

# 2020





VISY

FOR A BETTER WORLD





# MIXING BUSINESS WITH PLEASURE



OVERVIEW

Since its launch in 1995, AFR Magazine has maintained an unparalleled reputation for combining gravitas and glamour in its coverage of business, politics, travel and leisure, food and wine, sport, health, design, fashion, watches, jewellery and the arts. It includes authoritative profiles by Australia's leading writers and pioneered the reporting of luxury brands in Australia.

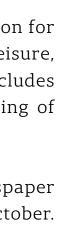
The premium gloss magazine is inserted into The Australian Financial Review news paper on the final Friday of each month (Power is published on the first Friday in October. A pre-Christmas Summer edition is also published mid-December).

Our June and November issues, featuring the ever-popular Rich List and Young Rich List, are also sold separately on newsstands.



"At the AFR Magazine, we spend as much time thinking about how we look as what we have to say. That's why we're Australia's most awarded newspaperinserted magazine."

Matthew Drummond, Editor of AFR Magazine









**Matthew Drummond** Editor



**Marion Hume** International Fashion Editor

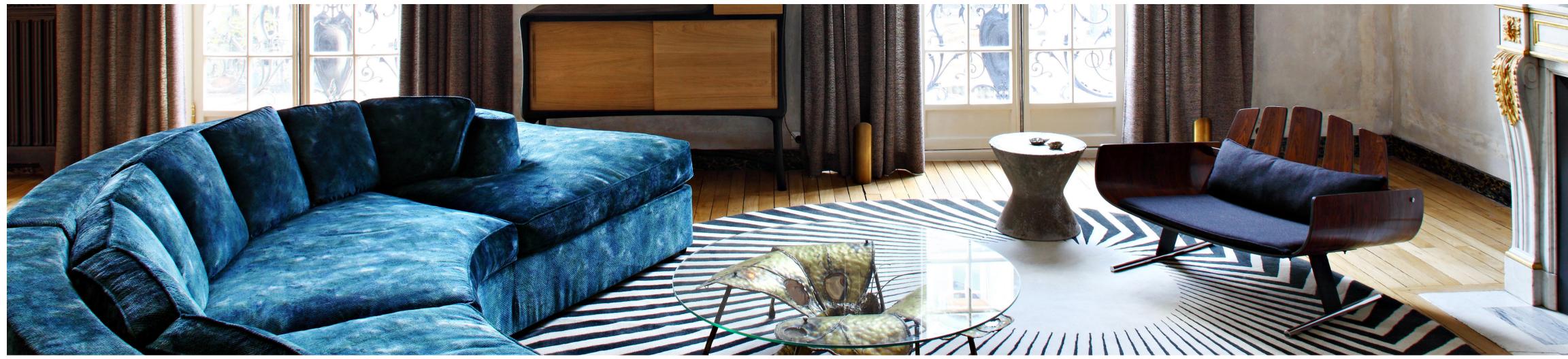


Bani McSpedden Watch Editor



Steven Todd Design Editor





# EDITORIAL

## LINE-UP

Frances Mocnik Objects Editor



**Virgina Van Heythuysen** Fashion Director



Max Allen Wine Writer



Fiona Carruthers Travel Editor





# AUDIENCE



# MEDIA HABITS

79% of AFR Magazine readers do not read women's fashion magazines. **89%** of readers do not read men's lifestyle magazines. **57%** of readers do not read business or airline titles.

## FASHION

82% believe quality is more important than price.

# FINANCE/INVESTMENTS

AFR Magazine readers are investment savvy. **2 X** more likely to have a HHI \$150K+ **80%** have an investment.

## POWER

**44%** are managers and professionals. **47%** more likely to be business decision makers

# AUTO

Intend to spend **42%** higher on a vehicle than the average Australian.

# PROPERTY

AFR Magazine readers are **12%** more likely to own their home outright.

**EDUCATION 63%** are tertiary educated. PROFILE



August 2019. Based on AIR. More likely comparisons based on general population.

# EACH MONTH



# **CURRENCY**

A lively introductory section where you meet the innovators, creative leaders and style gurus who are hot now. We also feature the best the jewellery sector has to offer, from high end creations by the world's top luxury maisons to innovative local artisans. Currency works as a taster for all that follows in the wide world of AFR Magazine.

