

conexus financial
PTY LTD



investment magazine

MEDIA KIT 2012



What we do

Founded in 2004, *Investment Magazine* has long been widely acknowledged as the leading superannuation, institutional investment and fund management publication in Australia.

With over \$1.3 trillion of assets, Australia's superannuation industry is the fourth-largest in the world. It also has the fastest growing pool of assets in the developed world.

Chief investment officers and their teams are responsible for the investment decision-making for multi-billion dollar superannuation funds, insurance and sovereign wealth funds. The need to invest these assets intelligently is therefore paramount.

Investment Magazine provides trusted information that helps these decision-makers track the investable dollar and invest it wisely.

Who we are

With its renowned team of well-connected, experienced and highly regarded financial journalists, *Investment Magazine* prides itself on creating thoughtful, original and independent content.

This translates to a very well-read publication and a loyal readership of board and senior-level executives across the industry.



Simon Mumme became a financial journalist through a stroke of luck. Upon graduating with a Master of Journalism degree from The University of Queensland in 2006, he set out to find a news organisation that would employ him as an overseas correspondent or business reporter, or both, ideally. Conexus Financial hired the bright-eyed cadet and in the ensuing years he wrote for all of its titles until being appointed editor of *Investment Magazine* in June 2010. Under his guidance, the magazine continues to dominate the Australian institutional investment media through its authoritative, insightful and engaging feature stories and analysis.

Outside of work, Simon trains keenly in muay Thai kickboxing, revels in the surf breaks fringing the Sydney coastline and reads as much high-quality journalism and non-fiction writing as he can. Committed to his role as a niche business reporter, Simon is aware that an overseas posting as a correspondent still eludes him. He hopes Conexus can help him with that career goal too.



MAGAZINE

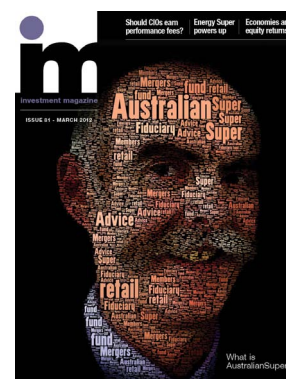
Published monthly, *Investment Magazine* helps empower investment executives at large institutions to make informed decisions by providing sophisticated, quality content regarding the latest investment innovations and strategies.

The content includes analysis, profiles and covers the most innovative and up-to-date investment thinking and strategy via close association with the investment community.

The experienced team of journalists has a particular emphasis on providing context rather than headline-grabbing short-term content with stories written for, and about, the investment professionals at large institutional investors.

PUBLISHING SCHEDULE INVESTMENT MAGAZINE 2012

ISSUE	BOOKING	MATERIAL	PUBLISH
February 12	19/01/2012	20/01/2012	01/02/2012
March 12	06/02/2012	09/02/2012	24/02/2012
April 12	01/03/2012	02/03/2012	14/03/2012
May 12	09/04/2012	12/04/2012	27/04/2012
June 12	03/05/2012	07/05/2012	22/05/2012
July 12	11/06/2012	14/06/2012	29/06/2012
Aug 12	09/07/2012	12/07/2012	26/07/2012
Sept 12	13/08/2012	16/08/2012	31/08/2012
Oct 12	10/09/2012	13/09/2012	28/09/2012
Nov 12	15/10/2012	18/10/2012	02/11/2012
Dec - Jan 2012	08/11/2012	13/11/2012	27/11/2012



MAGAZINE

Testament to this is the fact that *Investment Magazine*, as part of a multi-year partnership, is exclusive official publication to key industry bodies such as the Australian Institute of Superannuation Trustees (AIST), the Fund Executives Association Limited (FEAL) and the Financial Services Council (FSC).

Audience engagement is enhanced through *Investment Magazine's* media partnership with key industry conferences and Conexus Financial events.

