

ASSET MAGAZINE ADVERTISING RATES & DEADLINES

ASSET ADVERTISING RATES

Size	Casual	3x	6x	9x	12x	15x	18x	24x
Full Page	\$6,505	\$6,395	\$6,284	\$6,174	\$6,064	\$5,954	\$5,843	\$5,733
Full Page (Incl GST)	\$7,156	\$7,035	\$6,912	\$6,791	\$6,670	\$6,549	\$6,427	\$6,306
Double Page Spread	\$13,010	\$12,705	\$12,569	\$12,348	\$12,128	\$11,907	\$11,687	\$11,466
Double Page Spread (Incl GST)	\$14,311	\$13,976	\$13,826	\$13,583	\$13,341	\$13,098	\$12,856	\$12,613
Half Page	\$3,903	\$3,837	\$3,771	\$3,704	\$3,638	\$3,572	\$3,506	\$3,440
Half Page (Incl GST)	\$4,293	\$4,221	\$4,148	\$4,074	\$4,002	\$3,929	\$3,857	\$3,784
Junior Page	\$4,554	\$4,476	\$4,400	\$4,322	\$4,245	\$4,167	\$4,091	\$4,013
Junior Page (Incl GST)	\$5,009	\$4,924	\$4,840	\$4,754	\$4,670	\$4,584	\$4,500	\$4,414
Third Page	\$2,602	\$2,558	\$2,514	\$2,470	\$2,426	\$2,381	\$2,337	\$2,293
Third Page (Incl GST)	\$2,862	\$2,814	\$2,765	\$2,717	\$2,669	\$2,619	\$2,571	\$2,522
Quarter Page	\$2,440	\$2,398	\$2,357	\$2,315	\$2,274	\$2,232	\$2,191	\$2,150
Quarter Page (Incl GST)	\$2,684	\$2,638	\$2,593	\$2,669	\$2,501	\$2,455	\$2,410	\$2,365

POSITION	LOADS
1st Inside Front Cover Spread	30%
2nd, 3rd & 4th DPS (prior to contents)	25%
1st or 2nd DPS (after contents)	20%
Opposite Editor	25%
1st, 2nd and 3rd RHP	25%
4th, 5th and 6th RHP	25%
Centre Spread	15%
1st Half Right Hand Page	15%
1st Left Hand Page	15%
First Half	10%
Right Hand Page	10%
Inside Back Cover	10%
Outside Back Cover	30%
Consecutive Pages	20%
Facing Pages	15%
Other Specified Positions	15%

LOOSE INSERTS

Inserts up to 12 pages	\$649 per thousand (\$4,125 min cost, no split runs)
CD Onserts and Bound Inserts	Price on application

MECHANICAL SPECIFICATIONS

Please refer to the *Asset* AdCentre: www.adcentre.com.au/asset.aspx

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 print process.

Rates effective until 31st December 2012.

Please Note: Rates are subject to change without notice

BOOKING DEADLINE: 5 weeks prior to on sale date

Cancellation deadline for general positions is 6 weeks prior to usual deadlines

Cancellation deadline for premium positions is 8 weeks prior to usual deadlines

Cancellation deadline for creative options is 12 weeks prior to usual deadlines

MATERIAL DEADLINE: 4 weeks prior to on sale date

ASSET DIGITAL ADVERTISING RATES

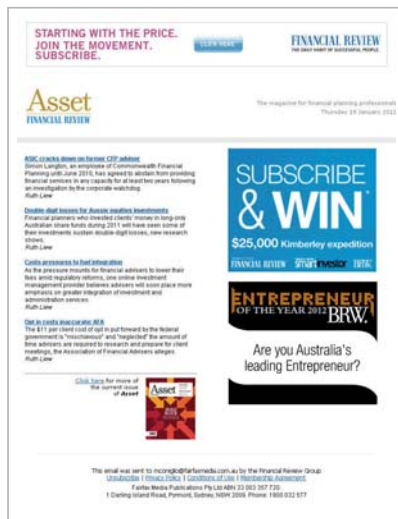


ASSET WEBSITE

assetmag.com.au is the website for Australia's leading financial planning professionals, consistently delivering quality news, opinions and strategies from a team of financial planning and wealth management experts. For more information, please visit www.adcentre.com.au/financial-review-asset.aspx

ASSET WEBSITE ADVERTISING RATES

Type	CPM (\$)	Dimensions (Pixels Width x Height)
Medium Rectangle 100% SOV	\$1,250	300 x 250
Medium Rectangle 100% SOV (incl GST)	\$1,375	300 x 250
Leaderboard 100% SOV	\$1,100	728 x 90
Leaderboard 100% SOV (incl GST)	\$1,210	728 x 90



ASSET ENEWSLETTER

Asset's e-newsletter is a valuable supplement to the top quality analysis and commentary that readers expect from Asset magazine. The trusted content from Asset magazine's experienced editorial team of Leng Yeow, Zoe Fielding and Ruth Liew, as well as the other members of *The Australian Financial Review* editorial team, give Asset's email newsletter an edge over its competitors.

The Asset e-newsletter, sent weekly to a database of 8,800 subscribers, covers the most important trends and issues for financial planning professionals.

ASSET ENEWSLETTER ADVERTISING OPTIONS

Type	Cost per week	Cost per 4 weeks
Leaderboard (728 x 90)	\$1,650 + GST	\$6,000 + GST
Top MREC (300 x 250)	\$1,350 + GST	\$5,000 + GST
Bottom MREC (300 x 250)	\$1,200 + GST	\$4,000 + GST

ASSET ENEWSLETTER TECHNICAL SPECIFICATIONS

Type	Dimensions	File Types	Max File Size
Leaderboard	728 x 90	JPEG or GIF	30KB
Top MREC	300 x 250	JPEG or GIF	30KB
Bottom MREC	300 x 250	JPEG or GIF	30KB

DEADLINES

- Material deadline: 3 working days prior
- Booking deadline: 5 working days prior
- Cancellation deadline: 30 working days prior
- Send your finished creative to traffic@afr.com.au
- Creative changes are limited to once per week.