



# **DIRECT MARKETING**

## MEDIA KIT 2012

[www.afraudcentre.fairfax.com.au](http://www.afraudcentre.fairfax.com.au)

**FINANCIAL REVIEW**  
THE DAILY HABIT OF SUCCESSFUL PEOPLE.

## FINANCIAL REVIEW PRESS INSERTS

Press inserts are one of the most cost effective lead generating mediums. Press inserts are a great way to increase brand awareness, launch new products or enhance sales initiatives. Inserts enable you to achieve a direct response from your target audience. Press inserts have longevity – up to 8 weeks.

*The Australian Financial Review* offers a wide range of advertising solutions through the use of inserts. You can target our audience with a single sheet flier or up to a 64 page catalogue. You can target our audience through specific geographical distributions such as city CBD, city metro, state only or up to a full national run.

Make your product stand out from the competition by placing an insert on the same day as one of our weekly sections to coincide with your industry. You can even target a special report or *Life & Leisure* feature to gain a more relevant audience.

*Financial Review* offers three exciting creative options: Adhesive Advertising Note, Bellyband and Advertising Pocket. *Financial Review* creative options provide high visibility and immediate impact like no other advertising vehicle. People intuitively react to our creative options which compels the audience to read the advertisement. All our creative options can be printed on both the front and reverse to combine branding with direct marketing.

## ADVERTISER BENEFITS

*The Australian Financial Review* delivers wealthy individuals with the power to influence.

*Financial Review* readers are astute business decision makers who are open to new products and services that deliver viable solutions.

*Financial Review* connects with those who are searching for intellectual capital and those who are on the move professionally.

### READERSHIP & CIRCULATION

|             | Monday - Friday | Weekend | <i>Life &amp; Leisure</i> (Friday & Weekend) |
|-------------|-----------------|---------|--|
| Audience    | 250,000         | 159,000 | 369,000*                                     |
| Circulation | 73,158          | 71,834  | 144,992^                                     |

Source: Readership - Roy Morgan September 2011

\*Fri or Sat readership. Circulation - Audit Bureau of Circulation September 2011

^Figure sum of Mon-Fri & Weekend circulation figures

### READER PROFILE

|  | National Population | <i>The Australian Financial Review</i> | <i>Weekend Financial Review</i> |
|--|---------------------|--|---------------------------------|
| Men  | 49%                 | 75%                                    | 65%                             |
| Women  | 51%                 | 25%                                    | 35%                             |
| Average Age                                  | 45                  | 46                                     | 50                              |
| AB Quintile                                  | 20%                 | 68%                                    | 56%                             |
| Personal Income \$70k+                       | 18%                 | 63%                                    | 53%                             |
| Personal Income \$100k+                      | 8%                  | 46%                                    | 36%                             |
| Average Personal Income                      | \$41,660            | \$113,500                              | \$95,320                        |
| Average Household Income                     | \$89,690            | \$174,290                              | \$160,460                       |
| Savings & Investments \$100k+                | 24%                 | 51%                                    | 54%                             |
| C-Suite (Top 6 self-coded occupations)       | 9%                  | 31%                                    | 29%                             |
| Professional/Manager                         | 16%                 | 66%                                    | 49%                             |
| Light or No Commercial TV (<2 hrs per day)   | 38%                 | 53%                                    | 50%                             |
| Light or No Commercial Radio (<1 Hr per day) | 17%                 | 20%                                    | 18%                             |

Source: Readership - Roy Morgan September 2011

## EVERY WEEKDAY

Need To Know | Early General News | World | Companies | Financial Services | Market Wrap | Information | Rear Window | Property | Chanticleer

