



2010 ADVERTISING RATES

EXECUTIVE ISSUE (WEEKLY)							
	Casual	5x	10x	15x	20x	25x	30x
Full Page	\$15,000	\$13,500	\$12,750	\$12,000	\$11,250	\$10,500	\$9,000
Full Page (incl GST)	\$16,500	\$14,850	\$14,025	\$13,200	\$12,375	\$11,550	\$9,900
DPS	\$24,000	\$21,600	\$20,400	\$19,200	\$18,000	\$16,800	\$14,400
DPS (incl GST)	\$26,400	\$23,760	\$22,440	\$21,120	\$19,800	\$18,480	\$15,840
Half Page	\$9,220	\$8,298	\$7,837	\$7,376	\$6,915	\$6,454	\$5,532
Half Page (incl GST)	\$10,142	\$9,127.80	\$8,620.70	\$8,113.60	\$7,606.50	\$7,099.40	\$6,085.20
Third Page	\$7,130	\$6,417	\$6,061	\$5,704	\$5,348	\$4,991	\$4,278
Third Page (incl GST)	\$7,843	\$7,058.70	\$6,667.10	\$6,274.40	\$5,882.80	\$5,490.10	\$4,705.80
Quarter Page	\$6,270	\$5,643	\$5,330	\$5,016	\$4,703	\$4,389	\$3,762
Quarter Page (incl GST)	\$6,897	\$6,207.30	\$5,863	\$5,517.60	\$5,173.30	\$4,827.90	\$4,138.20
Third DPS	\$15,150	\$13,635	\$12,878	\$12,120	\$11,363	\$10,605	\$9,090
Third DPS (incl GST)	\$16,665	\$14,998.50	\$14,165.80	\$13,332	\$12,499.30	\$11,665.50	\$9,999
Strip*	\$3,750	\$3,375	\$3,188	\$3,000	\$2,813	\$2,625	\$2,250
Strip* (incl GST)	\$4,125	\$3,712.50	\$3,506.80	\$3,300	\$3,094.30	\$2,887.50	\$2,475

FLAGSHIP ISSUE (MONTHLY)							
	Casual	5x	10x	15x	20x	25x	30x
Full Page	\$16,250	\$15,763	\$15,275	\$14,788	\$14,300	\$13,813	\$13,325
Full Page (incl GST)	\$17,875	\$17,339.30	\$16,802.50	\$16,266.80	\$15,730	\$15,194.30	\$14,657.50
DPS	\$32,660	\$31,680	\$30,700	\$29,721	\$28,741	\$27,761	\$26,781
DPS (incl GST)	\$35,926	\$34,848	\$33,770	\$32,693.10	\$31,615.10	\$30,537.10	\$29,459.10
Half Page	\$10,150	\$9,846	\$9,541	\$9,237	\$8,932	\$8,628	\$8,323
Half Page (incl GST)	\$11,165	\$10,830.60	\$10,495.10	\$10,160.70	\$9,825.20	\$9,490.80	\$9,155.30
Third Page	\$7,850	\$7,615	\$7,379	\$7,144	\$6,908	\$6,673	\$6,437
Third Page (incl GST)	\$8,635	\$8,376.50	\$8,116.90	\$7,858.40	\$7,598.80	\$7,340.30	\$7,080.70
Quarter Page	\$6,900	\$6,693	\$6,486	\$6,279	\$6,072	\$5,865	\$5,658
Quarter Page (incl GST)	\$7,590	\$7,362.30	\$7,134.60	\$6,906.90	\$6,679.20	\$6,451.50	\$6,223.80
Third DPS	\$16,690	\$16,189	\$15,689	\$15,188	\$14,687	\$14,187	\$13,686
Third DPS (incl GST)	\$18,359	\$17,807.90	\$17,257.90	\$16,706.80	\$16,155.70	\$15,605.70	\$15,054.60
Strip*	\$4,140	\$4,016	\$3,892	\$3,767	\$3,643	\$3,519	\$3,395
Strip* (incl GST)	\$4,554	\$4,417.60	\$4,281.20	\$4,143.70	\$4,007.30	\$3,870.90	\$3,734.50

ISLAND AD - FYI / ECO SECTION				
	8 weeks	12 weeks	16 weeks	20+ weeks
Cost (each)	\$4,500	\$4,250	\$4,000	\$3,750

INSERTS							
	Casual	5X	10X	15X	20X	25X	30X
Discount	Per/000	5%	15%	20%	25%	30%	40%
2pp	\$300	\$285	\$255	\$240	\$225	\$210	\$180
8pp	\$400	\$380	\$340	\$320	\$300	\$280	\$240
16pp	\$500	\$475	\$425	\$400	\$375	\$350	\$300

*Minimum rate for an insert is \$3,000 plus GST

PREFERRED POSITION LOADING	
Position	Load %
First inside front cover spread	40%
Second inside front cover spread	35%
Third inside front cover spread	30%
Opposite contents	40%
First – third right hand page	30%
Fourth – sixth right hand page	25%
First half	10%
Centrespread	30%
Right hand page	10%
Outside back cover	50%
Inside back cover	20%
Other	15%

CROSS CHANNEL MEDIA OPPORTUNITIES
- BUNDLE AND SAVE -
 (the channels are available in addition to your on page advertising commitment in BRW)

Direct marketing

On line

Event

Research.

*Strip Ads are sold in association with Sponsorships only.
 NB/ Broken space advertising is likely to be placed in the 2nd half of book.
 Rates effective **until 30th June 2010.**



BRW.COM.AU

BRW.com.au is the online channel for the distribution of BRW's content. Innovation, entrepreneurship and success are the key elements driving BRW.com.au as it engages readers with insightful, specialised business information. This is the ideal online environment to target business professionals, SME's and high net worth individuals in a clutter free environment.

ONLINE RATES - BRW.COM.AU		
TYPE	CPM (\$)	Size
Leaderboard or Banner	\$150 (\$165 incl GST)	728 x 90 or 468 x 60
Medium Rectangle	\$165 (\$181.50 incl GST)	300 x 250
TYPE	SOV (\$)/WEEK	Size
Sponsored Links(50% share of page impressions)	\$340/week (\$374/week incl GST)	22 x 22 + 33 Char
Permanent Links	\$500/week (\$550/week incl GST)	22 x 22 + 33 Char

Rates are subject to change

Rates effective until 30th June 2010

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

Loadings:

Rich Media: 25%

Geotargeting: 25%

Sectional Targeting including Home Page: 25%

Min. Campaign Spend \$2,000.

Sponsored links sold as a % share of page impressions on which links appear. AFR.com, AFR Research & Tools and BRW.com.au each have 4 sponsored links per PI.

Bookings & Cancellations must be made verbally and confirmed in writing.

Cancellations must be made prior cancellation deadline and confirmed in writing to avoid a 100% cancellation fee.

For details on how to send material please refer to www.fbmonline.com.au

BRW.COM.AU – ENEWSLETTER RATE CARD 2010					
Newsletter	Newsletter Frequency	Drop Days	Email Subscriptions	Sponsorship Period	Rate
BRW.com.au	Daily + 2 Thursday	Mon-Fri	16,159	Weekly: All 6 in 1 week	\$5800 (\$6380 incl GST)

Rates effective until 30th June 2010

BRW.COM.AU - CATEGORY NEWSLETTERS				
Monday	Tuesday	Wednesday	Thursday	Friday
Mining & Energy	Technology	Innovation	News Edition & Business	Property

*Sponsorship consists of 1 x medium rectangle (300 x 250 pixels)

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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.fbmonline.com.au