# FASHION

Leading stylist Virginia van Heythuysen sources luxury brands and exclusive, contemporary clothes and accessories to create a narrative for the magazine's impeccably styled and photographed fashion pages.

# **OBJECTS**

A top-end product section that showcases the latest objects of desire from high-tech to high-luxe or simply fun, compiled and photographed by Frances Mocnik.

# HUME

International Fashion Editor Marion Hume contributes an informed and lively column covering ideas, trends and issues in the fashion business. Based in London and a regular at the northern hemisphere fashion shows, Hume also profiles major industry figures throughout the year.

# S E C T I O N S



# EACH MONTH





### WATCH

Financial Review watch editor Bani McSpedden is the region's most authoritative writer on matters horological. In his monthly column, McSpedden trains the loupe on the people, products and trends that keep things ticking. He also helms our biannual Watch inserted magazines.

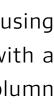
### DESIGN

Design editor Stephen Todd assesses the latest products, trends and thinking from the creative coalface. His brief spans everything from art, architecture and furniture design to gardens, homes and lighting. As a former long-time resident of Paris, Todd brings a global perspective to his beat, which culminates in his Best Designs of 2020 in Summer.

# S E C T I O N S

# FOOD

Pre-eminent food writer Jill Dupleix covers the tasty side of life, infusing her snippets on new dishes, hot restaurants, crockery and trends with a premium and decidedly international flavour. On top of her monthly column Dupleix helms our July Food & Wine issue.



# EACH MONTH



### DRINKS

Our monthly drinks page covers the best the Australian and international drinks sector serves up, from top shelf wines and champagnes to artisanal spirits, authored by the best writer in the business, Max Allen. We talk to the makers, taste and assess their product and report on trends before you've noticed them.



# BOOKS

Books writer Nicole Abadee reads the best new releases in fiction, non-fiction and illustrated books from Australia and abroad, then assesses which of those you should know about - and read. Each month Abadee also interviews a prominent person on their reading habits, and at year's end compiles Best Books 2020.

# **OTHER PASSIONS**

This long-running and much loved back-page column identifies people from the worlds of business, politics and the arts and reveals their off-duty pursuits.

# S E C T I O N S



# SIGNATURE ISSUES



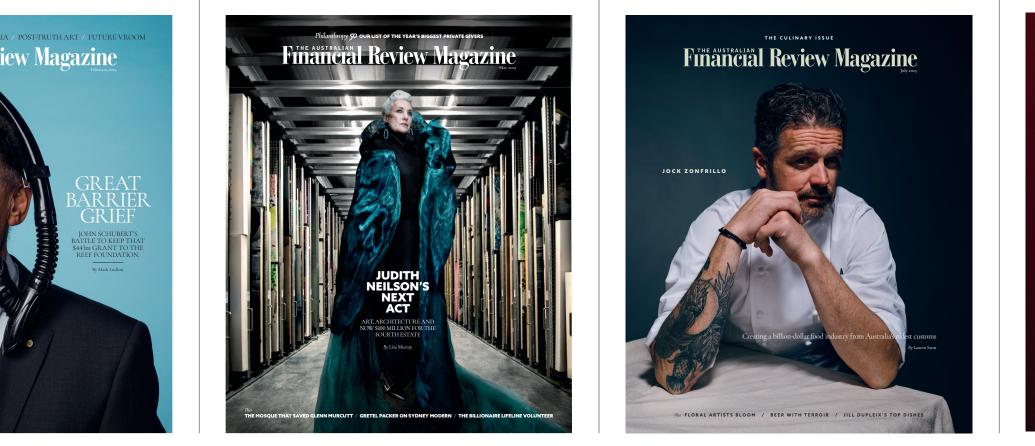
MARCH INNOVATION + MACHINE



APRIL FASHION



**MAY** PHILANTHROPY & WOMENS WATCH (ROM)



JUNE RICH LIST THE 200 WEALTHIEST AUSTRALIAN: gazine CHINA'S \$57 BILLION MAN

> JULY CULINARY



2020



AUGUST WATCH Financial Review Magazine • V = R THE BRISBANE FAMILIES WHO TURNE LEAD INTO GOLD SIMON SCHAMA ON BOOKS AND BREXIT THE AUSTRALIAN TAKING ON FERRARI