### Monday

- Education
- Marketing & Media
- Property – Rural
- Sports Review
- Accounting

### TUESDAY

- Enterprise
- Property – Tourism/Commercial/Industrial
- Workspace

### WEDNESDAY

- Managed Funds
- Property – Tourism/Commercial/Industrial
- Portfolio

### THURSDAY

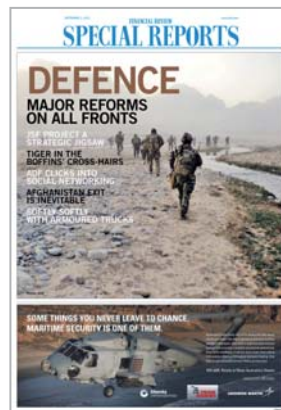
- Art & Salesroom
- Property – Tourism/Commercial/Industrial
- Men's Health
- Special Reports

### FRIDAY

- Government Business
- Legal Affairs
- Professional Services
- Executive Recruitment
- Review
- Property
- *Life & Leisure* or *Sophisticated Traveller* (quarterly) or *Life & Leisure Luxury* (quarterly)

### Weekend

- News
- Smart Money
- Street Talk
- Commentary
- Perspective
- *Life & Leisure* or *Sophisticated Traveller* (quarterly) or *Life & Leisure Luxury* (quarterly)



# FINANCIAL REVIEW INSERTS RATES, SIZES & QUANTITIES

| PRODUCTION DAY  | DISTRIBUTION     | QUANTITY | INSERT COST | INCL GST    | PRINT/INSERT COST | INCL GST    |
|---|------------------|----------|-------------|-------------|-------------------|-------------|
| MON - THU   | NATIONAL         | 92,300   | \$18,460.00 | \$20,306.00 | \$25,844.00       | \$28,428.40 |
| FRI   | NATIONAL         | 107,600  | \$21,520.00 | \$23,672.00 | \$30,128.00       | \$33,140.80 |
| SAT   | NATIONAL         | 99,450   | \$19,890.00 | \$21,897.00 | \$27,846.00       | \$30,630.60 |
| MON - THU   | NSW INC CANBERRA | 38,500   | \$7,700.00  | \$8,470.00  | \$10,780.00       | \$11,858.00 |
| FRI   | NSW INC CANBERRA | 45,500   | \$9,100.00  | \$10,010.00 | \$12,740.00       | \$14,014.00 |
| SAT   | NSW INC CANBERRA | 35,000   | \$7,000.00  | \$7,700.00  | \$9,800.00        | \$10,780.00 |
| MON - THU   | SYD METRO        | 30,800   | \$6,160.00  | \$6,776.00  | \$8,624.00        | \$9,486.40  |
| FRI   | SYD METRO        | 35,000   | \$7,000.00  | \$7,700.00  | \$9,800.00        | \$10,780.00 |
| SAT   | SYD METRO        | 25,300   | \$5,060.00  | \$5,566.00  | \$7,084.00        | \$7,792.40  |
| MON - THU   | SYD CBD          | 8,800    | \$1,760.00  | \$1,936.00  | \$2,464.00        | \$2,710.40  |
| FRI   | SYD CBD          | 9,000    | \$1,800.00  | \$1,980.00  | \$2,520.00        | \$2,772.00  |
| <b>*Single sheet inserts require an additional 10% quantity for all NSW runs.</b> |                  |          |             |             |                   |             |
| MON - THU   | VIC              | 26,000   | \$5,200.00  | \$5,720.00  | \$7,280.00        | \$8,008.00  |
