



SMSEAdviser

MEDIA KIT 2018

THE AUTHORITATIVE SOURCE
OF NEWS AND STRATEGY FOR
SMSF PROFESSIONALS

www.smsfadviser.com

Reach a targeted audience of financial planners, accountants and SMSF advice specialists through the leading industry platform

TARGETED MEDIA

AN INFLUENTIAL PARTNER TO REACH AUSTRALIA'S SMSF PROFESSIONALS

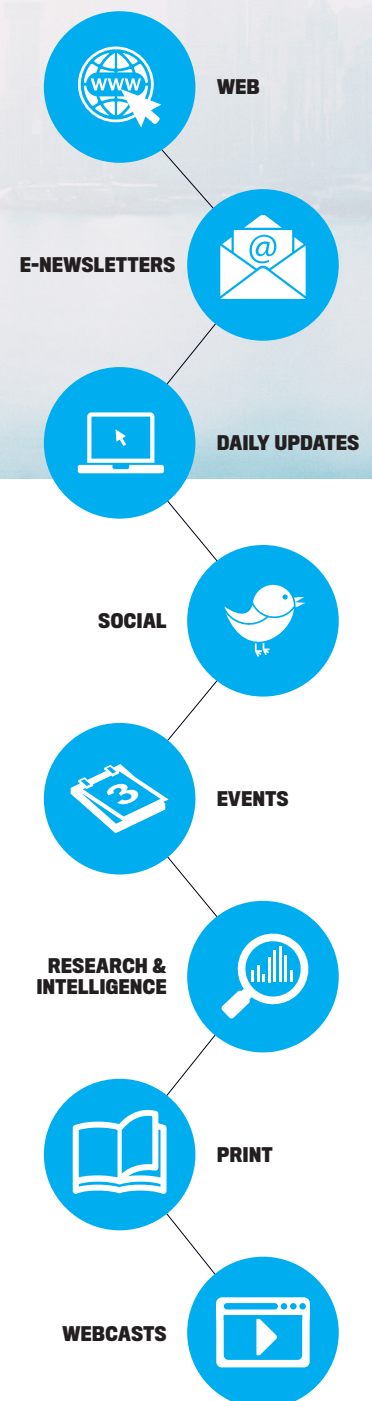
Since its launch in 2013, SMSF Adviser has quickly become the definitive source of news and strategy for the SMSF profession. From up-to-date compliance, regulatory and legal developments to cutting-edge features offering specialist advice on technical strategies and investment management, SMSF Adviser covers up-to-the-minute news, thought leadership and opinion.

Through an SMSF Adviser campaign, you can reach your target market of SMSF professionals via a trusted and influential platform. We deliver both traditional and pioneering print and digital avenues including magazine and web advertising, EDMs through to broadcast and native content.

If you do business with Australia's SMSF advisers or their clients, SMSF Adviser is the definitive influential partner to promote your brand, services or products.

Linking your business with SMSF professionals

Engage your target market and showcase your products and services via these interconnected channels:



WHY ADVERTISE WITH SMSF ADVISER?

- **Highly targeted:** Reach key decision makers in the lucrative SMSF industry
- **Frequency and reach:** A unique platform providing daily exposure for your business
- **Integrated platform:** Deliver your message via multiple communication channels and bespoke touchpoints
- **Quality journalism:** Position your message alongside superior content generated by experienced journalists
- **Sophisticated messaging:** Utilise content marketing initiatives to drive reader engagement through inspired content and storytelling
- **Proven partner:** Backed by one of Australia's fastest growing and most awarded media and information businesses



WEBSITE

Google Analytics

80,000

average pageviews per month

30,000

average users per month



PRINT

Circulation of:

9,910 (CAB Audit 09.17)

Bi-monthly magazine with 6 editions each year



E-NEWSLETTER

Frequency: Daily from Monday to Saturday. Breaking news and market intelligence delivered at 8:30am

Recipients: 15,000+

Open rate: 30%



SOCIAL

SMSF Adviser has a rapidly growing social following across all social channels, including Twitter, Facebook and LinkedIn.



