserted into *The Australian Financial Review*.

AFR BOSS 2010
10 YEARS / REINVENTING LEADERSHIP

REGULARS

REPORT

NEWS: The latest news on management and leadership to give you the edge in business thinking.

DRESSCODE: Impressions do count and it's important how you manage them. In a regular feature, AFR BOSS focuses on executive style essentials. It's a pragmatic take on dressing for success. We look at how the key trends work, some hot tips and what to avoid.

DUAL DRIVERS: Business is often about partnership and this section brings you the winning ideas and practices of some of the nation's most successful duos. We look behind the numbers and ask what is it about the working relationships of these partners that sets them apart and gives them the edge.

BOSS SPACE: The high design of office and workspaces and why it's a central part of every modern company's strategy.



THE SUSTAINABLE ENTERPRISE

In a regular monthly spot, we examine case studies of companies that are working to reduce their environmental footprint and increasing their focus on corporate social responsibility.

HBR

The Harvard Business Review is the most prestigious management journal in the world. Fairfax Business Media has exclusive access to this journal and BOSS brings you the best selection of material each month.

24/7

WHERE I GET MY IDEAS FROM: Business executives offer insights to their favourite management and business books.

JOURNALS: The hot guide to the latest management literature from around the world. It's the quick scan for time-poor executives.

BOOKSTORE: We review the latest business books to keep readers up to date with the best of business thinking.

GURU: A column which tackles the most common workplace problems, the unwritten rules of the workplace.

TRAVEL: A column on the latest trends in business travel.

BEST ADVICE: We interview successful leaders and business people to gain insights into their success and lessons they've learned.



BOSS
FINANCIAL REVIEW

THE BOSS AUDIENCE

AFR BOSS is not just about the numbers: our readers have a certain attitude towards success and competition - at work and at leisure.

READERSHIP: 155,000*
CIRCULATION: 87,543**

READER PROFILE

71% male / 29% female*

Average age is 45*

67% are ABs*

AFR BOSS readers earn on average \$224K^

AFR BOSS readers have an average of \$1.5million in savings and investments^

77% of readers have shares^

52% of readers have a residential investment property^

Almost three quarters of readers hold an undergraduate degree and 40% hold a postgraduate degree^

AFR BOSS readers are time poor. 62% say there are not enough hours in the day*

AFR BOSS REACHES A QUARTER OF ALL SENIOR BUSINESS EXECUTIVES^^

AFR BOSS reaches;

34% of C-Suite Executives

39% of Chairman/Chief Executives

34% of Chief Financial Officers

37% of Directors/Vice Presidents/General Managers

30% of Owner/Partners

AFR BOSS HAS A STRONG REACH TO BUSINESS DECISION MAKERS REACHING^^

28% of all Senior Business Executives who are Decision Makers

31% of Senior Business Executives who are Real Estate Business Decision Makers

27% of Senior Business Executives who are IT Business Decision Makers

32% of Senior Business Executives who are Financial and Legal Services Business Decision Makers

COMBINED POWER OF AFR BOSS + AFR BOSS MAGAZINE^^

One advertisement in AFR BOSS + AFR Magazine reaches:

54% of C-Suite Executives

60% of Chairmen / Chief Executives

54% of Senior Business Executives who are Financial & Legal Services Business Decision Makers

EXCLUSIVITY*

AFR BOSS has low cross-over with other magazines

13% of AFR BOSS readers, read BRW

6% read Time

26% read the Weekend Australian Magazine

23% read Qantas the Australian Way

MEDIA HABITS*

57% of readers do not read Business and Airline titles

55% of AFR BOSS Readers watch less than 2 hours of commercial TV per day *

62% of AFR BOSS Readers listen to less than 1 hour of commercial radio per day *

NB: Business and Airline Titles include: Time, BRW, Qantas The Australian Way, Virgin Blue Voyeur, Jetstar, WA Business News, The Monthly.

Source: * Roy Morgan March 2010 ** ABC March 2010 ^ AFR BOSS Reader Survey, Nov 2009, n=300

^^ Australia's Business Readership Survey 2010



2010 FEATURES



JUNE 09



FEBRUARY INNOVATION

We speak to high profile innovators and decode the secrets of successful innovation in large corporate enterprise; how they do it, how they handle the obstacles and how they maintain momentum to stir innovative thinking in their businesses.

MARCH 2010 SPECIAL 10TH ANNIVERSARY EDITION

A special 2010 Anniversary issue in March 2010 will include a bold, distinctive concept BOSS celebrates 10 years as Australia's premier leadership and management magazine. As such, this special issue will contain landmark editorial coverage which will be compulsory reading for Australia's top business decision makers.

