

**BRW.**

**MEDIA KIT 2011**

# BRW.

READERSHIP: 217,000

Source: Roy Morgan Research, December 2010

CIRCULATION: 40,302

Source: Audit Bureau of Circulations, December 2010

## OVERVIEW

BRW is for anyone wanting to improve themselves, their business or their financial position.

The editorial provides insightful, up-to-date news and commentary on the economy, business and investment strategies in Australia. Regular case studies centred around entrepreneurialism, provide the real "How To" approach for business.

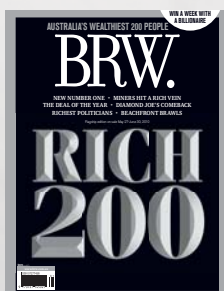
BRW delivers its editorial in a positive manner, using a simple layout that helps readers navigate key features and articles.

## WEEKLY SECTIONS

BRW's weekly sections are dedicated to investment, property, innovation, management, leadership and emerging companies. Coverage extends to the professions, including accounting, law and engineering.

## BRW FOCUS REPORTS

These lift-outs (typically 8-16 pages) are an in-depth look at various industries or topics. The overriding purpose of a focus report is to highlight business and investment opportunities in that area. Focus reports appear in executive issues only.



MONTHLY FLAGSHIP



WEEKLY EXECUTIVE





## EDITOR-IN-CHIEF

Sean Aylmer,  
Editor-in-chief, BRW

Sean Aylmer is an experienced writer and commentator, specialising in economics and financial services. Sean trained as an economist and worked for the Reserve Bank of Australia before shifting to journalism. He worked as a senior journalist at Business Sydney, a small business newspaper, before joining Fairfax Media. Sean has worked at the Sydney Morning Herald and The Australian Financial Review in various roles. He has been an economics correspondent based in Canberra, a foreign correspondent based in New York and held senior management jobs including news editor and banking and finance editor at the AFR. Sean has twice been a finalist for a Walkley Award and in 2000 won the Citibank Award for Excellence in Journalism (General Business).



## EDITOR, EXECUTIVE

Kate Mills,  
Editor, Executive editions, BRW

Kate Mills was previously the Managing Editor of the Financial Review Group's CFO magazine, a specialist magazine for senior financial officers, and also Deputy Editor for BRW. With over 14 years experience as a financial and business journalist in Australia and the United Kingdom, Kate has also worked on ALB (Australian and Asian editions), Investor Weekly, Business am (a daily finance newspaper in Scotland) and Legal Business in the UK.



## EDITOR, FLAGSHIP

Tom Brentnall,  
Editor, Flagship editions, BRW

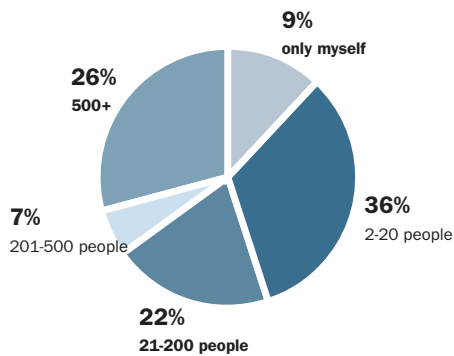
Tom Brentnall brings a wealth of journalistic experience to his role developing BRW's flagship editions. After joining the reporting staff of BRW in 1981, Tom held a variety of editing and production roles and was an early editor guiding the development of the BRW Rich 200. He was a senior staff memb of Asia Inc and Time magazine's Australian edition, and later editor of the Qantas Club and Qantas inflight magazines.

# BRW.

## WHO IS THE BRW READER?\*

- The average BRW reader is 44 years old
- High income earners. The average BRW reader earns \$162K
- Investment savvy. BRW readers on average have savings and investments worth \$1.3 million
- Over a quarter of BRW readers are owners/partners/proprietors
- Engaged readers. The average BRW reader spends 63 minutes reading the magazine
- The average BRW reader intends to spend over \$60K on their next vehicle purchase

