

conexus financial
PTY LTD



MEDIA KIT 2012



What we do

Professional Planner (PP) launched in October 2007 and is now distributed to 10,372 financial planners, accountants and private bankers who are serious about developing recognised professional standards. (Average Net Distribution, Nov 2011, CAB print audit.)

Professional Planner has been unflinching in its support of the financial planning industry and has led key initiatives towards the introduction of FoFA legislation. Its connection and influence have brought together key industry thought leaders and politicians to further the cause and raised the importance of the industry to Australia's political leaders. This has been via high level roundtables and convening the Dealer Group Summit in 2011, hosted under Chatham House Rules to encourage genuine debate and discussion.

As well as being a powerful advocate for industry reform, its mission is to ensure that financial planners can improve their business and increase their profitability through best practice advice from a range of key specialist contributors.

Edited by Simon Hoyle since February 2008, it continues to evolve in both the quality of its content, the connections it makes and the insights it provides to its audience.

Who we are

Professional Planner is staffed by an experienced team of investment journalists. Its dedicated staff include:

Editorial director, Simon Hoyle, who has more than 25 years' experience writing investment news and analysis. Andrew Starke, writer and *Professional Planner Online* editor, has been a journalist for 13 years, 6½ of those in the investment sector in South Africa, the UK and Australia.

They are supported by a team of six other specialist investment journalists working for Conexus Financial's other publications.



Simon Hoyle has been a finance journalist for more than 25 years – a finance journalist because the football and motorsports rounds at *The Age* were filled when he was awarded a cadetship. He worked on *BRW* and *Personal Investment* magazines, and was part of the team that launched *Money Management*. He spent 11 years at the *Australian Financial Review* before moving on to be an investment writer for *The Sydney Morning Herald* and *The Australian*. Simon was appointed editor of *Professional Planner* in late 2007, and has guided it through its development into a leading publication in the financial planning sector. He is married to another finance journalist, Jocelyn (who is a much better writer and proofreader), and has two kids (Chris and Emma) and a dog. His lifelong ambition is to either (a) play as a striker for Liverpool FC or (b) own a truly great car!



Andrew Starke returns to the financial planning fold as editor of *Professional Planner Online* after several years covering the hospitality industry. He has previously reported for finance and investment publications in Australia, South Africa and the UK. His interests include the FoFA reforms, Liverpool Football Club and single malt Scotch Whisky (although not necessarily at the same time).



MAGAZINE

Professional Planner boasts a team of deep and high quality regular contributors that delivers in-depth analysis, topical features and regular columns from key industry figures.

Professional Planner offers a unique, balanced editorial proposition to product and service providers in the planning industry.

PUBLISHING SCHEDULE PROFESSIONAL PLANNER 2012

ISSUE	BOOKING	MATERIAL	PUBLISH
February 12	09/01/2012	11/01/2012	25/01/2012
March 12	30/01/2012	02/02/2012	15/02/2012
April 12	05/03/2012	08/03/2012	30/03/2012
May 12	05/04/2012	09/04/2012	20/04/2012
June 12	11/05/2012	17/05/2012	31/05/2012
July 12	05/06/2012	07/06/2012	22/06/2012
Aug 12	02/07/2012	05/07/2012	20/07/2012
Sept 12	06/08/2012	09/08/2012	24/08/2012
Oct 12	03/09/2012	06/09/2012	21/09/2012
Nov 12	08/10/2012	11/10/2012	26/10/2012
Dec-Jan 2012	02/11/2012	06/11/2012	22/11/2012