APRIL WOMEN TO WATCH

Gender is at the top of the corporate agenda in 2010 – with company directors and investors calling for companies to monitor and report on progress in promoting more women. But who are they and where are they? In this special issue AFR BOSS profiles talented, senior women executives who share their career strategies and secrets of success. Our list will also be available on the AFRBOSS website.

MAY CEOs WHO DELIVER + EXECUTIVE EDUCATION UPDATE

Which CEOs really have what it takes to succeed in a challenging environment? With special AFR BOSS analysis, we identify the companies who are ahead of the rest and share insights from their CEOs on what they do that works. The focus will be on CEOs and top executives and their leadership approaches. This issue also provides an update on Executive Education.

JUNE YOUNG EXECUTIVES OF THE YEAR + NATIONAL MARKETING SURVEY

Each year AFR BOSS and human resources firm DDI run a national competition in search of Australia's top 10 young executives. The final six winners are chosen for their potential as leaders, career commitment and their ability to operate under pressure. Plus: where are they now: we profile previous winners and look at their career success secrets. Our annual national survey of marketing directors reveals where companies plan to spend their marketing budgets, how clients measure the value of marketing and their budget forecasts for the next three years.

JULY AGENDA 2020

A new special issue, Agenda 2020 looks at the Big Ideas shaping our future. What are the major themes and how our national leaders are facing up to the challenges? What are the changes likely in how we work, live, play and do business in 2020 and what are the big ideas that will help us navigate the terrain?

AUGUST TRUE LEADERS

Each year the AFR BOSS staff and a panel of industry leaders select the most outstanding

leaders in business, the public sector and the non-profit sector. The list has honoured people such as Woolworths CEO, Mike Luscombe; Westpac CEO Gail Kelly and BHP Billiton chair Don Argus and more. Plus we have a look at the emerging leaders we need to keep an eye on for the future.

SEPTEMBER EXECUTIVE EDUCATION REVIEW

An annual review of business schools and their management and leadership programs delivers readers the most up-to-date and credible information about the status and value of post graduate business education.

OCTOBER HIGH PERFORMANCE

BOSS takes a close look at the ingredients that make up a high-performing company, from the culture and rewards system to the leaders at the top. We profile the leaders and teams who have worked hard to develop a successful chemistry.

NOVEMBER INSIDE THE C-SUITE + SALARIES SPECIAL

This issue looks at the all important relationships between the CEO and the senior management team. We also check out their prospects for career development and remuneration including the annual salaries special, an analysis of salaries from the CEO and director level down. This survey analyses the trends in executive jobs and remuneration and also provides extensive data on salaries around the country.

DECEMBER/JANUARY SUCCESS STRATEGIES + HOT TRENDS

At a time of year when many are taking stock of their business and personal situations, we identify the main trends and insights to help readers keep on track.

We also look at the main consumer trends affecting how we work, play and buy for the year ahead.

CONTACTS:

EDITORIAL:

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Tel: 02 9282 3813

ADVERTISING:

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2010 RATES

RATES effective from Jan 1, 2010 – Dec 31, 2010

Number of appearances	casual	3x	6x	9x	12x	15x	18x	21x	24x
DPS	\$28,550	\$28,100	\$27,750	\$27,300	\$26,900	\$26,500	\$26,150	\$25,750	\$25,400
DPS incl GST	\$31,405	\$30,910	\$30,525	\$30,030	\$29,590	\$29,150	\$28,765	\$28,325	\$27,940
Full Page	\$15,050	\$14,850	\$14,700	\$14,400	\$14,150	\$13,900	\$13,750	\$13,550	\$13,300
Full Page incl GST	\$16,555	\$16,335	\$16,170	\$15,840	\$15,565	\$15,290	\$15,125	\$14,905	\$14,630
1/2 Page	\$9,250	\$9,150	\$9,050	\$8,850	\$8,700	\$8,550	\$8,400	\$8,300	\$8,150
1/2 Page incl GST	\$10,175	\$10,065	\$9,955	\$9,735	\$9,570	\$9,405	\$9,240	\$9,130	\$8,965
1/3 Page	\$7,900	\$7,800	\$7,650	\$7,500	\$7,400	\$7,300	\$7,200	\$7,050	\$6,950
1/3 Page incl GST	\$8,690	\$8,580	\$8,415	\$8,250	\$8,140	\$8,030	\$7,920	\$7,755	\$7,645

POSITION LOADS

1st IFC Spread	40%	On Contents	30%
2nd IFC Spread	35%	Opposite Contents	40%
3rd, 4th, 5th IFC Spread	30%	Opposite Contents 2	30%
1st RHP	40%	1st DPS After Contents	25%
2nd RHP	35%	2nd DPS After Contents	20%
3rd, 4th, 5th RHP	25%	RHP	15%
6th, 7th, 8th, 9th RHP	25%	Centre Spread	30%
1st LHP	30%	Inside Back Cover	20%
2nd, 3rd LHP	20%	Outside Back Cover	50%
Gatefolds	40%	Other Guaranteed Positioning	15%

Abbreviations

RHP: Right Hand Page, LHP: Left Hand Page, IFC: Inside Front Cover, DPS: Double Page Spread

PRODUCTION SPECIFICATIONS

AFR BOSS only accepts advertising material in digital format.

