

BRW MAGAZINE ADVERTISING RATES

BRW ADVERTISING RATES - EXECUTIVE ISSUE (WEEKLY)

| Size | Casual | 5x | 10x | 15x | 20x | 25x | 30x |
|-------------------------|----------|-------------|-------------|------------|-------------|-------------|------------|
| Full Page | \$15,000 | \$13,500 | \$12,750 | \$12,000 | \$11,250 | \$10,500 | \$9,000 |
| Full Page (incl GST) | \$16,500 | \$14,850 | \$14,025 | \$13,200 | \$12,375 | \$11,550 | \$9,900 |
| DPS | \$24,000 | \$21,600 | \$20,400 | \$19,200 | \$18,000 | \$16,800 | \$14,400 |
| DPS (incl GST) | \$26,400 | \$23,760 | \$22,440 | \$21,120 | \$19,800 | \$18,480 | \$15,840 |
| Half Page | \$9,220 | \$8,298 | \$7,837 | \$7,376 | \$6,915 | \$6,454 | \$5,532 |
| Half Page (incl GST) | \$10,142 | \$9,127.80 | \$8,620.70 | \$8,113.60 | \$7,606.50 | \$7,099.40 | \$6,085.20 |
| Third Page | \$7,130 | \$6,417 | \$6,061 | \$5,704 | \$5,348 | \$4,991 | \$4,278 |
| Third Page (incl GST) | \$7,843 | \$7,058.70 | \$6,667.10 | \$6,274.40 | \$5,882.80 | \$5,490.10 | \$4,705.80 |
| Quarter Page | \$6,270 | \$5,643 | \$5,330 | \$5,016 | \$4,703 | \$4,389 | \$3,762 |
| Quarter Page (incl GST) | \$6,897 | \$6,207.30 | \$5,863 | \$5,517.60 | \$5,173.30 | \$4,827.90 | \$4,138.20 |
| Third DPS | \$15,150 | \$13,635 | \$12,878 | \$12,120 | \$11,363 | \$10,605 | \$9,090 |
| Third DPS (incl GST) | \$16,665 | \$14,998.50 | \$14,165.80 | \$13,332 | \$12,499.30 | \$11,665.50 | \$9,999 |
| Strip* | \$3,750 | \$3,375 | \$3,188 | \$3,000 | \$2,813 | \$2,625 | \$2,250 |
| Strip* (incl GST) | \$4,125 | \$3,712.50 | \$3,506.80 | \$3,300 | \$3,094.30 | \$2,887.50 | \$2,475 |

BRW ADVERTISING RATES - FLAGSHIP ISSUE (MONTHLY)

| Size | Casual | 5x | 10x | 15x | 20x | 25x | 30x |
|-------------------------|----------|-------------|-------------|-------------|-------------|-------------|-------------|
| Full Page | \$16,250 | \$15,763 | \$15,275 | \$14,788 | \$14,300 | \$13,813 | \$13,325 |
| Full Page (incl GST) | \$17,875 | \$17,339.30 | \$16,802.50 | \$16,266.80 | \$15,730 | \$15,194.30 | \$14,657.50 |
| DPS | \$32,660 | \$31,680 | \$30,700 | \$29,721 | \$28,741 | \$27,761 | \$26,781 |
| DPS (incl GST) | \$35,926 | \$34,848 | \$33,770 | \$32,693.10 | \$31,615.10 | \$30,537.10 | \$29,459.10 |
| Half Page | \$10,150 | \$9,846 | \$9,541 | \$9,237 | \$8,932 | \$8,628 | \$8,323 |
| Half Page (incl GST) | \$11,165 | \$10,830.60 | \$10,495.10 | \$10,160.70 | \$9,825.20 | \$9,490.80 | \$9,155.30 |
| Third Page | \$7,850 | \$7,615 | \$7,379 | \$7,144 | \$6,908 | \$6,673 | \$6,437 |
| Third Page (incl GST) | \$8,635 | \$8,376.50 | \$8,116.90 | \$7,858.40 | \$7,598.80 | \$7,340.30 | \$7,080.70 |
| Quarter Page | \$6,900 | \$6,693 | \$6,486 | \$6,279 | \$6,072 | \$5,865 | \$5,658 |
| Quarter Page (incl GST) | \$7,590 | \$7,362.30 | \$7,134.60 | \$6,906.90 | \$6,679.20 | \$6,451.50 | \$6,223.80 |
| Third DPS | \$16,690 | \$16,189 | \$15,689 | \$15,188 | \$14,687 | \$14,187 | \$13,686 |
| Third DPS (incl GST) | \$18,359 | \$17,807.90 | \$17,257.90 | \$16,706.80 | \$16,155.70 | \$15,605.70 | \$15,054.60 |
| Strip* | \$4,140 | \$4,016 | \$3,892 | \$3,767 | \$3,643 | \$3,519 | \$3,395 |
| Strip* (incl GST) | \$4,554 | \$4,417.60 | \$4,281.20 | \$4,143.70 | \$4,007.30 | \$3,870.90 | \$3,734.50 |