MAGAZINE

Professional Planner features and events list 2012

FEBRUARY	MARCH	APRIL	MAY
<ul style="list-style-type: none"> <i>f</i> Risk insurance <i>f</i> Wraps <i>e</i> PORTFOLIO CONSTRUCTION FORUM MARKET SUMMIT 	<ul style="list-style-type: none"> <i>f</i> Managed accounts: SMAs, IMAs, UMAs <i>f</i> Tax strategies <i>e</i> SMSF PROFESSIONALS' ASSOCIATION OF AUSTRALIA CONFERENCE 	<ul style="list-style-type: none"> <i>f</i> ETFs <i>f</i> Tertiary education 	<ul style="list-style-type: none"> <i>f</i> Platforms <i>f</i> Cash <i>e</i> PRIVATE WEALTH SYMPOSIUM
JUNE	JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> <i>f</i> Capital protection <i>f</i> Direct equities <i>e</i> DEALER GROUP SUMMIT III 	<ul style="list-style-type: none"> <i>f</i> Index funds <i>f</i> Retirement income strategies 	<ul style="list-style-type: none"> <i>f</i> Emerging markets <i>f</i> Technology/software <i>e</i> FSC ANNUAL CONFERENCE SPAA TECHNICAL CONFERENCE 	<ul style="list-style-type: none"> <i>f</i> Bonds <i>f</i> Portfolio construction <i>e</i> PORTFOLIO CONSTRUCTION FORUM CONFERENCE
OCTOBER	NOVEMBER	DEC/JAN	
<ul style="list-style-type: none"> <i>f</i> Insurance <i>f</i> Online broking 	<ul style="list-style-type: none"> <i>f</i> International equities <i>f</i> Mortgages 	<ul style="list-style-type: none"> <i>f</i> Insurance technology <i>f</i> Passive investing <i>e</i> FPA NATIONAL CONFERENCE 	



FEATURE



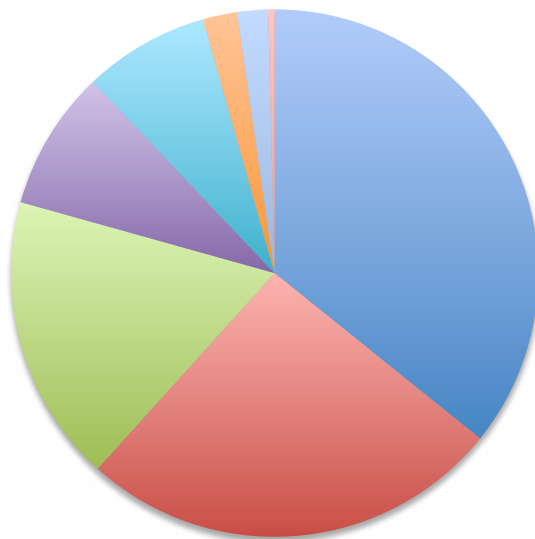
EVENT

MAGAZINE

Professional Planner magazine is circulated to an extensively researched and high-quality readership. The Circulations Audit Bureau (CAB) has independently audited the circulation at 10,372 (1 April–30 September 2011 CAB Audit).

Professional Planner magazine has a large, highly targeted readership of senior decision-makers within planning firms and dealer groups, and other key advisers from financial planning companies, accountancy and law firms, platforms, family offices, private banks and wealth management businesses.

Professional Planner magazine is the leading monthly publication for the self-managed superannuation fund (SMSF) space and is the only magazine received by the SMSF Professional Association of Australia on a monthly basis.



■ NSW ■ VIC ■ QLD ■ WA ■ SA ■ TAS ■ ACT ■ NT

Readership research

Professional Planner commissioned McNair Ingenuity Research to undertake an independently audited and validated reader survey which, as shown below, returned some compelling results:

Reading habits

Reading time: On average, readers spend 55 minutes reading or looking at each edition of *Professional Planner*. Industry surveys over the last five years suggest the reading time for similar industry publications is approximately 20 minutes.

Risk advice: Between 80% and 91% of *Professional Planner* readers advise their clients on risk and insurance products.

Pass-on rate: Around 40% of readers pass on their issue of *Professional Planner* on to a colleague when they have finished reading the publication

Shelf life: Approximately 30% of readers keep their copy of the magazine on file to refer back to when necessary. This demonstrates that *Professional Planner* has a significant shelf life.