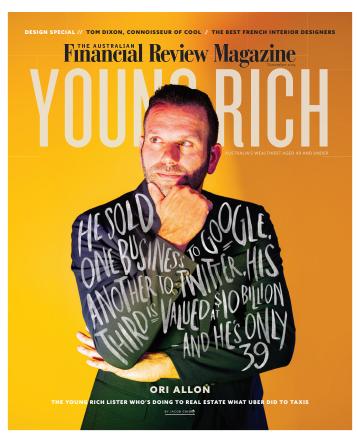
> SEPTEMBER FASHION



OCTOBER POWER



NOVEMBER DESIGN + YOUNG RICH



DECEMBER



**PRE XMAS** BEST OF + WATCH



# SIGNATURE ISSUES

# FEBRUARY

# **ARTS & CULTURE**

Some of the most creative people operating on the national and international arts scenes are profiled in this visually sumptuous, intellectually and emotionally satisfying issue. It also provides an in-depth look at some of the globe's most intriguing cultural developments and trends.





# MARCH **INNOVATORS + MACHINE**

A look at some of the most interesting change agents operating in Australia and beyond, with a particular focus on some of the most rapidly evolving areas of the luxury industry.

The Financial Review's motoring expert, Tony Davis takes the helm of MACHINE, a magazine supplement within the issue about the technology that moves you, both literally and figuratively. It highlights the work of the designers, engineers and craftsmen who break the mould, whether it be in cars, motorcycles, watches or further afield.

2020

### MAY

# PHILANTHROPY AND WOMEN'S WATCH

This issue includes the definitive list of the country's top philanthropic givers.

# JUNE

### THE RESET ISSUE

The Australian Financial Review is the authority on the impact of COVID-19 on business and the Australian economy. Drawing upon that authority, and with AFR Magazine's unique combination of style and substance, our June issue will shed light on how this extraordinary disruption is resetting the rules and recalibrating what we value and what we most love.

The upcoming June issue will collect insights from luminaries drawn from the fields of business, the economy, politics, culture and the arts, design and fashion. It will be an issue filled with Australia's most powerful people: changemakers, pacesetters and an assembly of insiders that only AFR Magazine can draw together.

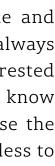
The issue will be timely, inspiring and insightful. Most of all, it will cast our readers' eyes upwards, to what lies on the other side.

# **APRIL & SEPTEMBER**

### FASHION

Helmed by international fashion editor Marion Hume and stylist Virginia van Heythuysen, these issues are always ahead of the pack, and are a must-read for anyone interested in fashion. We profile the industry leaders you should know about, flag key trends for the coming year and analyse the ways in which what we wear continues to evolve. Needless to say, we also feature a lot of stunning creations.







# SIGNATURE ISSUES

# JULY

# CULINARY

This issue celebrates those behind the meals, wines, spirits, venues, designers, crockery, glassware and kitchen implements on everyone's lips in 2020. With contributions from the *Financial Review* food writer Jill Dupleix and drinks writer, Max Allen, as well as other experts in the field, it is one to savour.



# AUGUST

# WATCH

This issue features an inserted magazine that treats watchmaking as the serious business it has become, catering to industry insiders and watch lovers alike. Watch is edited by the region's pre-eminent horological commentator, Bani McSpedden, who is watch editor for the *Financial Review*. The August issue also includes features from a wide range of sectors and, like May, a compelling travel component helmed by travel editor Fiona Carruthers.

# OCTOBER

# POWER

The one that everyone in Canberra wants to be in, this flagship issue ranks Australia's most significant players across the political, business and cultural arenas, as well as across a host of sectors from sport and property to information technology, law and banking. In so doing it presents a snapshot of power in 2020. We also cast our analytical gaze more widely, looking at the trends sweeping the globe and putting unexpected players into positions of power. Given what is happening around the world, this is one not to miss.

# NOVEMBER

# DESIGN + YOUNG RICH

The Young Rich and Design issue includes the Young Rich List (Australia's 100 wealthiest people aged 40 and under) as a centre bound supplement. The main book will feature profiles of the most intriguing and successful entrepreneurs and will also include pieces about the best in design, helmed by design editor Stephen Todd.