| FRI   | VIC              | 29,000   | \$5,800.00  | \$6,380.00  | \$8,120.00        | \$8,932.00  |
| SAT   | VIC              | 27,000   | \$5,400.00  | \$5,940.00  | \$7,560.00        | \$8,316.00  |
| MON - THU   | MEL METRO        | 22,000   | \$4,400.00  | \$4,840.00  | \$6,160.00        | \$6,776.00  |
| FRI   | MEL METRO        | 24,500   | \$4,900.00  | \$5,390.00  | \$6,860.00        | \$7,546.00  |
| SAT   | MEL METRO        | 20,000   | \$4,000.00  | \$4,400.00  | \$5,600.00        | \$6,160.00  |
| MON - THU   | MELB CBD ZONE 1  | 9,500    | \$1,900.00  | \$2,090.00  | \$2,850.00        | \$3,135.00  |
| FRI   | MELB CBD ZONE 1  | 11,000   | \$2,200.00  | \$2,420.00  | \$3,300.00        | \$3,630.00  |
| MON - THU   | QLD (ORMISTON)   | 14,000   | \$2,800.00  | \$3,080.00  | \$3,920.00        | \$4,312.00  |
| FRI   | QLD (ORMISTON)   | 17,600   | \$3,520.00  | \$3,872.00  | \$4,928.00        | \$5,420.80  |
| SAT   | QLD (ORMISTON)   | 19,000   | \$3,800.00  | \$4,180.00  | \$5,320.00        | \$5,852.00  |
| MON - THU   | BRISBANE METRO   | 8,700    | \$1,740.00  | \$1,914.00  | \$2,610.00        | \$2,871.00  |
| FRI   | BRISBANE METRO   | 11,100   | \$2,220.00  | \$2,442.00  | \$3,330.00        | \$3,663.00  |
| SAT   | BRISBANE METRO   | 8,800    | \$1,760.00  | \$1,936.00  | \$2,640.00        | \$2,904.00  |
| MON - THU   | BRISBANE CBD     | 4,600    | \$920.00    | \$1,012.00  | \$1,610.00        | \$1,771.00  |
| FRI   | BRISBANE CBD     | 5,400    | \$1,080.00  | \$1,188.00  | \$1,890.00        | \$2,079.00  |
| MON - THU   | WA               | 8,500    | \$1,700.00  | \$1,870.00  | \$2,550.00        | \$2,805.00  |
| FRI   | WA               | 9,300    | \$1,860.00  | \$2,046.00  | \$2,790.00        | \$3,069.00  |
| SAT   | WA               | 11,300   | \$2,260.00  | \$2,486.00  | \$3,390.00        | \$3,729.00  |
| MON - THU   | SA               | 4,100    | \$820.00    | \$902.00    | \$1,435.00        | \$1,578.50  |
| FRI   | SA               | 4,900    | \$980.00    | \$1,078.00  | \$1,715.00        | \$1,886.50  |
| SAT   | SA               | 5,350    | \$1,070.00  | \$1,177.00  | \$1,872.50        | \$2,059.75  |
| MON - THU   | TAS              | 1,200    | \$360.00    | \$396.00    | \$720.00          | \$792.00    |
| FRI   | TAS              | 1,300    | \$390.00    | \$429.00    | \$780.00          | \$858.00    |
| SAT   | TAS              | 1,800    | \$540.00    | \$594.00    | \$1,080.00        | \$1,188.00  |