Please refer to the AFR BOSS adcentre: <http://www.adcentre.com.au/afr-boss.aspx>

or Phone: (02) 9282 3322 or email: adprodunit@fairfaxmedia.com.au

INSERT RATES & QUANTITIES

Friday	1-12 pages	inc GST	Quantities
National	\$27,550	\$30,305	143,000
NSW/Canberra	\$11,590	\$12,749	61,000
VIC/TAS	\$7,220	\$7,942	37,000
Queensland	\$3,458	\$3,804	19,350
SA	\$1,235	\$1,359	6,000
WA	\$1,938	\$2,132	10,150
NZ	\$760	\$836	5,300

2010 DEADLINES

Edition	On Sale	Booking	Material
February	Fri Feb 12	Fri Jan 15	Wed Jan 20
March	Fri Mar 12	Fri Feb 12	Wed Feb 17
April	Thu Apr 9	Fri Mar 12	Wed Mar 17
May	Fri May 14	Fri Apr 16	Wed Apr 21
June	Fri June 11	Fri May 14	Wed May 19
July	Fri July 9	Fri June 11	Wed June 16
August	Fri Aug 13	Fri July 16	Wed July 21
September	Fri Sep 10	Fri Aug 13	Wed Aug 18
October	Fri Oct 8	Fri Sep 10	Wed Sep 15
November	Fri Nov 12	Fri Oct 15	Wed Oct 20
December	Fri Dec 3	Fri Nov 5	Wed Nov 10

PUBLISHED: 2nd Friday of every month

BOOKING DEADLINE: Friday, 4 weeks prior to on sale date

CANCELLATION DEADLINE: Friday, 6 weeks prior to on sale date

Cancellation deadline for premium positions are 2 weeks prior to usual deadlines

MATERIAL DEADLINE: Wednesday, 3 weeks prior to on sale date

For advertising information please contact Dennis Lindsay on (02) 9282 2096

email: dlindsay@afm.com.au

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

CONTACTS

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TECHNICAL SPECIFICATIONS

AFR BOSS is inserted into *The Australian Financial Review* on the second Friday of every month.

DEADLINES

Advertising material is required Friday, 4 weeks prior to publication date. Material received after deadline is automatically viewed as out of specification

CONTACT DETAILS FOR MATERIAL AND DELIVERY

Magazine Operations, Fairfax Media
Level 3, 1 Darling Island Road, Pyrmont NSW 2009
Phone: (02) 9282 3322
Email: adprodunit@fairfaxmedia.com.au

MECHANICAL SPECIFICATIONS

PAGE SPECIFICATIONS

SINGLE PAGE			
Size	Type Area	Trim Size	Bleed Area
Full Page	250 x 210mm	275 x 235mm	285 x 245mm
1/2 Horizontal	118 x 210mm		
1/2 Horizontal (with Bleed)	108 x 210mm	130 X 235mm	140 x 245mm
1/2 Vertical	250 x 97mm		
1/2 Vertical (with Bleed)	250 x 87mm	275 x 110mm	285 x 120mm
1/3 Horizontal	80 x 210mm		
1/3 Horizontal (with Bleed)	70 x 210mm	92 x 235mm	102 x 245mm
1/3 Vertical	250 x 67mm		
1/3 Vertical (with Bleed)	250 x 57mm	275 x 79mm	285 x 89mm

SPREADS

Size	Type Area	Trim Size	Bleed Area
Double Pg spread	250 x 445mm	275 x 470mm	285 x 480mm
Half Pg spread	118 x 445mm		
Half Pg spread (with Bleed)	108 x 445mm	130 x 470mm	140 x 480mm
Third Pg spread	80 x 445mm		
Third Pg spread (with Bleed)	70 x 445mm	92 x 470mm	102 x 480mm
Gatefold Double Pg Spread	250 x 430mm	275 x 455mm	285 x 465mm
Gatefold Flap	250 x 200mm	275 x 225mm	285 x 235mm

- Measurements are given as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space 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 ad space.

