



AUSTRALIAN FINANCIAL REVIEW MAGAZINE

MEDIA KIT 2012

www.adcentre.com.au/financial-review-magazine.aspx

A key component of the **Financial Review Group**



THE AUSTRALIAN
Financial Review Magazine

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MIXING BUSINESS WITH PLEASURE

The Australian Financial Review Magazine is Australia's pre-eminent monthly inserted magazine. Since its launch in 1995, the *Financial Review Magazine* has maintained an unparalleled reputation for combining gravitas and glamour in its coverage of business, politics, travel and leisure, sport, health, design, fashion, and the arts. It also includes authoritative profiles by Australia's leading writers. The magazine pioneered the reporting of luxury brands in Australia and was an early trend watcher.

Under seasoned editor Jeni Porter the *Financial Review Magazine* has upped the ante on high quality journalism as well as setting the benchmark for innovative contemporary magazine design, featuring award-winning photography and illustration.

Financial Review Magazine delivers its unique offering to an AB readership that demands the best; these are the consumers of goods and services at the premium end of the market.

The magazine, which is printed on quality gloss stock, is inserted into *The Australian Financial Review* newspaper on the final Friday of each month (a pre-Christmas Summer edition is also published in mid-December).

"The Australian Financial Review Magazine is unique in the Australian media landscape. It combines sophisticated content with excellence in journalism, beautifully designed, with a strong identity. In this environment, Bulgari takes the opportunity to be presented to a discerning and committed readership. The magazine is one of the few publications in Australia which prompts direct readership contact, often leading to sales".

Julie Ann Morrison, Managing Director, Bulgari Australia





audience

**READERSHIP:
303,000***
**CIRCULATION:
83,762****

Sources: *Roy Morgan December 2011. **ABC September 2011. ^Financial Review Magazine Reader Survey, April 2010, n=449
^^Australia's Business Readership Survey, 2010

Women's Lifestyle Magazines include: Cleo, Cosmopolitan, OK (weekly), NW, Who, Famous, English Woman's Weekly, Notebook, Grazia, Shop Til You Drop. **Men's Lifestyle Magazines include:** Alpha, Inside Sport, Men's Health, Ralph, FHM, Zoo Weekly, Men's Style Australia, GQ. **Business and Airline Titles include:** Time, BRW, Qantas The Australian Way, Virgin Blue Voyeur, Jetstar, WA Business News, The Monthly. **Source:** *Roy Morgan September 2011

FINANCIAL REVIEW MAGAZINE AUDIENCE

READER PROFILE

68% male / 32% female*

Average age is 45*

50% are ABs*

Average personal income is \$211K^

The average reader's investment portfolio is worth \$1.75million^

MEDIA HABITS*

86% of *Financial Review Magazine* readers do not read womens lifestyle magazines

77% of readers do not read mens lifestyle magazines

60% of readers do not read business and airline titles

49% of readers watch less than 2 hours of commercial TV per day

41% of readers listen to less than 2 hour of commercial radio daily

FASHION

32% of readers have spent more than \$500 on business wear in the past 4 weeks^

29% of readers have spent more than \$500 on casual wear in the past 4 weeks^

57% of readers agree that luxury is an everyday part of life^

57% of readers try to look stylish*

WATCHES AND JEWELLERY

The average reader intends to spend \$3,200 on their next watch purchase^

Financial Review Magazine reaches 56% of senior business executives intending to spend \$1,000+ on jewellery in the next 12 months^^

POWER^^

Financial Review Magazine reaches:

48% of C-Suite executives

65% of senior business executives who are IT decision makers

52% of senior business executives who are financial and legal services decision makers

FINANCE/INVESTMENTS^

Financial Review Magazine readers are investment savvy.

