

FINANCIAL REVIEW & WEEKEND FINANCIAL REVIEW ADVERTISING RATES

MONDAY - FRIDAY FINANCIAL REVIEW

ANNUAL VOLUME COMMITMENT (CCMS)	CASUAL	1000	1500	2500	5000	7500	12500	18500	25000	35000	50000
Per Column Centimetres Rates											
RUN OF PAPER											
Run of paper rate	\$66.70	\$65.20	\$63.53	\$61.86	\$60.37	\$58.53	\$57.37	\$56.86	\$56.03	\$54.54	\$53.53
Run of paper rate (incl GST)	\$73.37	\$71.72	\$69.88	\$68.05	\$66.41	\$64.38	\$63.11	\$62.55	\$61.63	\$59.99	\$58.88
PROPERTY SECTION											
Mon - Fri Property Section	\$87.75	\$85.76	\$83.58	\$81.37	\$79.41	\$76.99	\$75.46	\$74.80	\$73.70	\$71.74	\$70.42
Mon - Fri Property Section (incl GST)	\$96.52	\$93.34	\$91.94	\$89.51	\$87.35	\$84.69	\$83.00	\$82.28	\$81.07	\$78.91	\$77.46
FRIDAY RECRUITMENT & FRIDAY FRONT HALF											
Friday Recruitment and Friday Front Half	\$110.65	\$109.55	\$107.34	\$105.95	\$104.57	\$102.91	\$101.53	\$100.97	\$100.41	\$98.76	\$97.38
Friday Recruitment and Friday Front Half (incl GST)	\$121.72	\$120.51	\$118.07	\$116.54	\$115.03	\$113.20	\$111.68	\$111.07	\$110.45	\$108.64	\$107.12
Recruitment: Fri & Weekend Buyer	\$140.65	\$139.55	\$137.34	\$135.95	\$134.57	\$132.91	\$131.53	\$130.97	\$130.41	\$128.76	\$127.38
Recruitment: Fri & Weekend Buyer (incl GST)	\$154.72	\$153.51	\$151.07	\$149.55	\$148.03	\$146.20	\$144.68	\$144.07	\$143.45	\$141.64	\$140.12

WEEKEND FINANCIAL REVIEW

ANNUAL VOLUME COMMITMENT (CCMS)	CASUAL	400	1000	1500	3000	4500	6000	7500
Run of paper rate	\$50.13	\$49.14	\$48.13	\$46.12	\$42.12	\$38.10	\$34.10	\$30.08
Run of paper rate (incl GST)	\$55.14	\$54.05	\$52.94	\$50.73	\$46.33	\$41.91	\$37.51	\$33.09

Discount is calculated by projected advertising volume usage in The Australian Financial Review over a 12 month period. \$pcc=Dollars per column centimetre.

LOADS

PREFERRED POSITIONS	MON-THU	FRIDAY	WEEKEND	COLOUR OPTIONS
Early General News Right Hand Page	80%	Recruitment rates apply on Fridays	60%	NATIONAL COLOUR 40% RECRUITMENT 30%
Early General News (prior P.21)	65%		40%	
Front Half	40%		30%	
Right Hand Page	30%	30%	30%	
Facing or Consecutive Pages	40%	40%	20%	
Companies & Markets Page 1	70%	70%	N/A	
Companies & Markets (incl. Financial Services), Smart Money, Enterprise, Legal Affairs	40%	40%	20%	
Market Tables (Strips & Islands)	25%	25%	15%	
Sections (excl. Companies & Markets, Smart Money, Enterprise, Legal Affairs)	30%	30%	20%	
Sections Page 1	60%	60%	30%	
Special Reports (includes colour)	45%	45%	45%	
Special Reports Premium Position / Right Hand	60%	60%	60%	

PREFERRED POSITIONS	MON-FRI	INCL GST	WEEKEND	INCL GST
Front page (5x7 Mon - Fri) (7x7 Weekend)	\$16,848	\$18,532.80	\$8,000	\$8,800.00
Front/Back Page Panorama (5x15)	\$21,223	\$23,345.30		
Outside back page (8x7)	\$7,000	\$7,700.00	\$5,000	\$5,500.00
EGN Page 2 Mon - Thu (10x7)	\$11,994	\$13,193.40		
EGN Page 3 Mon - Thu (10x7)	\$14,587	\$16,045.70		
EGN Page 2 Mon - Thu (12x7)	\$13,075	\$14,382.50		
EGN Page 3 Mon - Thu (12x7)	\$15,667	\$17,233.70		
Ear Space (1.5x4cms) sold only with strip ad	\$600	\$660.00	\$500	\$550.00
Watermark: Share tables	\$4,000	\$4,400.00	\$2,000	\$2,200.00

FINANCIAL REVIEW LIFE & LEISURE ADVERTISING RATES

FINANCIAL REVIEW LIFE & LEISURE SECTION (FRIDAY & WEEKEND)