PLATFORM ENGAGEMENT

71.94%

desktop

24.44%

mobile

3.62%

tablet

2018 RATES

Contact details

To discuss how SMSF Adviser can assist you and your business, please contact:

Terry Braithwaite

Head of partnerships

P: 02 8045 2002 (direct line)

E: terry.braithwaite@momentummedia.com.au



PRINT – SMSF ADVISER MAGAZINE

ADVERTISING RATES	CASUAL	3 EDITIONS (-5%)	6 EDITIONS (-10%)	12 EDITIONS (-25%)
Double Page Spread	\$14,500	\$13,775*	\$13,050*	\$10,875*
Full Page	\$7,950	\$7,553*	\$7,155*	\$5,963*
Junior Page	\$6,750	\$6,413*	\$6,075*	\$5,063*
Half Page	\$4,200	\$3,990*	\$3,780*	\$3,150*
Third Page	\$3,200	\$3,040*	\$2,880*	\$2,400*
Strip Banner	\$2,650	\$2,518*	\$2,385*	\$1,988*

Front cover - 50% loading fee | First half right-hand page - 20% loading fee

ONLINE – SMSFADVISER.COM

POSITION	1 MONTH	3 MONTHS (-10%)	6 MONTHS (-15%)	12 MONTHS (-20%)
Top Leaderboard	\$6,000	\$5,400*	\$5,100*	\$4,800*
Premium News Tile	\$5,750	\$5,175*	\$4,888*	\$4,600*
Top MREC	\$5,500	\$4,950*	\$4,675*	\$4,400*
Standard MREC	\$5,000	\$4,500*	\$4,250*	\$4,000*
Premium News Banner	\$4,000	\$3,600*	\$3,400*	\$3,200*
Pop-Up	\$7,950	\$7,155	\$6,757	\$5,962
Gutter/Skin	Available upon request			

Online positions have a minimum guaranteed 33% 'share of voice'

BULLETIN SPONSORSHIP – E-NEWSLETTER

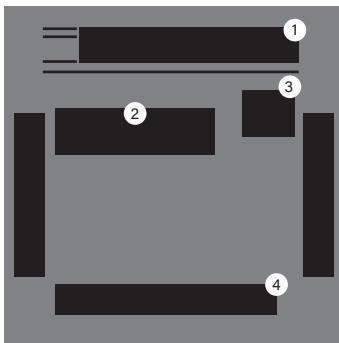
POSITION	1 MONTH	3 MONTHS (-10%)	6 MONTHS (-15%)	12 MONTHS (-25%)
Superbanner	\$7,950	\$7,155*	\$6,758*	\$6,963*
Banner A	\$6,500	\$5,850*	\$5,525*	\$4,875*
Banner B	\$5,500	\$4,950*	\$4,675*	\$4,125*
Tower 1	\$6,250	\$5,625*	\$5,313*	\$4,688*
Tower 2	\$5,500	\$4,950*	\$4,675*	\$4,125*
Tower 3	\$5,500	\$4,950*	\$4,675*	\$4,125*

Delivered daily to over 15,000+ subscribers

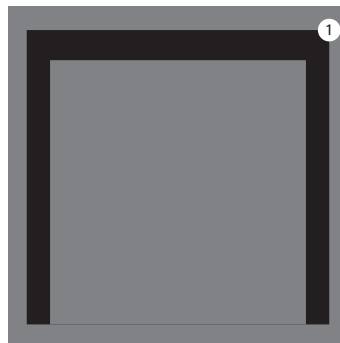
**Cost per month | All prices exclude GST.*



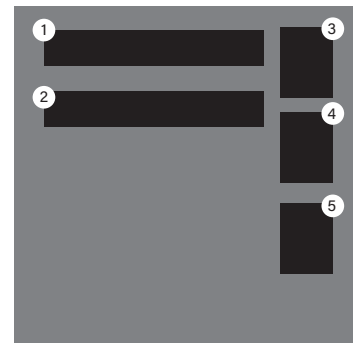
ADVERTISING POSITIONS



Online



Website Skin



Bulletin

ONLINE DIMENSIONS

ONLINE		WEBSITE SKIN		BULLETIN	
1. Top Leaderboard	(W) 1150px X (H) 90px + (W) 320px X (H) 50px	1. Website Skin	(W) 1500px X (H) 900px	1. Banner A	(W) 468px X (H) 60px
2. Premium News Tile	(W) 800px X (H) 250px			2. Banner B	(W) 468px X (H) 60px
3. Top MREC	(W) 300px X (H) 250px			3. Tower 1	(W) 120px X (H) 240px
4. Premium News Banner	(W) 600px X (H) 90px			4. Tower 2	(W) 120px X (H) 240px
5. Pop-Up	(W) 600px X (H) 300px			5. Tower 3	(W) 120px X (H) 240px
6. Pop-Up (Mobile)	(W) 300px X (H) 250px				