35% manage their own super

50% use a financial adviser

Average value of their investment portfolio is \$1.75 million

AUTO^

47% of *Financial Review Magazine* readers intend to purchase a new car in the next 12 months

54% intend to purchase a prestige/luxury/sports convertible as their next vehicle purchase

32% of readers intend to spend in excess of \$80K on their next vehicle purchase

PROPERTY

43% of readers intend to purchase property in the next 12 months^

The *Financial Review Magazine* reaches 44% of all senior business executives who are real estate business decision makers^^

each
month

FINANCIAL REVIEW MAGAZINE EACH MONTH

FRONTUP

A lively front section where you meet the kinds of company we keep: the innovative, the interesting and the informative across business and lifestyle sectors. FrontUp works as a 'taster' for all that follows in the wide world of the *Financial Review Magazine*.

HUME

International Fashion Editor Marion Hume contributes an informed and lively column covering ideas, trends and issues in the fashion business. Based in London and a regular at the Paris fashion shows, Hume also profiles major figures in the industry throughout the year.

FASHION

Leading stylist Virginia van Heythuysen sources luxury brands and exclusive, contemporary clothes and accessories to create a narrative for the magazine's impeccably styled and photographed fashion pages.

TRAVEL

Luxury travel, in all its forms, appears throughout the magazine, from reports on new business and first class airline travel options to the design of new airport lounges around the world. Plus trends in eco-tourism and what to pack for that glamour island getaway.

DESIGN

Featuring local and international designers, their creations and their inspiration. The column highlights the latest trends in design across the spectrum of architecture, furniture, objects, and urban design.

OBJECTS

A high-end product section that showcases the latest objects of desire from high-tech to high-luxe or simply fun, compiled and photographed by Frances Mocnik.

WINE

Respected wine judge and reviewer Philip Rich covers the trends and personalities in winemaking in Australia and overseas. Rich also selects his top 20 wines for a highly popular annual list.

WATCH

Financial Review watch editor Bani McSpedden is Australia's most authoritative and lively writer on matters horological. In his monthly column, McSpedden trains the loupe on the people, the products and the trends keeping things ticking.

BOOKS

Simon Hughes' witty and engaging reviews of quality titles from each month's new fiction and non-fiction releases.

OTHER PASSIONS

This long-running and much loved back-page column identifies people from the world of business, politics and the arts whose pursuits take them out of their usual milieu.



Fashion forecasts...
Photograph by Frances Mocnik.

FINANCIAL REVIEW MAGAZINE SIGNATURE ISSUES

APRIL & SEPTEMBER

FASHION

Highlighting industry developments and trends, key player profiles and high-end, wearable fashion captured by award-winning photographers, these issues present insightful forward-looking coverage of an area of special interest to our sophisticated and style-conscious readership.



JUNE

WEALTH

This issue tracks the changing face of wealth in Australia – who has it and what it means. It also charts changing attitudes to wealth, work, philanthropy and luxury in the broader global context.

AUGUST

WATCH

Watch treats watchmaking as the serious business it has become, catering to industry insiders and watch lovers alike. Inserted into the August issue, Watch is edited by *Financial Review* watch editor, Bani McSpedden, who is widely recognised as Australia's leading writer in this field.

OCTOBER

POWER

The pre-eminent annual ranking of Australia's major power players across politics, business, and the cultural landscape. The Power Issue presents a snapshot of power in this country and highlights the shifts that have taken place over the preceding year. From its beginnings 13 years ago, the Power Issue has provoked debate and controversy.

The *Financial Review Magazine* Power Lunch is a must attend event for players and observers of real influence.



NOVEMBER

DESIGN

Visually sumptuous and thoroughly up to the minute, the annual Design Issue covers all aspects of design – from furniture, objects, and jewellery to architecture and interiors. The issue features profiles of the most influential players, commentary on major themes in architecture, urban and industrial design and celebrates cutting-edge designers and their work.

DECEMBER

CHRISTMAS OBJECTS AND WINE GUIDES

The Christmas gift and wine guides provide the ultimate wish list for the discerning gift-giver. Objects of desire are expertly chosen and splendidly photographed by Frances Mocnik. The magazine's annual guide to the year's top wines is selected by wine writer, Philip Rich.



PRE-CHRISTMAS – SUMMER

WATCH

In the second of our authoritative Watch Inserts, we profile leading players in the watch industry, and look at exciting new products and gifts for Christmas.

