

## NEW E-NEWSLETTER

### Weekly CFO E-Newsletter

From early October the new *CFO* e-newsletter will be hitting the inboxes of Chief Financial Officers across Australia every Thursday. This will allow them to keep abreast of new trends, opportunities, threats and initiatives between the monthly issues of *Financial Review CFO* magazine.

*CFO's* e-newsletters are a valuable supplement to the top quality analysis and commentary that readers expect from *CFO* magazine. The trusted content from *CFO* magazine's experienced editorial team of Shaun Drummond, Sally Rose and Kate Mills, as well as the other members of the *Financial Review* editorial team, give *CFO's* email newsletter an edge over its competitors.

The new *CFO* e-newsletter, sent weekly to a database of 3,325 subscribers, will cover the most important trends and issues for senior decision-makers within the finance function.

### E-Newsletter Content

- Opinion column, CFO Q&A and breaking news in Script
- Editor's letters
- Follow CFO career moves in CFO FastTrack
- Further information on features that appear in *CFO* magazine
- Video content from roundtable discussions
- Video content from interviews with advisers and influential people in the financial planning industry
- Reader surveys and results

### Readership

*CFO* (print and online) reaches:

- 57% of all Chief Financial Officer's in Australia
- 30% of all Senior Business Executive's whose main area of responsibility is Finance.
- 20% of all C-Suite Executives in Australia.

Average value of business decisions made by a *CFO* reader is \$4.18 million.

Source: Australia's Business Readership Survey 2011



### Financial Review CFO

It's Australia's authoritative business monthly and website for Chief Financial Officers and those who work closely with them. Reflecting the diverse nature of this evolving role, it provides an open forum to discuss issues, as well as to inform CFOs on their day-to-day activities and long term objectives. Providing thought leadership, trends, insights on what their competitors are thinking. There is also practical advice that ranges from technical professional challenges to work/life balance and career management. The annual *CFO* Awards recognise leadership and innovation in the field.



For further information, contact your *CFO* advertising representative on (02) 9282 2349

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### Advertising Options

**Top MREC (300x250):** \$1,150 + GST/week (or \$4,000 + GST for 4 weeks)

**Bottom MREC (300x250):** \$1,050 + GST/week (or \$3,600 + GST for 4 weeks)

Your selected ad size will appear on both the email; and all article views accessed via the email.

**Please see below for specifications & deadlines**

### Technical Specifications

	DIMENSIONS	FILE TYPES	MAX FILE SIZE
Top MREC	300x250	JPEG or GIF	30KB
Bottom MREC	300x250	JPEG or GIF	30KB

Newsletter advertising material **must be** supplied as either JPEG or GIF files. HTML, Flash (SWF) files & 3<sup>rd</sup> party code **cannot** be used for newsletters.

### Deadlines

**Material deadline:** 3 working days prior

**Booking deadline:** 5 working days prior

**Cancellation deadline:** 30 working days prior

Send your finished creative to [traffic@afrc.com.au](mailto:traffic@afrc.com.au)

**Creative changes are limited to once per week.**

For further information, contact your CFO Abby Hart on 07 3844 5888