### BRW Reader Profile - Number of people in company currently working for:



45% of BRW readers work in companies with 1 - 20 people

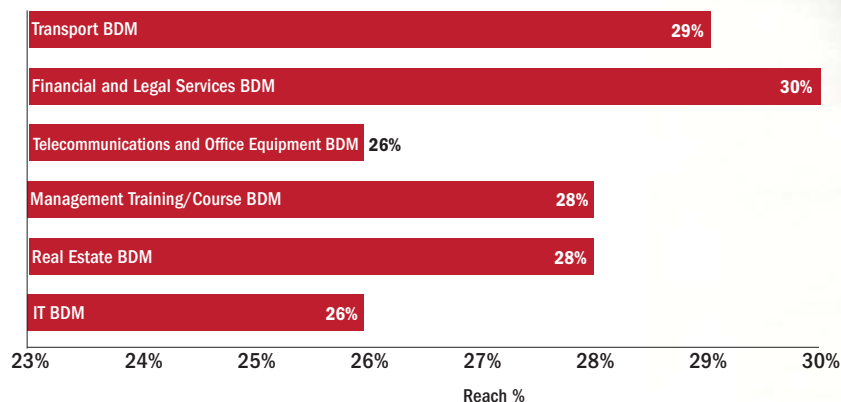
55% of BRW readers work in companies with 21 + employees.

Source: BRW Reader Survey, Oct 2010, n=282



## BUSINESS DECISION MAKERS\*\*

### Reach to Senior Business Executives - Business Decision Makers:



Sources:

\* BRW Reader Survey, Oct 2010, n=282

\*\*Australia's Business Readership Survey 2010

## 2011 FEATURES & DEADLINES

□ Focus Reports

■ Flagship Issues

BRW 2011 DEADLINE SCHEDULE				
Title	Cover/ on sale date	Booking deadline	Material deadline	Cancellation deadline
2011 Investor Guide (Extended on sale)	13/1/11	30/12/10	5/1/11	16/12/10
MBA Guide	20/1/11	6/1/11	12/1/11	23/12/10
Top 1000	27/1/11	13/1/11	19/1/11	30/12/10
Green Business	3/2/11	20/1/11	26/1/11	6/1/11
Business Travel (Quarterly Series)/SMSFs	10/2/11	27/1/11	2/2/11	13/1/11
Smart IT: Business Intelligence	17/2/11	3/2/11	9/2/11	20/1/11
Fast Franchises	24/2/11	10/2/11	16/2/11	27/1/11
Western Australia/ Derivatives & CFDs	3/3/11	17/2/11	23/2/11	3/2/11
How to do Business in China	10/3/11	24/2/11	2/3/11	10/2/11
Client Choice Awards	17/3/11	3/3/11	9/3/11	17/2/11
Executive Rich	24/3/11	10/3/11	16/3/11	24/2/11
Entrepreneur of the year	31/3/11	17/3/11	23/3/11	3/3/11
Agribusiness/Global Investor	7/4/11	24/3/11	30/3/11	10/3/11
Personal Finance: Residential Property	14/4/11	31/3/11	6/4/11	17/3/11
Smart IT: Cloud Computing	21/4/11	7/4/11	13/4/11	24/3/11
Fast Starters	28/4/11	14/4/11	20/4/11	31/3/11
Personal Finance: Financial Planning	5/5/11	21/4/11	27/4/11	7/4/11
Business Travel (Quarterly Series)/Managed Funds	12/5/11	28/4/11	4/5/11	14/4/11
Retail Awards	19/5/11	5/5/11	11/5/11	21/4/11
RICH 200	26/5/11	12/5/11	18/5/11	28/4/11
DIY Superannuation	2/6/11	19/5/11	25/5/11	5/5/11
Fleet Management/ Exchange Traded Funds	9/6/11	26/5/11	1/6/11	12/5/11
Smart Tax/MBA and Executive Education	16/6/11	2/6/11	8/6/11	19/5/11
Best Places To Work	23/6/11	9/6/11	15/6/11	26/5/11
Mining and Energy	30/6/11	16/6/11	22/6/11	2/6/11
Mobile Communications/Emerging Markets	7/7/11	23/6/11	29/6/11	9/6/11
Queensland	14/7/11	30/6/11	6/7/11	16/6/11
Exporting & Trade	21/7/11	7/7/11	13/7/11	23/6/11
Investor Guide	28/7/11	14/7/11	20/7/11	30/6/11
Carbon Tax: What It Means To Your Business	4/8/11	21/7/11	27/7/11	7/7/11
Personal Finance: Equity Markets	11/8/11	28/7/11	3/8/11	14/7/11
Smart IT: Web Business	18/8/11	4/8/11	10/8/11	21/7/11
Top 500 Private Companies	25/8/11	11/8/11	17/8/11	28/7/11
Business Travel (Quarterly Series)	1/9/11	18/8/11	24/8/11	4/8/11
MBA and Executive Education	8/9/11	25/8/11	31/8/11	11/8/11
Top Law Firms / Forex & Hedging	15/9/11	1/9/11	7/9/11	18/8/11
Young RICH	22/9/11	8/9/11	14/9/11	25/8/11
Green Business	29/9/11	15/9/11	21/9/11	1/9/11
Health	6/10/11	22/9/11	28/9/11	8/9/11
Top 100 Accounting Firms / Investing Offshore	13/10/11	29/9/11	5/10/11	15/9/11
Fleet Management	20/10/11	6/10/11	12/10/11	22/9/11
Fast 100	27/10/11	13/10/11	19/10/11	29/9/11
Business Banking	3/11/11	20/10/11	26/10/11	6/10/11
Rural Report	10/11/11	27/10/11	2/11/11	13/10/11
The Big Picture - 30th Anniversary	17/11/11	3/11/11	9/11/11	20/10/11
Business Travel (Quarterly Series)	24/11/11	10/11/11	16/11/11	27/10/11
Smart IT: Cloud	1/12/11	17/11/11	23/11/11	3/11/11
Book of Lists	8/12/11	24/11/11	30/11/11	10/11/11
Rich Summer (Extended on sale)	15/12/11	1/12/11	7/12/11	24/11/11