FINANCIAL REVIEW MAGAZINE ADVERTISING RATES & DEADLINES

FINANCIAL REVIEW MAGAZINE ADVERTISING RATES

FREQUENCY	Casual	3x	6x	9x	12x	15x	18x	21x	24x
Double Page Spread	\$33,300	\$32,800	\$32,350	\$31,850	\$31,450	\$31,050	\$30,500	\$30,150	\$29,700
Double Page Spread INC GST	\$36,630	\$36,080	\$35,585	\$35,035	\$34,595	\$34,155	\$33,550	\$33,165	\$32,670
Full Page	\$17,500	\$17,250	\$17,100	\$16,800	\$16,450	\$16,250	\$16,100	\$15,900	\$15,550
Full Page INC GST	\$19,250	\$18,975	\$18,810	\$18,480	\$18,095	\$17,875	\$17,710	\$17,490	\$17,105
1/2 Page	\$10,800	\$10,650	\$10,550	\$10,400	\$10,200	\$10,000	\$9,800	\$9,700	\$9,500
1/2 Page INC GST	\$11,880	\$11,715	\$11,605	\$11,440	\$11,220	\$11,000	\$10,780	\$10,670	\$10,450
Junior Page	\$9,950	\$9,800	\$9,700	\$9,550	\$9,350	\$9,250	\$9,100	\$9,000	\$8,900
Junior Page INC GST	\$10,945	\$10,780	\$10,670	\$10,505	\$10,285	\$10,175	\$10,010	\$9,900	\$9,790
1/3 Page	\$9,200	\$9,000	\$8,900	\$8,800	\$8,650	\$8,500	\$8,400	\$8,300	\$8,200
1/3 Page INC GST	\$10,120	\$9,900	\$9,790	\$9,680	\$9,515	\$9,350	\$9,240	\$9,130	\$9,020

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	35%
3rd, 4th Inside Front Cover Spread	30%
1st Right Hand Page	40%
2nd Right Hand Page	35%
3rd, 4th, 5th Right Hand Page	30%
6th, 7th, 8th, 9th Right Hand Page	25%
1st, 2nd Left Hand Page	30%
3rd, 4th, 5th, 6th Left Hand Page	15%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
1st Double Page Spread After Contents	25%
2nd Double Page Spread After Contents	20%
Right Hand Page	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Gatefolds	40%
Other	15%

INSERT RATES (1-12 PAGES)	QUANTITIES
National	\$27,550
National INC GST	\$30,305
NSW/Canberra	\$11,590
NSW/Canberra INC GST	\$12,749
VIC/TAS	\$7,220
VIC/TAS INC GST	\$7,942
Queensland	\$3,458
Queensland INC GST	\$3,804
SA	\$1,235
SA INC GST	\$1,359
WA	\$1,938
WA INC GST	\$2,132
NZ	\$760
NZ INC GST	\$836

Rates effective from January 1, 2012 - December 31, 2012.

Booking Deadline: Friday, 5 weeks prior to on-sale date.

Cancellation Deadline: Friday, 6 weeks prior to on-sale date.

Cancellation deadline for premium positions is 8 weeks to on sale.

Material Deadline: Friday, 4 weeks prior to on-sale date.

FINANCIAL REVIEW MAGAZINE DEADLINES

Edition	On Sale	Booking	Material
February	Fri, Jan 27	Dec 2	Jan 6
March	Fri, Feb 24	Jan 20	Feb 3
April	Thu, Mar 30	Feb 24	Mar 9
May	Fri, Apr 27	Mar 19	Apr 11
June	Fri, May 25	Apr 20	May 4
July	Fri, June 29	May 14	Jun 8
August	Fri, Jul 27	Jun 22	Jul 6
September	Fri, Aug 31	Jul 20	Aug 10
October	Fri, Sep 28	Aug 24	Sep 7
November	Fri, Oct 26	Sep 21	Oct 5
December	Fri, Nov 30	Oct 19	Nov 9
Pre Xmas	Fri, Dec 14	Nov 9	Nov 23

PRODUCTION INFORMATION

Published: Last Friday of every month, except pre-Christmas.