| SINGLE SHEET   | MINIMUM               | MAXIMUM |
|----------------|-----------------------|---------|
|                | 130GSM                | 170GSM  |
| MULTIPLE SHEET | MINIMUM               | MAXIMUM |
| 4-6 Pages      | 100GSM                | 150GSM  |
| 8-10 Pages     | 80GSM                 | 120GSM  |
| 12-16 Pages    | 100GSM                | 150GSM  |
| 18-24 Pages    | 100GSM                | 150GSM  |
| 26 Pages+      | Contact Inserts Dept. |         |

| SIZE              | DEPTH & WIDTH |
|-------------------|---------------|
| NATIONAL RUN      |               |
| Minimum           | 200mm x 145mm |
| Maximum           | 375mm x 260mm |
| NSW, QLD, WA & SA |               |
| Minimum           | 148mm x 100mm |
| Maximum           | 375mm x 260mm |
| NSW, QLD, WA & SA |               |
| Minimum           | 200mm x 145mm |
| Maximum           | 375mm x 260mm |

Rates for 26 pg+ and "out of specification" inserts, quoted on request.

#### INSERTING ONLY

Media cost for inserting a commercial insert/catalogue. Discounts apply for regular print advertisers.

#### PRINTING & INSERTING

Cost based on printing, delivery and media insertion of a single sheet A4 170gsm gloss art flyer, printed front & back. Does not include creative production. Other page size printing and run on quotes available on request.

#### DEADLINES

##### Inserting Only

**Booking & Cancellation:** 2 weeks prior to publication date

**Delivery:** 1 week prior to publication date

##### Printing & Inserting

**Booking, Material & Cancellation:** 3 weeks prior to publication date

All bookings are subject to the Fairfax Media Advertising Terms & Conditions.

100% cost charge will apply when inserts fail to arrive in time for publication, material and proof deadline not met, if cancelled after the specified deadline, or if inserts are cancelled due to any deviation from these specifications.

\* Print costs are subject to change.

For creative options bookings and information, please contact  
**David Higgins**

**P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au**

# FINANCIAL REVIEW INSERTS TECHNICAL SPECIFICATIONS\*

## PAPER STOCK

Products printed on high gloss stock must be approved by the inserts department prior to inserting. Any product with a varnish, film or glaze will need to be tested by our inserting department prior to inserting. Avoid any changes of stock part way through the print run as the handling characteristics will change and may result in high insert wastage. Please ensure stock used in product is consistent throughout run. Any change in stock could incur wastage and non insertion. A slow down rate could be incurred.

## UNUSUAL INSERTS

Any insert of an unusual nature including cards, envelopes, perforations, die cuts, irregular shapes, 3-D/pop ups and adhesives, will require testing prior to inserting. A minimum of 100 sample inserts are required for testing purposes. The Inserts Department must be informed of all deviations from The Australian Financial Review's insert specifications, for any insert inquiry/proposal.

## THIRD PARTY ADVERTISING

Fairfax will not, under any circumstances, accept third-party advertising (also known as "space farming") in any advertisement, including inserts, tip-ons, or other forms of separate publications inserted into or attached for distribution into the publication.

## PACKING AND DELIVERY

Please contact the Fairfax Inserts Department for packing and delivery specifications.

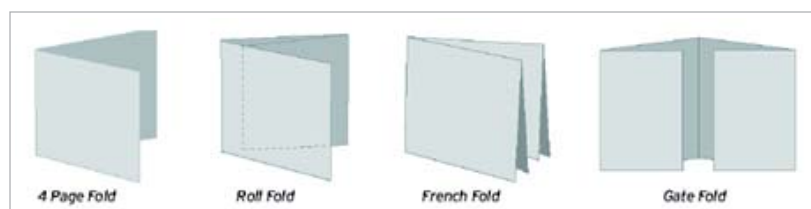
## IMPORTANT

- Please note that the placement/position of the insert, within the publication, is at the Publishing Operations Manager's discretion.
- The orientation of the insert cannot be guaranteed. (i.e. Inserts may appear upside-down or back to front).
- Multiple sheet inserts must have the spine as the longest edge.
- Perfect bound inserts are NOT acceptable under any circumstances.
- The longest edge will lie against the spine of the newspaper (i.e. NO landscape formatted inserts).
- Inserts must not have the same visual layout on the front or back covers (i.e. no mirror images).
- Loose sheets are not permitted within a multiple page insert.
- Inserts less than 24pp must be spine glued not stapled.
- Inserts which do not comply with the initial booking details when received, may be subject to revaluation of acceptance.
- Clients, agencies and printers must ensure that all of their inserts are identical in terms of technical specifications, for a particular publication on any given date.
- Inserts with different specifications will be treated as separate products. However, it is not possible to distribute each type of product to a different selected distribution area (i.e. only one type of select run is possible on any given day, per state).
- Inserts which are identical in terms of dimensions, with differing creative designs and/or key numbers, for the same client, must be inserted randomly (i.e. they will be regarded as one insert). Fairfax Printers cannot control the placement of inserts with different key numbers in the same publication.

\*Specifications apply to all markets except Tasmania.