Investment Magazine features & events list 2012

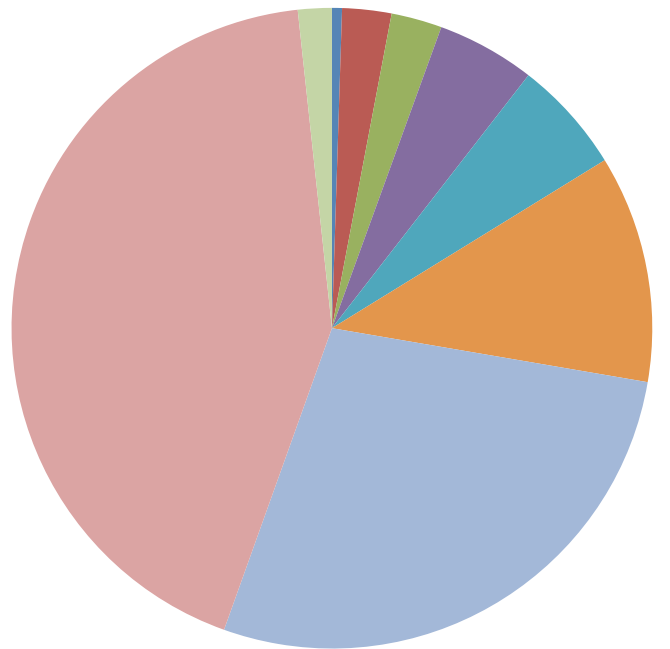
FEBRUARY	MARCH	APRIL	MAY
<ul style="list-style-type: none">  INVESTMENT ADMINISTRATION CONFERENCE  PRIVATE MARKETS  POST RETIREMENT CONFERENCE  Custody, fund admin & technology Retirement income 	<ul style="list-style-type: none">  FEAL Fund Executive Forum  FEAL Executive Forum MySuper 	<ul style="list-style-type: none">  FIDUCIARY INVESTORS CIO FORUM  AIST Conference of Major Super Funds (CMSF)  CMSF CIO Investment Strategy 	<ul style="list-style-type: none">  ACSI Annual Conference  Transition management Corporate governance
JUNE	JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none">  AIST Client Services Symposium  Trading technology special Australian equities 	<ul style="list-style-type: none">  Australian fixed income Hedge funds 	<ul style="list-style-type: none">  AUSTRALIAN CREDIT INVESTOR SUMMIT  FSC Annual Conference FEAL National Conference AIST Super Admin Symposium  FSC Annual Conference FEAL National Conference Super administration & technology 	<ul style="list-style-type: none">  THE NEW ALTERNATIVES  AIST Australian Super Investment Conference  Investment governance
OCTOBER	NOVEMBER	DEC/JAN	 CONEXUS FINANCIAL EVENTS Industry events   Editorial features
<ul style="list-style-type: none">  AIST SUPERANNUATION INSURANCE SYMPOSIUM  Superratings Day of Confrontation AIST Fund Governance Conference AIST Super Insurance Symposium  Superratings Day of Confrontation Group insurance 	<ul style="list-style-type: none">  FIS CHIEF EXECUTIVE OFFICERS FORUM  Global equities 	<ul style="list-style-type: none">  ASFA National Conference  ASFA National Conference Global fixed income 	



MAGAZINE

Investment Magazine has by far the highest circulation of any comparative title. Currently standing at 3675 (CAB audit October 1, 2010–Sept 30, 2011), the magazine is circulated on a monthly basis and received by subscription and registration only.

Investment Magazine **3675** (CAB Audit Sept 2011)
 Super Review 2300 (CAB Audit Sep 2011)



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

READERS BY ORGANISATION INCLUDE:

- Superannuation funds
- National and state government investment authorities
- Insurance companies
- Endowments and charities
- Asset consultants
- Fund management businesses (including fund of funds)
- Dealer groups
- Platforms

READERS BY JOB TITLE/POSITION INCLUDE:

- Chief executive officers
- Chief investment officers
- Chief operations/technology officers
- Trustee boards
- Investment committees
- Senior investment staff
- Heads of product development
- Heads of member benefits



