



WEEKEND FINANCIAL REVIEW. IT ISN'T BUSINESS AS USUAL.

The thought-provoking, re-designed *Weekend Financial Review*.

The *Weekend Financial Review* is a newspaper that reads like a magazine. It's for readers who love the cut and thrust of business, the excitement and drama of finance and being across the latest in DIY super and investing.

On May 28 2011, the *Weekend Financial Review* unveiled its new look and design.

WHY WAS THE WEEKEND FINANCIAL REVIEW REDESIGNED?

The redesign of the *Weekend Financial Review* was in response to reader feedback, from extensive reader research.

WHAT HAS CHANGED?

- The look and feel of the *Weekend Financial Review* has changed from the front cover to the sections.
- It is easier to read and to navigate.
- Exciting new content has been introduced while keeping the things that our readers love.
- There will be three distinct sections to give readers a very different reading experience:
 - News up front including breaking news, national affairs, companies and property
 - A lift-out section containing Smart Money, Life & Leisure, and the return of Street Talk
 - In-depth articles, analysis and a bigger commentary section, from Australia's best and most insightful columnists.



WHAT OUR READERS SAY ABOUT THE NEW LOOK WEEKEND FINANCIAL REVIEW

"It looks a lot better than the current format. The use of visuals are great and the font is easy to read. I think it's great."

"It's better looking like this. I would notice that they've changed it but everything is still there which is good."

Contact your **Financial Review Group** sales representative or call +61 2 9282 3415



THE WORKING WEEK. THE THINKING WEEKEND

WHY ADVERTISE?

- The redesign will strengthen the existing bonds that our readers have with the newspaper. Advertisers' messages will become a part of this **engaged relationship**.
- The new and fresh look will **attract new readers**.
- The redesign will be **promoted** across Australia via advertising, a competition and at newsstand thus increasing an advertiser's exposure.
- Advertisers are able to reach engaged readers in a **relaxed mindset** when they have the time to delve deeper and really get inside the issues.
- Access to **exclusive** and difficult to reach audience.
- Readers are **responsive to the advertisements** within the *Weekend Financial Review*. 60% say they have visited an advertiser's website, while 1 in 4 readers have actually purchased the good or service that has been advertised within the newspaper.[^]
- The *Weekend Financial Review* offers advertisers a **cost efficient** advertising solution

AUDIENCE PROFILE[^]

- **Money to spend.** Average salary is \$166k p.a.
- **Highly engaged.** 87% read it every week and they spend an average of 83 mins (compared to the 30 mins average business executives usually spends with their daily newspaper)#
- **Active investors, who like to stay informed.** 90% own Australian shares, on average they trade 15 times a year, with over 4 in 5 of them making their investment decisions by themselves
- **Keep up to date with their purchases.** 1 in 4 intend to purchase a new car in the next 12 months and they intend to spend an average of \$58k, 61% either already own or intend to purchase an iPad or e-reader in the next 12 months.

[^]Source: *Weekend Financial Review* Reader Survey November 2010

Source: Australia's Business Readership Survey 2011

FINANCIAL REVIEW ADVERTISING BUYOVERS

Extend your Mon-Fri reach to a total of 472,000 readers with a *Financial Review* Buyover**

Lifestyle Buyover:

Life & Leisure (inserted into both the Friday *Financial Review* and *Weekend Financial Review*)

Enterprise Buyover:

Tuesday Enterprise + Weekend Enterprise buyover

Finance Buyover:

Wednesday Portfolio + Weekend Smart Money buyover

Recruitment Buyover:

Friday *Financial Review* + *Weekend Financial Review*

LATEST READERSHIP & CIRCULATION

Circulation: 71,834 | Readership: 159,000

Source: Roy Morgan Readership September 2011

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Weekend Edition
FINANCIAL REVIEW
THE DAILY HABIT OF SUCCESSFUL PEOPLE.