For advertising information, please contact: Clara Manio on (02) 9282 1939 or email: cmanio@fairfaxmedia.com.au

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

TECHNICAL SPECIFICATIONS

Financial Review Magazine accepts advertising material in digital format only.

Please refer to the specification page www.adcentre.com.au/afr-magazine.asp

ADVERTISING MATERIAL CONTACT & DELIVERY

Advertising Production Unit

Fairfax Media, Level 3, 1 Darling Island Road, Pyrmont NSW 2009

Phone: 02 9282 3322 Email: adprodunit@fairfaxmedia.com.au

FINANCIAL REVIEW MAGAZINE TECHNICAL SPECIFICATIONS

Financial Review Magazine is inserted into *The Australian Financial Review* on the last Friday of every month. It is a saddle-stitched product printed on 74gsm Somerset Gloss using web offset technology with coated process inks. Finished product size is 330mm x 270mm.

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

Advertising Production Unit, 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	294 x 242mm	330 x 270mm	340 x 280mm
1/2 Horizontal	142 x 242mm		
1/2 Horizontal (with Bleed)	124 x 242mm	160 x 270mm	170 x 280mm
1/2 Vertical	294 x 119mm		
1/2 Vertical (with Bleed)	294 x 105mm	330 x 129mm	340 x 139mm
1/3 Horizontal	89 x 242mm		
1/3 Horizontal (with Bleed)	71 x 242mm	107 x 270mm	117 x 280mm
1/3 Vertical	294 x 78mm		
1/3 Vertical (with Bleed)	294 x 64mm	330 x 88mm	340 x 98mm
Junior	193 x 160mm		
Junior (with Bleed)	175 x 146mm	211 x 170mm	221 x 180mm

SPREADS

Size	Type Area	Trim Size	Bleed Area
Double Pg spread	294 x 512mm	330 x 540mm	340 x 550mm
Half Pg spread	142 x 512mm		
Half Pg spread (with Bleed)	124 x 512mm	160 x 540mm	170 x 550mm
Third Pg spread	95 x 512mm		
Third Pg spread (with Bleed)	71 x 512mm	107 x 540mm	117 x 550mm

Measurements are given in millimetres and are 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

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

DELIVERY REQUIREMENTS

Financial Review Magazine only accepts material that is submitted via Quickcut or Websend. All advertisements submitted will be converted to PDF files using the guidelines created by 3DAP. These guidelines are published at the web site 3dap.com.au. For more information please contact Quickcut on 1800 230 302; quickcut.com.au or Websend on 1300 798 949; websend.com.au.

The delivery and receipt of advertising material via Quickcut and Websend is an automated workflow. As a result material instructions are not able to be viewed and should be communicated to your sales contact. Advertising Production will 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. One of these fields is the booking number. Please contact your Sales team or Advertising Production 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 Media 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:

“*Financial Review Magazine* is an integral part of our media strategy because the premium production values and large format create a powerful platform for Audi to showcase our brand strengths of superior design, prestige and performance. The benefits of reaching *The Australian Financial Review* demographic are obvious for any luxury brand but the quality of the magazine and association of luxury brands involved makes it a must-read monthly for Australia’s high income spenders.”

Douglas Smith
General Manager Marketing,
Audi Australia

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%			

GREY BALANCE

Maintaining grey balance throughout the separation is extremely important for quality four-colour reproduction. Separations without neutral greys will reproduce with perceivable colour casts on press. As a general rule for magazine reproduction, Grey balance requires slightly more cyan relative to less amounts of magenta to yellow.

FOUR COLOUR MONO IMAGES

Four colour mono images have a tendency to reproduce with colour and tonal shifts and often the result differs to the original proof. We suggest using an achromatic, or GCR, set-up. Increasing the use of black and reducing the other three colours will result in a more neutral image that will reduce the risk of tonal and colour shifts on press.

TOTAL SATURATION

The total saturation for process colour material should range from 280-300%. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off. Saturation exceeding 300% will not result in darker shadows on magazine stock. It simply leads to excessive set-off and causes shadow areas to plug; thus reducing printed shadow detail. Any single colour not intended to print solid should not exceed 80%. We recommend that large areas of black be at least two colour (100% black, 60% cyan) or four colours.