Readership FUM: The financial planning firms of *Professional Planner* readers have an average of \$211.8 million in funds under advice or

Status of readers

- On average, readers have an average of 342.2 clients receiving financial advice regularly.
- The average annual pre-tax earnings of *Professional Planner* readers is \$134,400. However, 36% of readers earn more than \$150,000, demonstrating that readers are largely high-earning corporate executives.

MAGAZINE

Magazine

EARLY RIGHT HAND PAGE PRICING

Advertising Rate	1 Insertion	4-6 Insertions <i>10% discount</i>	7-10 Insertions <i>15% discount</i>	11 Insertions <i>20% discount</i>
Full page	\$7200	\$6480	\$6120	\$5760
Half page (horizontal or vertical)	\$4320	\$3888	\$3672	\$3456
Quarter page	\$3000	\$2700	\$2550	\$2400
1/8 page	\$2520	\$2268	\$2142	\$2016

NO PREFERRED POSITION (BP) PRICING

Advertising Rate	1 Insertion	4-6 Insertions <i>10% discount</i>	7-10 Insertions <i>15% discount</i>	11 Insertions <i>20% discount</i>
Full page	\$6000	\$5400	\$5100	\$4800
Half page (horizontal or vertical)	\$3600	\$3240	\$3060	\$2880
Quarter page	\$2500	\$2250	\$2125	\$2000
1/8 page	\$2100	\$1890	\$1785	\$1680

PREFERRED POSITION LOADINGS

Inside front cover	25%
Inside back cover	25%
Outside back cover	25%
Early right hand page	20%
Right hand & specific pages	15%

Alternative ad sizing prices available on request.
Prices quoted are exclusive of GST. Agency commission = 10%

Artwork guidelines

Please read this information carefully to avoid publication delays. All PDFs will be reproduced exactly as transmitted, so special care must be taken to prepare high-quality files. Check with your technology support personnel if you need help with producing the proper files.

Cropping and sizing

Full-page artwork should have a bleed of 5mm all around. Your artwork will be cropped and sized for publication. If you want to be certain that a particular area of your image is excluded or included, please indicate where the image should be cropped.

Preparing artwork

- Measurements are given in millimetres and are as height times width.
- All live copy must be kept within the type area. This includes all text, image, keylines and keycodes.
- For type area across the gutter, please allow minimum of 5mm clearance on each side of the spine.
- 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.
- Any reverse type should be limited to two colours maximum. For contrast and readability, reverse type should not be positioned within screened areas less than 50 per cent, or in yellow or other light-coloured backgrounds.
- Mechanical specifications are subject to change without notice. Please confirm with production.

Emailing Files

All files should be sent as high resolution PDFs. Files attached to e-mails should not exceed 10mb. Please include list of files that will be used in your project if there are more than one, for example, Front_Panel.pdf, Side_Panels.pdf.


Send artwork to:

saurav.aneja@conexusfinancial.com.au
+61 2 9221 1114

MAGAZINE


FULL PAGE

Image area 267mm x 200mm
 Trim size 287mm x 220mm
 Bleed size 297mm x 230mm



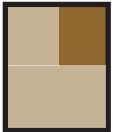
QUARTER PAGE

64mm x 192mm




HALF PAGE

Horizontal 129mm x 192mm
 Vertical 263mm x 96mm




STRIP AD

33mm x 192mm




TOWER



263mm x 80mm

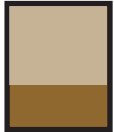
SKINNY TOWER




263mm x 52mm

ONE-THIRD PAGE

86mm x 192mm



SPECIAL REPORT – 2 FULL PAGES + 4 STRIP ADS



Stock: 4 cover pages, 200gsm Alpine satin artboard cover, matt celloglazed and perfect bound.
 Inside pages are 287mm x 220mm on a 90gsm centrefold matt artpaper.



MAGAZINE

Creative print possibilities

People today require much more stimuli to create and maintain engagement – we have options to assist. Advertisers and media buyers are looking for creative ideas, innovative ideas and something new.