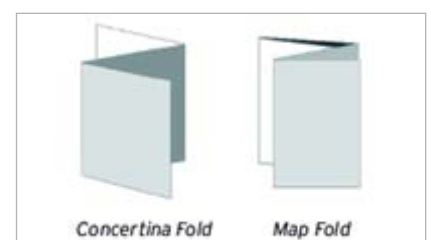
## FOLD SPECIFICATIONS

There are four types of recommended folds for inserts. These are 4 Page fold, Roll fold, French fold and Gate fold. In the examples of the Roll fold and the Gate fold, the turned back folds are to the inside and within 20mm from the spine.



## UNACCEPTABLE FOLDS

Any inserts that has the opposing sides open. This style of insert cannot be done.



# FINANCIAL REVIEW INSERTS TECHNICAL SPECIFICATIONS

## INSERT SPECIFICATIONS AND GUIDELINES

Davies Brothers Pty Ltd is the publisher of the Mercury, Sunday Tasmanian, Tasmanian Country and Gazette. The following specifications and guidelines should be followed for the supply of insert material ie: brochures, catalogues etc. The maximum pagination is 48 pages, however paginations exceeding 48 may be accepted under certain circumstances by contacting Copy Control staff.

As a general rule, the design of the finished insert should not impede the rolling of the finished newspaper product for the purpose of home delivery. If the insert is anything other than a standard catalogue – we will need to see a sample copies (amount supplied depends on number of pages).

## DIMENSIONS

Max: 400mm Deep x 280mm Wide

Min: 210mm Deep x 148mm Wide (A5)

## WEIGHT

Single Sheet: Min 80 gsm

4 Tabloid Pages: Min 60 gsm

8-12 Tabloid Pages: Min 50 gsm

12-48 Tabloid Pages: Min 35 gsm

## DELIVERY

We need supplies of all inserts 5 working days prior and will hold any left over copies for 3 working days after the insertion, this includes store pick ups.

Inserts are to be delivered to:

Davies Brothers Print Centre

31 Innovation Drive

Dowsing Point TAS 7010

## BOOKINGS CONTACT DETAILS

Inserts can be checked or queried by phoning

Carolyn Baker 03 62 300 583

Bronwyn Eagles 03 62 300 769

E: DBLCopyControl@dbl.newsltd.com.au.

## PACKAGING & PALLETS

Pallets should be Australian standard Size - 1165mm x 1165 mm and in good condition, without loose or broken timbers.

Maximum height of the pallet is to be 1524 mm including runners

Maximum weight not to exceed 1000 KG

Minimum runner height on pallet to be 100 mm to allow for handling by forklift or hand truck

The pallet should be wrapped in plastic or shrink-wrapped for further protection

## The following information must be displayed on at least 2 sides of the pallet

The name and address of the company and publication concerned

The publication issue and date of insertion or any other details for further identification

The estimated weight of the pallet

## All deliveries must be accompanied by a delivery docket, which must indicate the following details:

The name of the insert

The total number of copies on each pallet

The total number of pallets for delivery

## Further Information

If you require any further information please contact the Copy Control staff on the numbers listed above.

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## FINANCIAL REVIEW ADHESIVE NOTES

Adhesive Advertising Notes appear on Page 1 of *The Australian Financial Review*. They provide high visibility and immediate impact like no other advertising vehicle. People intuitively react to Ad Notes. Customers can remember your message, they can pull your Ad Note off the page and stick it to their computer, diary, telephone, notice board or even their wallet.



### Specifications

Stock: White or Yellow  
Size: 73mm x 72mm  
Print: Up to 6 colours  
Complete state runs only  
AdNotes are subject to editorial approval

Cost includes media, stock and printing of up to 6 colours on note face. Alternatively, up to 5 colours on the face and 1 on the reverse.