# BRW.

## 2011 FLAGSHIP ISSUES



### TOP 1000.

JANUARY 27

Brought back by popular demand, the Top 1000 flagship edition is the most comprehensive and respected guide to the performance of Australasia's biggest public, private and government enterprises, and is an essential reference tool for business executives and government officials.



### FAST FRANCHISES.

FEBRUARY 24

The most comprehensive guide on franchising in Australia, BRW's Fast Franchises looks at the most successful chains and the issues and outlook for one of the country's most dynamic business sectors.



### EXECUTIVE RICH.

MARCH 24

With the stock market bouncing back strongly, the 5th annual ranking of Australia's 200 richest company executives promises to be the most fascinating edition yet. Find out how they have fared: Who has been the biggest winner? Who are the new names? Which industries provide the most list members?



### FAST STARTERS.

APRIL 28

BRW's annual guide to one of the most exciting areas of business, start-up companies. We profile the entrepreneurs behind these national and global businesses and discover how they succeed at breakneck speed.



### RICH 200.

MAY 26

BRW's biggest-selling and most eagerly awaited issue of the year, the RICH 200 is the authoritative guide to Australia's super-wealthy: who they are and how they made their fortunes. It's revealing, inspiring and a publishing phenomenon.



### BEST PLACES TO WORK.

JUNE 23

Based on similar methodology used by Fortune magazine in the United States, the Best Places To Work flagship issue uses peer analysis to find the companies held in the highest esteem by their competitors and customers.

# BRW.

## 2011 FLAGSHIP ISSUES CONTINUED



### INVESTOR GUIDE.

JULY 28

The BRW Investor Guide flagship edition will provide a comprehensive insight into investing in Australia, including asset classes, investment strategies and smart ways to deploy your money. From shares to property and cash, BRW looks at the best time to invest, and the best way to invest.



### TOP 500 PRIVATE COMPANIES.

AUGUST 25

The definitive analysis of Australia's biggest privately owned enterprises; BRW looks at the businesses that thrive away from the public gaze and ranks them by revenue. This informative flagship edition is an essential reference tool for readers seeking insights into an ever-changing, enigmatic sphere of business.



### YOUNG RICH.

SEPTEMBER 22

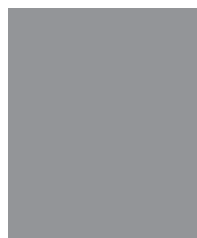
Proof that you're never too young to be rich. BRW's Young RICH captures all the energy and the passion of the 100 movers and shakers aged 40 and under who are making their mark on the Australian business scene.



### FAST 100.

OCTOBER 27

Fast-growing small and medium-size enterprises are at the forefront of innovation and change in Australian business, and BRW's Fast 100 reveals the cream of the crop. This annual guide takes a look at the young, dynamic people behind these businesses and the secrets of their success.



### THE BIG PICTURE.

NOVEMBER 17

BRW looks at the big issues for business in 2011. Expect expert commentary and thought leadership across a range of topics such as politics, marketing, law, accounting, resources, property, management, retailing and innovation.