FREQUENCY	CASUAL	4X	8X	12X	16X	20X	24X
DISCOUNT	CASUAL	5%	10%	15%	20%	25%	30%
Full Page (38x7)	\$19,434	\$18,462	\$17,491	\$16,519	\$15,547	\$14,575	\$13,604
Full Page (38x7) incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
DPSC (38x14)	\$35,000	\$33,250	\$31,500	\$29,750	\$28,000	\$26,250	\$24,500
DPSC (38x14) incl GST	\$38,500.00	\$36,575.00	\$34,650.00	\$32,725.00	\$30,800.00	\$28,875.00	\$26,950.00
Junior Page (28x5)	\$14,047	\$13,345	\$12,642	\$11,940	\$11,238	\$10,535	\$9,833
Junior Page (28x5) incl GST	\$15,451.70	\$14,679.50	\$13,906.20	\$13,134.00	\$12,361.80	\$11,588.50	\$10,816.30
Half Page (20x7)	\$9,808	\$9,318	\$8,827	\$8,337	\$7,846	\$7,356	\$6,866
Half Page (20x7) incl GST	\$10,788.80	\$10,249.80	\$9,709.70	\$9,170.70	\$8,630.60	\$8,091.60	\$7,552.60
Third Page (20x4)	\$5,845	\$5,553	\$5,260	\$4,968	\$4,676	\$4,384	\$4,091
Third Page (20x4) incl GST	\$6,429.50	\$6,108.30	\$5,786.00	\$5,464.80	\$5,143.60	\$4,822.40	\$4,500.10
Quarter Page (20x3)	\$4,384	\$4,165	\$3,946	\$3,726	\$3,507	\$3,288	\$3,069
Quarter Page (20x3) incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90
Strip Ad (10x7)	\$5,114	\$4,858	\$4,603	\$4,347	\$4,091	\$3,835	\$3,580
Strip Ad (10x7) incl GST	\$5,625.40	\$5,343.80	\$5,063.30	\$4,781.70	\$4,500.10	\$4,218.50	\$3,938.00
Strip Ad 2 (5x7)	\$2,557	\$2,429	\$2,301	\$2,173	\$2,046	\$1,918	\$1,790
Strip Ad 2 (5x7) incl GST	\$2,812.70	\$2,671.90	\$2,531.10	\$2,390.30	\$2,250.60	\$2,109.80	\$1,969.00
10x5	\$5,200	\$4,940	\$4,680	\$4,420	\$4,160	\$3,900	\$3,640
10x5 incl GST	\$5,720.00	\$5,434.00	\$5,148.00	\$4,862.00	\$4,576.00	\$4,290.00	\$4,004.00
10x4	\$4,160	\$3,952	\$3,744	\$3,536	\$3,328	\$3,120	\$2,912
10x4 incl GST	\$4,576.00	\$4,347.20	\$4,118.40	\$3,889.60	\$3,660.80	\$3,432.00	\$3,203.20
10x3	\$3,120	\$2,964	\$2,808	\$2,652	\$2,496	\$2,340	\$2,184
10x3 incl GST	\$3,432.00	\$3,260.40	\$3,088.80	\$2,917.20	\$2,745.60	\$2,574.00	\$2,402.40
10x2	\$2,080	\$1,976	\$1,872	\$1,768	\$1,664	\$1,560	\$1,456
10x2 incl GST	\$2,288.00	\$2,173.60	\$2,059.20	\$1,944.80	\$1,830.40	\$1,716.00	\$1,601.60
Special Retail Module*	\$850						

PREMIUM POSITIONS

Front Page (8cm x 7cols)	\$8,500
Front Page (8cm x 7cols) incl GST	\$9,350
Front & Back Page Ribbon Wrap (8cm x 15cols)	\$15,000
Front & Back Page Ribbon Wrap (8cm x 15cols) incl GST	\$16,500

LOADING	
Page 3, 5 & 7	20%
Right Hand Page in Front Half	15%
Right Hand Page	10%
Front Half / Sections	10%

STATE SPLITS (RUN OF PAPER) FULL/HALF/JUNIOR PAGES ONLY	
NSW/ACT	50%
VIC	40%
TAS	40%
QLD	40%
SA	Subject to availability
WA	Subject to availability

BOOKING & CANCELLATION DEADLINES: 10AM Monday prior to publication.

MATERIAL DEADLINES: 3PM Tuesday prior to publication.

Rates are subject to change. Contact your *Financial Review* sales representative for further details.

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
*Single sheet inserts require an additional 10% quantity for all NSW runs.						
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 & media insertion of a single sheet A4 200gsm 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.

For inserts bookings and information, please contact
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FINANCIAL REVIEW CREATIVE OPTIONS

Adhesive Notes | Advertising Pocket | Bellyband



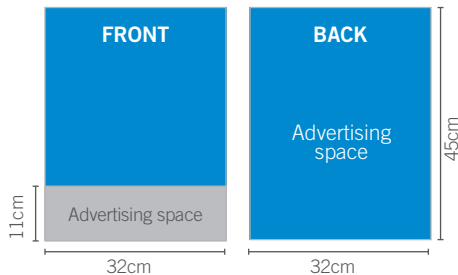
Specifications

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

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

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.



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

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



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

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.

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 combine CBD runs.

For creative options bookings and information, please contact David Higgins P: +61 2 9282 1984 E: david.higgins@fairfaxmedia.com.au