TYPEFACES

San serif typefaces are the best choice for reproduction. They reproduce easily with desired readability. Typefaces with thin or delicate serifs and strokes should be avoided. Extremely fine strokes can drop out, while thick strokes can plug on the press. Because of the ink and stock relationship, small type tends to lose definition on the press. Coloured type or solid backgrounds can print using a single colour at 100%. Should a second or third colour be required, these extra colours should be limited to 95%, keeping within the total ink limit of 300%. This will allow the ink to trap on the press and result in a consistent and balanced printing. For legibility reasons, consideration should be given when attempting to reproduce type as a light screen tint. For best results, avoid screening type styles with a fine to medium weight and those with serifs. For optimum results it is suggested that type not overprint a background screen (tint or ghosted image) greater than 30% visual density. This allows for dot gain and provides necessary contrast between text matter and the background image.

TYPEFACES IN REVERSE

Typefaces in four colours should be sans serif and bold, no smaller than 10pt. Type with serifs or screens, reversed out of a four colour image or colour, should be 10pt or greater in size, otherwise the material will not be accepted. This allows for slight variances in register while maximizing legibility. Any reverse type should be limited to two colours maximum. For contrast and readability, reverse type should not be positioned within screened areas less than 50%, or in yellow or other light coloured backgrounds.

LINE ART

Minimum width 0.125mm (0.005 inch) with a maximum of two colours overprinting. Avoid line art less than 1 pt.

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

FINANCIAL REVIEW MAGAZINE WEBSITE

Setting the benchmark for style and quality with its impeccable reputation for elegant and incisive coverage, afr.com/afrmagazine focuses on the most important trends in business, politics, leisure, design, fashion and the arts. As with the magazine, afr.com/afrmagazine is a prestige vehicle with a sophisticated blend of advertising and editorial.

For more information, please visit the *Financial Review Magazine* AdCentre on www.adcentre.com.au/afrmagazinecomau.aspx



FINANCIAL REVIEW MAGAZINE WEBSITE ADVERTISING RATES

Type	Monthly Sponsorship 100% SOV	Dimensions (Pixels Width x Height)
Leaderboard	\$500	728 x 90
Leaderboard (incl GST)	\$550	728 x 90
Medium Rectangle	\$550	300 x 250
Medium Rectangle (incl GST)	\$605	300 x 250

Rates are subject to change. Rates Effective as of 01/01/12 – 31/12/12

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

Bookings & Cancellations must be made verbally and confirmed in writing 30 days prior to publication date. 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/the-australian-financial-review-magazine-website.aspx



FINANCIAL REVIEW MAGAZINE EVENTS

The annual *Australian Financial Review Magazine* Power Lunch marks the release of the 2012 list of Australia's most powerful people across the corporate, political and cultural spheres. Our audience of over 250 senior business executives and government leaders hear the insider's view of the machinations of power in Australia from a carefully selected, high profile panel. Sponsorship comprises; A major print execution within this flagship issue, association with the event in all pre-event marketing collateral across Financial Review Group publications, event sponsorship including VIP tables at the event, as well as online advertising around subsequent event coverage.

FINANCIAL REVIEW MAGAZINE SALES CONTACTS

The Australian Financial Review Magazine has achieved a strong position in the media landscape. The magazine's advertising sales team is committed to providing clients and their agencies with a creative and comprehensive service.

SYDNEY

National Advertising Manager
Nerissa Corbett
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ncorbett@fairfaxmedia.com.au

Account Manager
Clara Manio
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Komal Jadhvani
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komalj@intermedia-gulf.com

"We take great pride in the advertising creative that we produce at BT, but it's wasted energy if we can't put it in front of the right people in the right context. *The Australian Financial Review Magazine* absolutely fits the bill – a magazine with style and quality in spades, that allows us to engage our audience when they are happy to mix business with pleasure"

Sophie Clark, Senior Manager, Advertising, BT Financial

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](#).