Creativity has the greatest impact when it is tailored perfectly with the advertiser's business or marketing objectives.

Professional Planner is happy to discuss your objectives and can tailor creative executions, rich media, over and above on-page activity that will increase impact and engagement with your audience.

We understand multiple touch points.

We can help you become an agent of change and help increase engagement with your brand and show you how that is going to benefit your business financially.



Front gatefold cover
Size: 287 x 220mm
Stock: 150gsm matt art
4 colour



Back gatefold cover
Size: 287 x 220mm
Stock: 150gsm matt art
4 colour



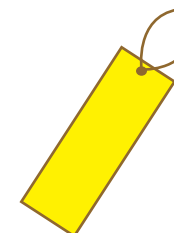
Wrap-around belly band
Size: 60 x 420mm
Stock: 90gsm matt art
4 colour



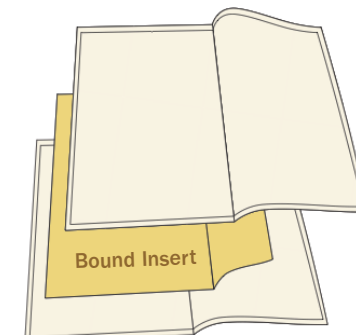
Post-it note
Size: 75 x 75mm
Stock: 80gsm bond
4 colour or B&W



Fly sheet
Size: 287 x 220mm
Image area: 144 x 220mm
Stock: 90gsm matt art
4 colour



Bookmark
Size: 200 x 70mm
Stock: 250gsm matt art
4 colour



Bound insert
Size: 287 x 220mm +
Binding Flap: 287 x 100mm
Stock: 130gsm Art

WEBSITE / EDM

Professional Planner is in its fifth year and continues to expand its audience across online and hardcopy formats



MONTHLY CORE DATA (ABA AUDITED)

Page impressions	18,792
Australian average daily unique browser	307
Total unique browsers	6675
Total sessions	10,949
Average session duration (min : sec)	2 : 59

Source: ABA Audited, Nielsen Market Intelligence (International Traffic) Nov 2011

TRAFFIC SOURCES (GOOGLE ANALYTICS)

Direct traffic (EDM*)	56%
Referring sites	5%
Search engines	23%
Other (Twitter, LinkedIn, EDM*)	16%
*Note: EDM traffic would appear in both segments	

These metrics are tracked internally using Google Analytics. Externally audited data from the Circulations Audit Bureau is available in the core data table above or from the ABA/CAB website.

EMAIL DATA* (MAILCHIMP)

Average distribution	7,824
Open rate	26.9%
Total opens	3,744
Click rate	8.4%
Percentage of those who open that click	31.1%

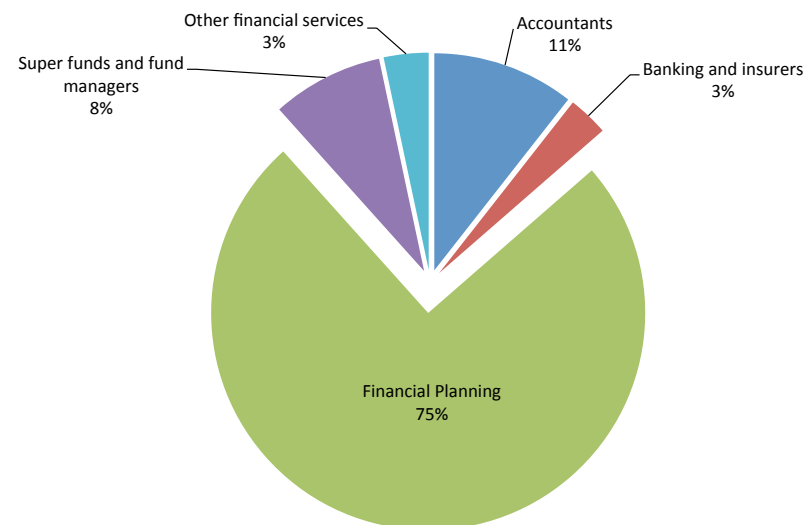
*Averages from all sends in Q1 2012 (as of 23/2/2012)

Electronic direct mail (EDM)

The Professional Planner electronic direct mail (EDM) is an opt-out service delivered twice weekly on Tuesday and Thursday. The content on the website is continually updated and exclusive EDMs are sent out whenever a news break or exclusive story is published. The EDM is currently distributed to an audience of more than 7800 and achieves, on average, more than 3700 total opens. This equates to a total open rate of 48 per cent.