### BOOK OF LISTS.

DECEMBER 8

Bringing together the businesses that have been recognised throughout the year by BRW. This directory-based format will provide readers with a reference guide that will assist them in their search for suitable business partners, whilst its category based sections ensure an attractive environment for advertisers.

# BRW.

## 2011 ADVERTISING RATES

EXECUTIVE ISSUE (WEEKLY)							
	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

FLAGSHIP ISSUE (MONTHLY)							
	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

ISLAND AD - FYI / ECO SECTION				
	8 weeks	12 weeks	16 weeks	20+ weeks
Cost (each)	\$4,500	\$4,250	\$4,000	\$3,750

INSERTS							
	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

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

PREFERRED POSITION LOADING	
Position	Load %
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%

**CROSS CHANNEL MEDIA OPPORTUNITIES**  
**- BUNDLE AND SAVE -**  
 (the channels are available in addition to your on page advertising commitment in BRW)

**Direct marketing**

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**On line**

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**Event**

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**Research.**

\*Strip Ads are sold in association with Sponsorships only  
 NB/ Broken space advertising is likely to be placed in the 2nd half of book  
 Rates effective until 31st December 2011  
 Please note: Rates are subject to change without notice



## BRW.COM.AU

BRW.com.au is the online channel for the distribution of BRW's content. 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, SME's and high net worth individuals in a clutter free environment.

### ONLINE RATES - BRW.COM.AU

TYPE	CPM (\$)	Size
Leaderboard	\$150 (\$165 incl GST)	728 x 90
Medium Rectangle	\$165 (\$181.50 incl GST)	300 x 250
Half Page (Tower) - Articles Section	\$200 (\$220 incl GST)	300 x 600
TYPE	SOV (\$)/WEEK	Size
Permanent Sponsor Link	\$500/week (\$550/week incl GST)	60 x 50 + 3 lines of char each

Rates Effective until 31st December 2011

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.adcentre.com.au](http://www.adcentre.com.au)

### BRW TODAY – ENEWSLETTER RATE CARD 2010

Newsletter	Newsletter Frequency	Drop Days	Email Subscriptions	Sponsorship Period	Rate
BRW.com.au	Daily	Mon-Fri	11,971	Weekly: 5 per week	\$2,800 (\$3,080 incl GST)

Rates Effective until 31st December 2011

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.adcentre.com.au](http://www.adcentre.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.

# BRW.

## CONTACT DETAILS

### SYDNEY

P: 02 9282 2833  
F: 02 9282 3854  
Level 1, 1 Darling Island Road  
Pyrmont NSW 2009  
Postal: GPO Box 506  
Sydney NSW 2001

Dan Metcalf  
National Advertising Manager  
P: 02 9282 2393  
E: dmetcalf@fairfaxmedia.com.au

Matt Cowan  
NSW Advertising Manager  
P: 02 9282 2349  
E: mcowan@fairfaxmedia.com.au

### WESTERN AUSTRALIA

O'Keeffe Media  
Kym Burke  
P: 08 9382 1514  
F: 08 9382 4850  
181 York Street  
Subiaco WA 6008  
E: kym@okm.com.au

### QUEENSLAND

JF Media  
Abby Hart  
P: 07 3844 5888  
2/145 Melbourne Street  
South Brisbane QLD 4101  
E: abby@jfmedia.com.au

### MELBOURNE

P: 03 8667 3888  
F: 03 8667 4328  
Level 6, 655 Collins Street  
Docklands VIC 3008  
Postal: GPO Box 55A  
Melbourne VIC 3001

Shun Wong  
VIC Advertising Manager  
P: 03 8667 3317  
E: swong@fairfaxmedia.com.au

Alana Soste  
Account Manager  
P: 03 8667 3374  
E: alana.soste@fairfaxmedia.com.au

### SOUTH AUSTRALIA

O'Keeffe Media  
Jodie Chester  
P: 08 7225 0299  
F: 08 7225 0336  
The Wellington Centre  
Unit 17 / 2 Port Rush Road  
Payneham SA 5070  
E: jodie@okm.com.au

### CONTACT AND PROOF DELIVERY ADDRESS

Magazine Services  
Fairfax Media  
P: 02 9282 3322  
F: 02 9282 1521  
Level 3, 1 Darling Island Road  
Pyrmont NSW 2009  
E: adprodunit@fairfaxmedia.com.au