SPECIFICATIONS

WEBSITE

- **Format:** JPEG, GIF, animated GIF or HTML5 optimised for Google DFP (we prefer HTML5 creatives served via third party)
- **File Size:** File should not exceed 100KB
- **Rotation:** Unlimited

E-NEWSLETTER

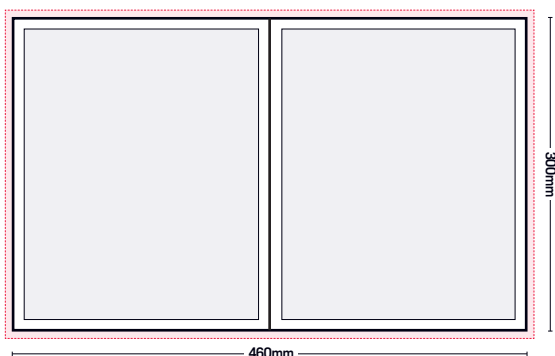
- **Format:** JPEG or GIF (still)
- **File Size:** File should not exceed 40KB



STANDARD ADVERTISING DIMENSIONS

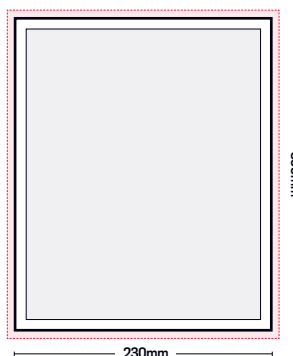
1. Double page spread (DPS)

- 460mm width x 300mm height



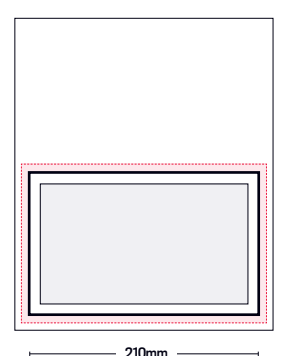
2. Full page

- 230mm width x 300mm height



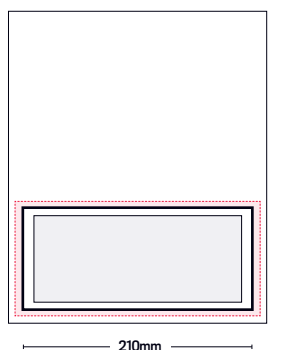
3. Half page horizontal

- 210mm width x 130mm height



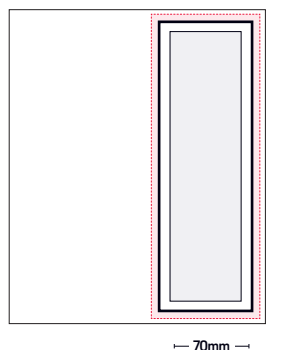
4. Third page horizontal

- 210mm width x 90mm height



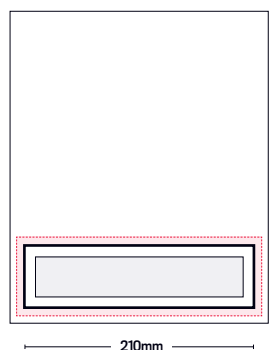
5. Third page vertical

- 70mm width x 250mm height



6. Strip banner

- 210mm width x 50mm height



SPECIFICATIONS

ALL ARTWORK MUST BE CMYK (NO SPOTS) AND 300 DPI COLOURS

- Dark/rich black or large areas of black should be 100% black, 40% cyan and this colour should not be set to overprint
- Ink weight should not exceed 290%