2020

### DECEMBER

### JEWEL + TOP 20 WINES + UNWRAPPED:

If you love bling and all things beautiful, this issue is for you. The annual jewellery special looks at some of the most fascinating jewellers working today and previews the best of the pre-Christmas releases, from big luxury houses and independent artisans alike. It also includes Max Allen's muchanticipated annual top 20 wines, a rip-out-and-keep guide to your pre- Christmas bottle shop visit. Plus UNWRAPPED: The ultimate seasonal gift guide for people with discerning taste. The unwrapped supplement will connect with AFR Magazine's exclusive audience at a time of year when they are actively looking to spend big on their next luxury purchase. Unwrapped will be a one-stop guide for every type of luxury gift and experience. It will be curated by the Financial Review's experts in fashion, style, travel, food and wine.

### SUMMER

## WATCH & BEST DESIGNS, BEST BOOKS & BEST SUMMER DRINKS

This issue includes the second of our authoritative annual Watch inserts, which brings the most exciting new timepieces to the attention of our cashed-up readers just in time for Christmas. The Summer issue also includes design editor Stephen Todd's assessment of the best designs of 2020, books writer Nicole Abadee's take on the masterpieces to stockpile for summer, wine writer Max Allen's tasting notes on the best drinks for the festive period and travel editor Fiona Carruthers' take on where to travel in the new year.







AUSTRALIAN MAGAZINE AWARDS

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# BEST NEWSPAPER INSERTED MAGAZINE

2013 - 2019

NEWSMEDIA AWARDS

MUMBRELLA PUBLISH AWARDS

NEWSPAPER INSERTED

YEAR:

2019

BEST NEWSPAPER INSERTED MAGAZINE

2019

SPECIAL ISSUE

OF THE YEAR

2019

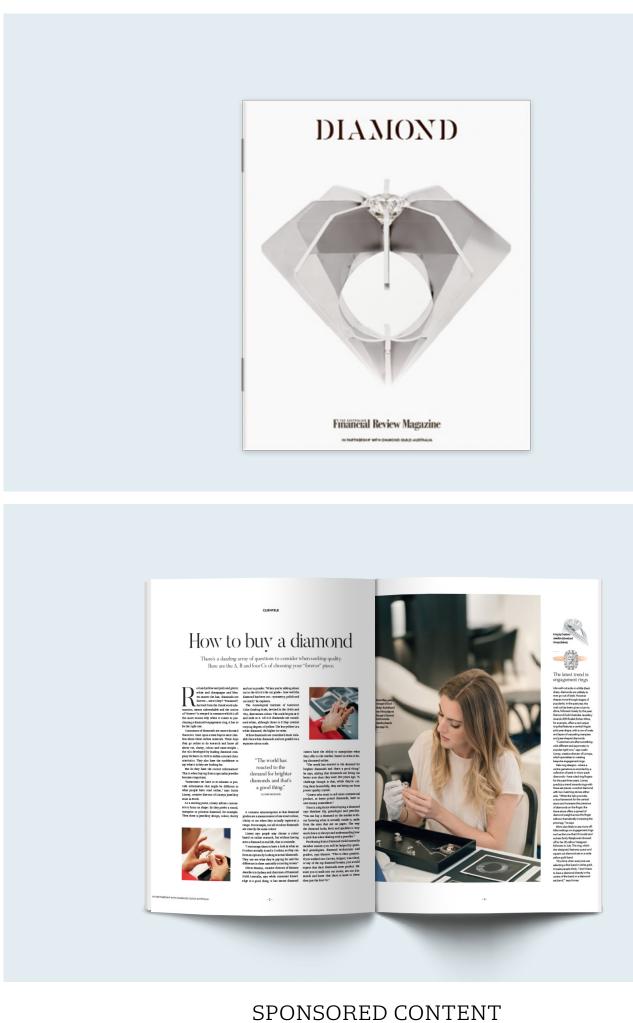




# CONTENT PARTNERSHIPS

Partner with Australia's *leading* newspaper inserted magazine, engaging an affluent and influential audience via bespoke events, sponsored content and marquee sponsorships.