Engagement

From 2012 advanced EDM sending techniques will be used to increase engagement and website visits. These include A/B split testing (in which variations of the same email are sent to optimise open rates) and dynamically tailored content.



WEBSITE / EDM

There is a variety of rewarding sponsorship opportunities for service providers wishing to partner us in our bid to provide a quality product for this community of informed and professional financial planners.

● Customised engagement

Traditional mediums such as tile ads and sponsored research sit alongside unique opportunities that include feature sponsorship, polls, surveys and video.

The reach and quality of the *Professional Planner* database is key to our intellectual property. This database has powerful commercial reach and with this in mind there are opportunities for sponsors to conduct research and survey our audience.

● Research

Targeted research is a customised way for sponsors to engage with the audience. Ideas and strategies can be discussed with clients in order to provide tailored solutions to help meet individual needs and objectives. You can also hold a webcast on survey results.

● Polls

Questions which challenge readers on investment trends, ideas, opportunities

and philosophies additionally present sponsorship opportunities for service providers wanting to engage.

● Roundtables

Roundtable events hosted with *Professional Planner* magazine offer the partner a unique opportunity to leverage the independence and market leading status of the magazine in order to associate themselves with thought-leadership and innovation; to position them as a provider of solutions to industry problems; to engage with their key clients and prospects; and significantly increase industry profile (the event is published as a feature article in print and electronic format). See separate document for further information.

● Feature sponsorship

We also provide the opportunity for sponsorship of special features or series.

Technically speaking, sponsors can

“own the skin” around the feature, which means the space on the website around the content. This can be web-only or web and magazine. This can be tailored to an image or logo which appears throughout a feature. Pricing is based on the depth and length of the feature, its longevity on site and the audience reach. Prices are available on application.

● Video

In addition to traditional mediums, the web allows for interactive visual mediums such as video. Our team of professional web designers can provide guidance and strategy on how best to use video to tailor your message. Sponsorship opportunities include logo positioning beneath the video, an eight-second “video tag” preceding the video content or a 30-second televised commercial.

● 5-minute video interview

Suggested content may include an overview of your company, key learnings from your clients, how you are helping clients with their challenges, introducing new services, education or product overviews.

● Benefits

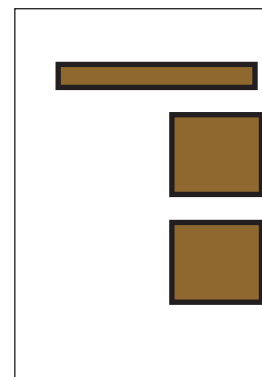
1. We cover all production, editing, hosting and posting
2. Cross promote on our site and EDMs
3. Can link to your company website from roundtables and profiles on key executives.



EDM



The Professional Planner EDM has been designed to accommodate internet advertising sizes standardised by the Interactive Advertising Bureau (IAB). The EDM has two medium rectangle slots, intended to work cohesively with the editorial content. This has been done to allow your creative executions to be run on both the EDM and website across multiple publications with no extra cost for creative resizing.



- Leaderboard #A
728 X 90 pixels \$8000 + GST
- MREC #1
300 X 250 pixels \$7500 + GST
- MREC #2
300 X 250 pixels \$7500 + GST

All animated GIF files should display the payload information in the first frame. These should include a company logo and the message of the ad, plus any other pertinent information. This is to make sure that your message is visible in Outlook.