| POSITION | LOADS |
|----------------------------------|-------|
| First inside front cover spread | 40% |
| Second inside front cover spread | 35% |
| Third inside front cover spread | 30% |
| Opposite contents | 40% |
| First – third right hand page | 30% |
| Fourth – sixth right hand page | 25% |
| First half | 10% |
| Centrespread | 30% |
| Right hand page | 10% |
| Outside back cover | 50% |
| Inside back cover | 20% |
| Other | 15% |

INSERT RATES* & QUANTITIES

| Size | Casual | 5x | 10x | 15x | 20x | 25x | 30x |
|----------|---------|-------|-------|-------|-------|-------|-------|
| Discount | Per/000 | 5% | 15% | 20% | 25% | 30% | 40% |
| 2pp | \$300 | \$285 | \$255 | \$240 | \$225 | \$210 | \$180 |
| 8pp | \$400 | \$380 | \$340 | \$320 | \$300 | \$280 | \$240 |
| 16pp | \$500 | \$475 | \$425 | \$400 | \$375 | \$350 | \$300 |
| 2pp | \$300 | \$285 | \$255 | \$240 | \$225 | \$210 | \$180 |
| 8pp | \$400 | \$380 | \$340 | \$320 | \$300 | \$280 | \$240 |
| 16pp | \$500 | \$475 | \$425 | \$400 | \$375 | \$350 | \$300 |

Minimum rate for an insert is \$3,000 plus GST

* Excludes GST

ISLAND AD - FYI / ECO SECTION

| | 8 weeks | 12 weeks | 16 weeks | 20+ weeks |
|-------------|---------|----------|----------|-----------|
| Cost (each) | \$4,500 | \$4,250 | \$4,000 | \$3,750 |

Rates effective from 1st January 2012 - 31st December 2012. *Strip Ads are sold in association with Sponsorships only. NB/Broken space advertising is likely to be placed in the 2nd half of book. Please note: Rates are subject to change without notice.

BRW DIGITAL

Innovation, entrepreneurship and success are the key elements driving BRW.com.au as it engages readers with insightful, specialised business information. This is the ideal online environment to target business professionals, SMEs and high net worth individuals in a clutter free environment.



BRW WEBSITE ADVERTISING RATES

| Type | CPM (\$) | Dimensions (Pixels Width x Height) |
|--|------------------------|--|
| Leaderboard | \$150 | 728 x 90 |
| Leaderboard (incl GST) | \$165 | 728 x 90 |
| Medium Rectangle | \$165 | 300 x 250 |
| Medium Rectangle (incl GST) | \$181.50 | 300 x 250 |
| Half Page (Tower) - Articles Section | \$200 | 300 x 600 |
| Half Page (Tower) - Articles Section (incl GST) TYPE | \$220 SOV (\$)/Week | 300 x 600 Size |
| Permanenet Sponsor Link | \$500/Week | 60 x 50 + 3 lines of character each |
| Permanenet Sponsor Link (incl GST) | \$550/Week | 60 x 50 + 3 lines of character each |

Rates Effective until 31st December 2012

Please note: Rates are subject to change without notice

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

Loadings:

Rich Media: 25%

Geotargeting: 25%

Home Page: 25%

Min. Campaign Spend \$2,000.

Bookings & Cancellations must be made verbally and confirmed in writing, 30 days prior to publication date. Cancellations must be made prior cancellation deadline and confirmed in writing to avoid a 100% cancellation fee.

For details on how to send material please refer to the website www.afradcentre.fairfax.com.au

BRW ENEWSLETTER

BRW ENEWSLETTER ADVERTISING RATES

| Newsletter | Frequency | Drop Days | Email Subscription | Sponsorship Period* | Rates |
|------------|-----------|-----------|--------------------|---------------------|----------------------------|
| BRW Today | Daily | Mon-Fri | 8,200 | Weekly: 5 per week | \$2,800 (\$3,080 incl GST) |

Rates Effective until 31st December 2012

Please note: Rates are subject to change without notice

*Sponsorship consists of 1 x medium rectangle (300 x 250 pixels)

Bookings & cancellations must be made verbally and confirmed in writing.

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 the website www.afradcentre.fairfax.com.au

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.