EVENTS

2020



MARQUEE SPONSORSHIPS

# A D V E R T I S I N G

Issue	Feature	Issue Date	<b>Booking Deadline</b>	Material Deadline	Cancellation Deadline
February	Arts & Culture	Friday 31-Jan-2020	Friday 01-Dec-2019	Friday 03-Jan-2019	Friday 18-Oct-2019
March	Innovation + Machine	Friday 28-Feb-2020	Friday 17-Jan-2020	Thursday 30-Jan-2020	Friday 15-Nov-2019
April	Fashion	Friday 27-Mar-2020	Friday 14-Feb-2020	Friday 28-Feb-2020	Friday 13-Dec-2019
May	Philanthropy & Womens watch (ROM)	Friday 01-May-2020	Friday 13-Mar-2020	Thursday 26-Mar-2020	Friday 10-Jan-2020
June	The Reset issue	Friday 29-May-2020	Friday 17-Apr-2020	Friday 01-May-2020	Friday 14-Feb-2020
July	Culinary	Friday 26-Jun-2020	Friday 15-May-2020	Friday 29-May-2020	Friday 13-Mar-2020
August	Watch	Friday 31-Jul-2020	Friday 19-Jun-2020	Friday 03-Jul-2020	Friday 17-Apr-2020
September	Fashion	Friday 28-Aug-2020	Friday 17-Jul-2020	Friday 31-Jul-2020	Friday 15-May-2020
October	Power	Friday 02-Oct-2020	Friday 21-Aug-2020	Friday 04-Sep-2020	Friday 19-Jun-2020
November	Design + Young Rich + Rich 200	Friday 30-Oct-2020	Friday 18-Sep-2020	Friday 02-Oct-2020	Friday 17-Jul-2020
December	Jewel , top 20 wines + unwrapped	Friday 27-Nov-2020	Friday 16-Oct-2020	Friday 30-Oct-2020	Friday 14-Aug-2020
Pre Xmas	Best Of + Watch	Friday 11-Dec-2020	Friday 30-Oct-2020	Friday 13-Nov-2020	Friday 28-Aug-2020

Īssue	<b>Issue Date</b>	<b>Booking Deadline</b>	<b>Material Deadline</b>	<b>Cancellation Deadline</b>
Machine Supplement	Friday 28-Feb-2020	Friday 10-Jan-2020	Thursday 24-Jan-2020	Friday 01-Nov-2019
Rich 200	Friday 29-May-2020	Friday 10-Apr-2020	Friday 24-Apr-2020	Friday 30-Jan-2020
August Watch	Friday 31-Jul-2020	Friday 12-Jun-2020	Thursday 26-Jun-2020	Friday 02-Apr-2020
Young Rich	Friday 30-Oct-2020	Friday 11-Sep-2020	Friday 25-Sep-2020	Friday 03-Jul-2020
Unwrapped Supplement	Friday 27-Nov-2020	Friday 09-Oct-2020	Friday 23-Oct-2020	Friday 31-Jul-2020
Pre Xmas Watch	Friday 11-Dec-2020	Friday 23-Oct-2020	Thursday 06-Nov-2020	Friday 14-Aug-2020

# **PRODUCTION INFORMATION**

Published: Last Friday of every month, except pre-Christmas. AFR Magazine accepts advertising material in digital format For advertising information, please contact:

Melissa Montuori |(02) 9282 1981 | mmontuori@nine.com.au

Amy Schubert |(02) 9156 6746 | aschubert@nine.com.au

# **TECHNICAL SPECIFICATIONS**

only. Please refer to the specification page at adcentre.com.au

Centrespread and IFC may be pre-empted by creative production executions.

# GUIDE

# ADVERTISING MATERIAL **CONTACT & DELIVERY**

Advertising Production Unit Phone: 02 9282 3322 | nineforbrands.com.au

Position	Loads
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	35%
3rd, 4th Inside Front Cover Spread	30%
1st Right Hand Page	40%
2nd Right Hand Page	35%
3rd, 4th, 5th Right Hand Page	30%
6th, 7th, 8th, 9th Right Hand Page	25%
1st, 2nd Left Hand Page	30%
3rd, 4th, 5th, 6th Left Hand Page	15%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
lst Double Page Spread After Contents	25%
2nd Double Page Spread After Contents	20%
Right Hand Page	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Gatefolds	40%
Other	15%

Rates effective from 1 January - 31 December 2020