### ADHESIVE NOTE - RATES

| Production Day    | Distribution        | Quantity | AdNote Cost | Cost + GST  |
|-------------------|---------------------|----------|-------------|-------------|
| Monday - Thursday | National            | 92300    | \$26,767.00 | \$29,443.70 |
| Friday            | National            | 107600   | \$31,204.00 | \$34,324.40 |
| Saturday          | National            | 99450    | \$28,840.50 | \$31,724.55 |
| Monday - Thursday | NSW (incl Canberra) | 38500    | \$16,555.00 | \$18,210.50 |
| Friday            | NSW (incl Canberra) | 45500    | \$19,565.00 | \$21,521.50 |
| Saturday          | NSW (incl Canberra) | 35000    | \$15,050.00 | \$16,555.00 |
| Monday - Thursday | VIC                 | 26000    | \$12,480.00 | \$13,728.00 |
| Friday            | VIC                 | 29000    | \$13,920.00 | \$15,312.00 |
| Saturday          | VIC                 | 27000    | \$12,960.00 | \$14,256.00 |
| Monday - Thursday | QLD (Ormiston)      | 14000    | \$9,800.00  | \$10,780.00 |
| Friday            | QLD (Ormiston)      | 17600    | \$12,320.00 | \$13,552.00 |
| Saturday          | QLD (Ormiston)      | 19000    | \$13,300.00 | \$14,630.00 |
| Monday - Thursday | WA                  | 8500     | \$7,820.00  | \$8,602.00  |
| Friday            | WA                  | 9300     | \$8,556.00  | \$9,411.60  |
| Saturday          | WA                  | 11,300   | \$10,396.00 | \$11,435.60 |
| Monday - Thursday | SA                  | 4100     | \$5,535.00  | \$6,088.50  |
| Friday            | SA                  | 4900     | \$6,615.00  | \$7,276.50  |
| Saturday          | SA                  | 5350     | \$7,222.50  | \$7,944.75  |

Rates effective until 30 June 2012.

**DEADLINES - Booking & Cancellation:** Minimum of six (6) weeks prior to publication date. Discount apply to regular *Financial Review* advertisers and combines CBD runs. For creative options bookings and information, please contact

David Higgins P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

## FINANCIAL REVIEW BELLYBANDS

The Australian Financial Review Bellybands are an eye catching creative that wraps a complete edition of the *Financial Review* newspaper. Bellybands compel the audience to read the advertisement before opening their newspaper. The Bellyband enables the advertiser's message to be clearly communicated and absorbed by the reader. Bellybands can be printed on both the front, back and reverse to combine branding and direct marketing.



### Specifications

Stock 250gsm A2 Gloss Artboard  
Size 70 x 57mm  
Print Full cover (both side optional)

CBD Monday, Tuesday and Thursday runs only  
Bellybands are subject to editorial approval

Cost includes media, stock and printing, delivery and newsagent production fees.

### BELLYBAND - RATES

| Production Day | Distribution         | Quantity | Bellyband Cost | Cost + GST  |
|----------------|----------------------|----------|----------------|-------------|
| Mon, Tue, Thur | National CBDs        | 26,900   | \$72,899.00    | \$80,188.90 |
| Mon, Tue, Thur | Sydney CBDs          | 8,800    | \$30,800.00    | \$33,880.00 |
| Mon, Tue, Thur | Melbourne CBD Zone 1 | 9,500    | \$33,250.00    | \$36,575.00 |
| Mon, Tue, Thur | Brisbane CBD         | 4,600    | \$25,300.00    | \$27,830.00 |
| Mon, Tue, Thur | Perth CBD            | 2,400    | \$13,200.00    | \$14,520.00 |
| Mon, Tue, Thur | Adelaide CBD         | 1,600    | \$8,800.00     | \$9,680.00  |

Rates effective until 30 June 2012.

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## FINANCIAL REVIEW ADVERTISING POCKET

The Australian Financial Review Advertising Pockets are an exciting new creative initiative. The *Financial Review* newspaper sits inside the pocket in a cradle like manner. An Advertising Pocket is a creative execution that would suit any advertising sector and is suitable for branding or direct marketing.



