

SMSF GUIDE: MAKING DIY WORK FOR YOU

Smart Investor on sale: Friday 20th April, 2012
Financial Review on sale: Wednesday 25th April, 2012

Making DIY Work For You is a 28-page supplement that will run in both *The Australian Financial Review* and in *Smart Investor*. This guide will also appear on the *Financial Review* website (afr.com), *Smart Investor* website (afrsmartinvestor.com) and the *Smart Investor* e-newsletter.

The report will look at the advantages of having a DIY super fund, how it works and who should consider one. The feature will also discuss the key considerations in administration and examine the part risk profile, investment horizon and some of the other factors which play in asset allocation and how to ensure yours remains optimal throughout your life. The report will also outline some of the new and innovative products that DIY super funds can tap into.

Cost

Full Page Colour Cost: \$25,000 + GST

(Normal rate: \$37,000 for a Full Page Colour in *Smart Investor* + *Financial Review* special report)

Audience Insights

- 34% of *Smart Investor* readers* have an SMSF
- 57% of *Financial Review* subscribers^ have an SMSF
- The ave SMSF balance of Financial Review Group readers is \$1.115m#

Source: -ABC June (Smart Investor) Sept (AFR) 2011; **Roy Morgan Sept 2011; * Smart Investor Reader Survey Aug 2011 n=424; ^AFR Reader Attitude Survey, TNS, Mar 2011; # Investment Trends SMSF Investor Report May 2011, n= 3,051 (FRG includes AFR, Smart Investor, BRW, AFR.com, BOSS, Asset)

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