MAGAZINE

Magazine

Advertising Size	Price
Double page spread (first half only, position premium included)	\$12,420
Full page	\$5,175
Half page (horizontal or vertical)	\$2,875
Wide tower (vertical, second half only)	\$2,450
Tower (vertical, second half only)	\$1,925
Third page (horizontal, second half only)	\$2,250
Quarter page (horizontal, second half only)	\$1,725

Position premiums	
Inside front cover	25%
Inside back cover	25%
Outside back cover	25%
First half, right hand side	20%
First half, left/no preferred	15%
Second half, right hand side or specific position	15%

Volume discounts	
4–6 insertions	5%
7–10 insertions	10%
11	20%

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:

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+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



WIDE TOWER



263mm x 80mm

TOWER



263mm x 52mm

1/3 PAGE

86mm x 192mm



SPECIAL REPORT - 2 FULL PAGES + 2 STRIP ADS



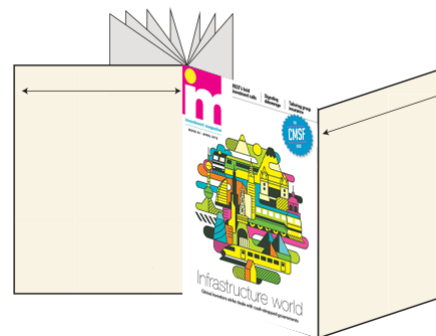
Stock: 4 cover pages, 200gsm Alpine Satin Artboard
 Cover, Matt Celloglazed and Perfect Bound.
 Inside pages are 287mm x 220mm on a 90gsm
 Centrefold Matt Artpaper.



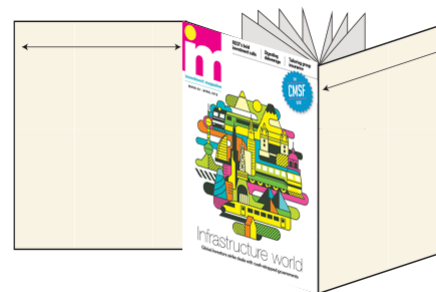
MAGAZINE

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. *Investment Magazine* 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 touchpoints. 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: 150 gsm Matt Art
4 colour



Wrap around Belly Band
Size: 60 x 420mm
Stock: 90gsm matt art
4 colour



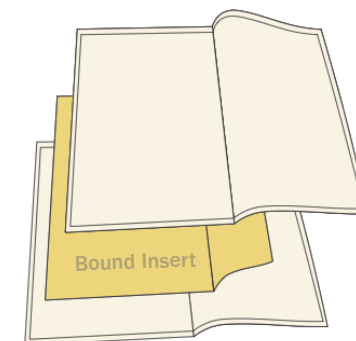
Post-It Note
Size: 75 x 75mm
Stock: 80gsm bond
4 colour or BW



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

• Customised engagement

Our reach and connections include the investment decision-makers at Australia's largest institutional investors and their service providers – it's key to our intellectual property. The database has powerful commercial reach, and with this in mind there are opportunities for sponsors to conduct research and survey readers.

• Roundtables

Roundtable events hosted with *Investment 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.

Available print and online.

• 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.

• Polls

Questions which challenge readers on investment trends, ideas, opportunities and philosophies – also present sponsorship opportunities for service providers wanting to engage.

• Feature Sponsorship

There is the opportunity for sponsors to select a feature that aligns with their product, strategy, asset class or idea. See our editorial features list for 2012 on page 4 – there are opportunities to sponsor any of these features as well.

Available print and online.

Technically speaking sponsors can “own the skin” around the feature, which means the space on the website around the content. This can be tailored to an image or logo which appears throughout the feature. Pricing is based on the depth and length of the feature, its longevity on the site and the audience reach. Project proposals and pricing can be provided to suite individual budgets.

• 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 8-second “video tag” preceding the video content; or a 30-second TVC.

• 5 Minute Video Interview

Suggested content: Overview of your company, key learnings from your clients, how you are helping clients with their challenges, introducing new services, education, product overviews.





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

It publishes a suite of online and print publications in Australia and overseas that cover the retail and institutional financial services sectors. It also has a comprehensive events management capability, hosting more than 20 financial services specialist events.

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