



THE AUSTRALIAN
Financial Review Magazine

2020

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* newspaper 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 newspaper-inserted magazine.”

Matthew Drummond,
Editor of *AFR Magazine*

EDITORIAL

LINE-UP

Matthew Drummond
Editor



Marion Hume
International Fashion Editor



Bani McSpedden
Watch Editor



Steven Todd
Design Editor



Frances Mocnik
Objects Editor



Virgina Van Heythuysen
Fashion Director



Max Allen
Wine Writer



Fiona Carruthers
Travel Editor



AUDIENCE

PROFILE



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.

MONTHLY READERSHIP

157,000

MALE

67%

FEMALE

33%

A SOCIAL GRADE

44%

AB SOCIAL GRADE

69%

AVG. PERSONAL INCOME

\$104k

AVG. VALUE OF INVESTMENTS

\$509k



Source: EMMA conducted by Ipsos MediaCT; people 14+ for the 12 months ending August 2019. Based on AIR. More likely comparisons based on general population.

EACH MONTH

SECTIONS



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.



EACH MONTH

SECTIONS



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.

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

SECTIONS



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.



SIGNATURE ISSUES

2020

FEBRUARY
ARTS & CULTURE



MARCH
INNOVATION + MACHINE



APRIL
FASHION



MAY PHILANTHROPY &
WOMENS WATCH (ROM)



JUNE
RICH LIST



JULY
CULINARY



AUGUST
WATCH



SEPTEMBER
FASHION



OCTOBER
POWER



NOVEMBER
DESIGN + YOUNG RICH



DECEMBER
JEWEL + TOP 20 WINES + UNWRAPPED



PRE XMAS
BEST OF + WATCH



SIGNATURE ISSUES

2020

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.

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

2020

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.

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 much-anticipated 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

BEST NEWSPAPER INSERTED
MAGAZINE

&

NEWSPAPER INSERTED
BRAND OF THE
YEAR:

2013 - 2019

2019

NEWSMEDIA AWARDS

MUMBRELLA PUBLISH AWARDS

BEST NEWSPAPER INSERTED
MAGAZINE

SPECIAL ISSUE
OF THE YEAR

2019

2019



CONTENT PARTNERSHIPS

2020

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



EVENTS



SPONSORED CONTENT



MARQUEE SPONSORSHIPS



ADVERTISING

GUIDE

| Issue | Feature | Issue Date | Booking Deadline | 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 |

| Issue | Issue Date | Booking Deadline | Material Deadline | Cancellation Deadline |
|-----------------------------|--------------------|--------------------|----------------------|-----------------------|
| 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 |

| 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% |
| 1st 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% |

PRODUCTION INFORMATION

Published: Last Friday of every month, except pre-Christmas.
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TECHNICAL SPECIFICATIONS

AFR Magazine accepts advertising material in digital format only. Please refer to the specification page at adcentre.com.au

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

ADVERTISING MATERIAL

CONTACT & DELIVERY

Advertising Production Unit

Phone: 02 9282 3322 | nineforbrands.com.au

Rates effective from 1 January - 31 December 2020