TECHNICAL SPECIFICATIONS

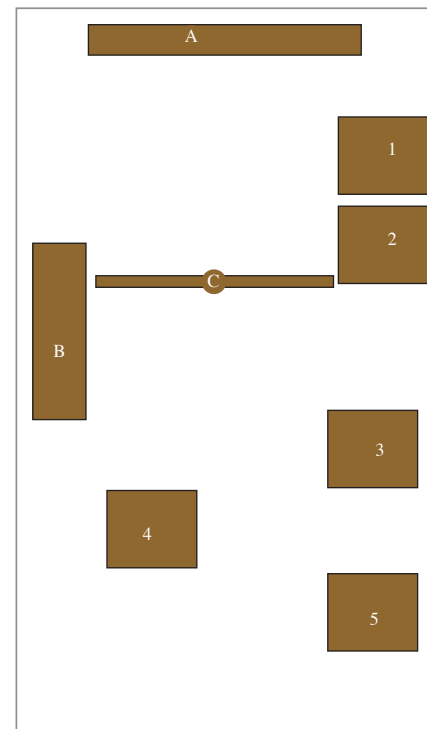
12

WEBSITE



The Professional Planner website has been built around Interactive Advertising Bureau (IAB) standard size advertising spaces*. This has been done to allow our advertisers to minimise their creative costs and maximise the value achieved from their investment by serving the creative on multiple sites and EDMs without resizing.

*The only advertising unit which is not an IAB standard size is the Ticker. This advertising unit is unique to the financial services vertical, due to the familiarity with our audience as financial stock report tickers.



Leader board #A	\$6500 per month
728 X 90 pixels	
MREC #1	\$6000 per month
300 X 250 pixels	
MREC #2	\$6000 per month
300 X 250 pixels	
Wide skyscraper #B	\$5500 per month
160 X 600 pixels	
MREC #3	\$4000 per month
300 X 250 pixels	
MREC #4	\$4000 per month
300 X 250 pixels	
MREC #5	\$4000 per month
300 X 250 pixels	
Ticker #C	\$5000 per month
630 X 23 pixels	

Special features and requirements

Wide skyscraper – The wide skyscraper advertisement unit anchors to the top of the display window in the user's browser. As the user scrolls down, the skyscraper stays fully visible by sticking to the top of the window. This feature is exclusive to this ad unit and makes it the only advertising space that is permanently in the display window (depending on screen resolution).

Ticker –The ticker advertisement unit has a required background colour for the text section: HEX #EFEFEF or R239/G239/B239. The logo within the ticker has a maximum width of 150 pixels.

WEBSITE

From 2012, *Professional Planner* will support a wide variety of next generation online brand advertising options. These spaces allow you to experiment with bigger spaces and interactivity, bringing the advertising message into the same medium that our content is being consumed.

Two of our preferred and supported executions are listed here; a rich media campaign using a large canvas slot called a *billboard* and extended online display campaigns known as *skins*.

We encourage you to contact us to talk about running other executions that are not included on this page.

Billboard

The billboard ad is an IAB rising-star display ad unit. It is a large canvas that is open when the user arrives at the page and can be closed. This unit supports rich media, which means you can use interactive spaces with buttons, tabs and video.

As rich media, you can measure engagement rates – and not just clicks. High engagement campaigns can boost site traffic by 69 per cent and improve brand engagement.*



*research by MediaMind, Microsoft Advertising and comScore.

Skin

The *Professional Planner* website has been optimised for what is known as an H-space advertising skin. A leaderboard banner in the H-space or above the header would be clickable and direct the user onto your landing page.



Prices are available on application from Sean Scallan at sean.scallan@conexusfinancial.com.au

This screenshot is shown only as a guide.



Conexus Financial is an independently owned Australian publishing and event company specialising in financial services.

It publishes a suite of online and print products in Australia and overseas that cover the retail and institutional financial services sectors. Conexus Financial creates and produces or participates in more than 20 specialist financial services events each year.

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