DELIVERY REQUIREMENTS

AFR BOSS only accepts material that is submitted via Quickcut. All advertisements submitted via Quickcut will be converted to PDF files using the guidelines created by 3DAP. These guidelines are published at the web site www.3dap.com.au For more information on Quickcut and delivery please contact Quickcut on 02 9949 0500 or at www.quickcut.com.au.

When ads are received via Quickcut our Advertising Co-ordinator will check all messages that accompany the ad to ensure that it is acceptable. They will also output a positional proof to ensure it resembles the supplied client

proof. Our team of Imaging Specialists are also on hand to check the colour within the files, and to ensure that the reproduction of the supplied creative will be to the expectation of the client proof.

BOOKING NUMBER

There are a number of mandatory fields that must be entered prior to acceptance of your ad by Quickcut. One of these fields is the booking number. Please contact your Advertising Co-ordinator to obtain the booking number for your creative.

STORAGE AND REPEATS

Please do not send ads more than 4 days prior to the advertising delivery deadline. Fairfax will store digitally supplied material for a period of three months. Repeat ads may be co-ordinated with 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	Computer to plate four colour process	
Screen ruling:	133lpi	
Dot structure:	Round	
Screen angles:	CYAN	15 degrees
	MAGENTA	45 degrees
	YELLOW	90 degrees
	BLACK	75 degrees
Print Sequence:	■ BLACK ■ CYAN ■ MAGENTA ■ YELLOW	

PROOFS

Proofs should provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, Fairfax will only accept 3DAP compliant proofs. If you choose not to supply a digital proof, Fairfax cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAP approved digital proofs (see www.3dap.com.au)

COLOUR GUIDELINES

SPOT COLOUR

This is achieved by using the four colour printing process (i.e. PMS colours must be broken down into CMYK process).

PROCESS COLOUR

Colour specified in percentages of cyan, magenta, yellow and black.

DOT GAIN

Dot gain is not a fault of web offset printing, but rather a characteristic. The dot gain can to some extent be accommodated in production but there are some things, outlined below, that can help:

- All material should compensate for dot gain of up to 15-20% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the above dot gain.
- Highlights can also muddy if there is a black dot visible, which will also gain on press. The first printing highlights should be:

	C	M	Y	K
First printing highlight	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-310%			

BEYOND THE PRINTED PAGE

ONLINE

AFRBOSS.COM.AU

Dedicated to management and leadership issues, afrboss.com.au is the online portal for AFR BOSS magazine's community of senior and aspiring executives.

afrboss.com.au offers readers transcripts and videos from BOSS events along with snap polls and notifications of BOSS events. In addition, the website is a key forum for research carried out by BOSS for publication purposes. We tap into our community to research shopping trends, attitudes to salaries and MBA experiences.

For more information, please visit www.adcentre.com.au/afrbosscomau.aspx



ONLINE RATES: afrboss.com.au

TYPE	CPM (\$)	DIMENSIONS (Pixels Width x Height)
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 as of 01/01/10 – 31/12/10

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/afrbosscomau.aspx

Min Campaign Spend \$2,000 (\$2,200 incl GST)

AFR BOSS EVENTS

HEAR IT FROM THE BOSS

Hear it from the BOSS brings together influential business leaders and thinkers on a panel to discuss a key theme that is impacting the world of business, management and leadership. Hosted by broadcaster and commentators Adam Spencer in Sydney and Geraldine Doogue in Melbourne, Hear it from the BOSS is an entertaining and often contentious debate around innovative ideas and concepts for the world of business.

Principal Exclusive Sponsorship is \$67,000 + gst per event

BOSS CLUBS

BOSS Clubs are bi-monthly seminars bringing the latest ideas from the fast-changing world of business, management and leadership. Respected business people present cutting edge ideas in strategy, marketing and advertising, and education and training. AFR BOSS selects speakers who have done the hard yards in business and management and invite them to draw on their experiences for The Club.

Each BOSS Club features a 30-45 minute presentation to an audience of up to 150 people.

Each presentation is followed by audience questions before moving on to networking drinks.

Principal Exclusive Sponsorship is \$20,500 + gst per event

BOSS TRUE LEADERS

AFR BOSS True Leaders is an annual event to celebrate and recognise inspirational business leadership. Celebrating 20-25 leaders who have demonstrated an influential and inspiring role in business, not-for-profit and public sectors in the past year at an exclusive, invitation only cocktail awards function.

In attendance will be a group of influential business leaders and thinkers to network and exchange ideas and achievements. The BOSS True Leaders 2010 event also showcases the six finalists from the AFR BOSS Young Executive of the Year.

Principal Exclusive Sponsorship is \$45,000 + gst per event