### Specifications

Stock 250gsm A2 Gloss Artboard  
Flat Size 560 x 350mm  
Finished Size 450 x 320mm

Print Full cover front & black  
CBD Monday to Thursday runs only  
Advertising Pockets are subject to editorial approval

Cost includes media, stock and printing, delivery and newsagent production fees.

### ADVERTISING POCKET - RATES

| Production Day    | Distribution         | Quantity | Pocket Cost | Cost + GST   |
|-------------------|----------------------|----------|-------------|--------------|
| Monday - Thursday | National CBDs        | 26900    | \$95,226.00 | \$104,748.60 |
| Monday - Thursday | Sydney CBDs          | 8800     | \$44,000.00 | \$48,400.00  |
| Monday - Thursday | Melbourne CBD Zone 1 | 9500     | \$47,500.00 | \$52,250.00  |
| Monday - Thursday | Brisbane CBD         | 4600     | \$32,200.00 | \$35,420.00  |
| Monday - Thursday | Perth CBD            | 2400     | \$16,800.00 | \$18,480.00  |
| Monday - Thursday | Adelaide CBD         | 1600     | \$11,200.00 | \$12,320.00  |

Rates effective until 30 June 2012.

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For creative options bookings and information, please contact

David Higgins P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au

## INTERNATIONAL

**LONDON**

Brett Warren  
Warren International Media  
Suite 12, Rossknoll House  
Orion Park, Northfield Avenue  
LONDON W13 9SJ  
Tel: +44 (0) 20 7099 7992  
Fax: +44 (0) 870 4953 440  
Email: bwarren@warren-media.com

**EUROPE**

Robert Logan  
Robert Logan & Associates  
Suite 12, Rossknoll House  
Orion Park, Northfield Avenue  
LONDON W13 9SJ  
Tel: 0011 44 (0) 208 579 4836  
Fax: 0015 44 (0) 208 579 5057  
Email: rlogan@robertlogan.co.uk

**NEW YORK**

Conover Brown  
World Media Inc.  
19 West, 36th Street, 7th Floor  
NEW YORK 10018  
Tel: 0011 1 212 244 5610  
Fax: 0015 1 212 244 5321  
Email: sales@worldmediaonline.com

**DUBAI**

Vivienne Davidson  
Intermedia, Commercial Centre  
Safa Park, Sheikh Zayed Road  
PO Box 22857, DUBAI  
Tel: +971 346 6006  
Fax: +971 346 6016  
Email: v davidson@intermedia-gulf.com

**SINGAPORE**

Selena Yan  
Publicitas Singapore Pte Ltd  
21 Merchant Road  
#02-01 Royal Merukh Building  
SINGAPORE 058267  
Tel: +65 6836 2272  
Fax: +65 6634 5231  
Email: selena.yan@publicitas.com

## AUSTRALIA

**SYDNEY**

Level 1, 1 Darling Island, Pyrmont  
SYDNEY NSW 2009  
Tel: (02) 9282 3415  
Fax: (02) 9282 3854  
Email: advertising@afrc.com.au

**MELBOURNE**

Level 6, 655 Collins Street  
DOCKLANDS VIC 3008  
Tel: (03) 8667 3867  
Fax: (03) 8667 3851  
Email: bcesarin@afrc.com.au

**BRISBANE**

Level 6, 340 Adelaide Street  
BRISBANE QLD 4000  
Tel: (07) 3835 7500  
Fax: (07) 3835 7529  
Email: thehub@afrc.com.au

**MALAYSIA**

Shallie Cheng  
Publicitas International (Malaysia)  
Lot S105, 2nd Floor, Centrepoint,  
Lebuhr Bandar Utama, Bandar Utama  
47800 PETALING JAYA, SELANGOR  
Tel: 0011 603 772 9 6923  
Fax: 0015 603 772 9 7115  
Email: esther.chia@publicitas.com

**HONG KONG**

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26/6F Two Chinachem Exchange Square  
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Email: catherine.ha@publicitas.com

**JAPAN**

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1-6-14 Akasaka, Miato-ku  
TOKYO 107-0052  
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