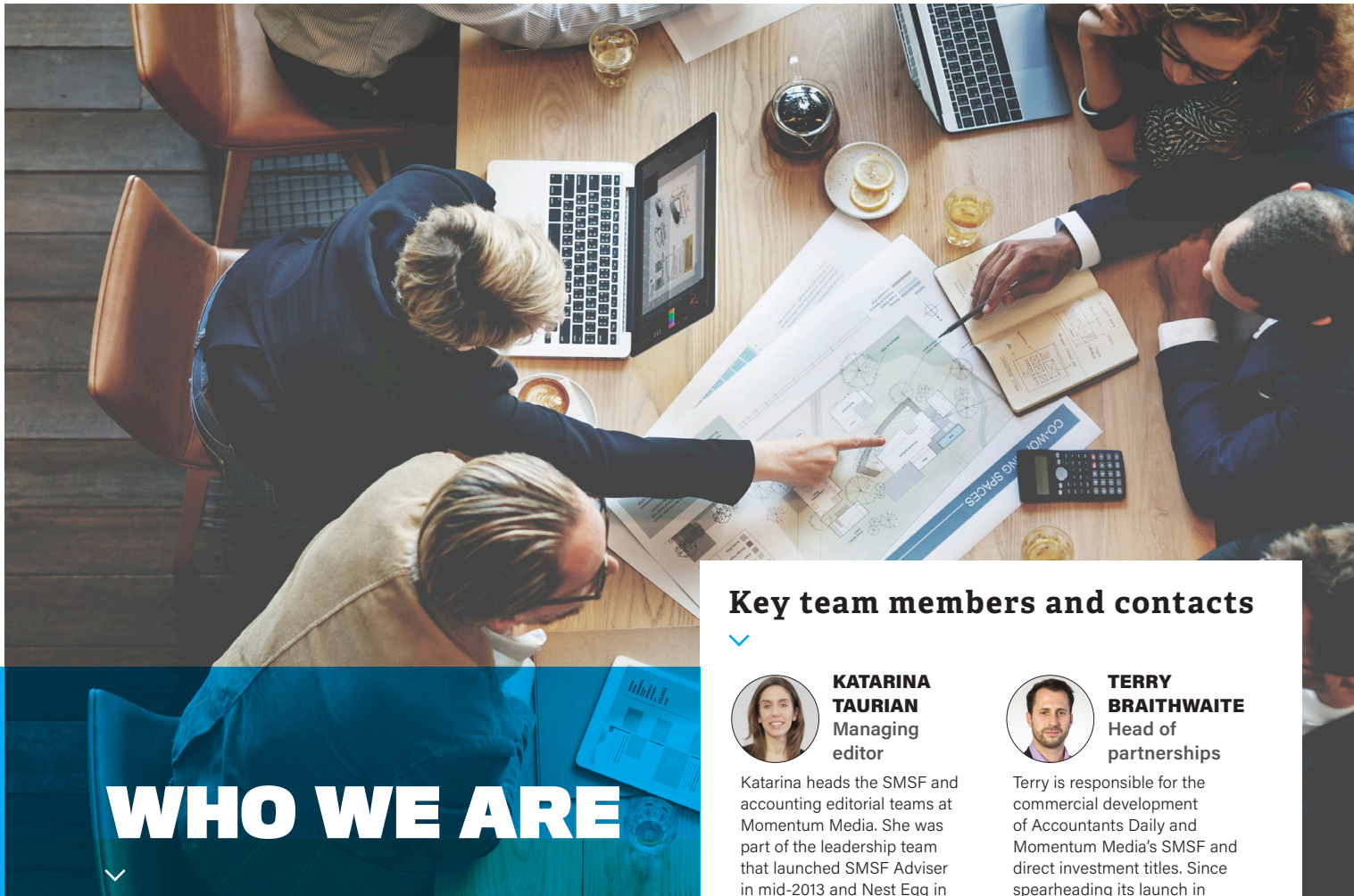
TYPE

- Body type should be 100% black ONLY. Please do not use registration black

- All type is to be a minimum of 5mm from the outside trim edge
- Large black type (over 40mm in height) should be rich black (100% black, 40% cyan)
- Type is to be no smaller than 5pt

ACCEPTED FILE FORMAT

- High Res PDF
- All pages to be supplied with 5mm bleed



WHO WE ARE

POWERED BY ONE OF AUSTRALIA'S MOST PROGRESSIVE AND SUCCESSFUL MEDIA BUSINESSES

With more than a decade of experience, Momentum Media — the business behind SMSF Adviser — is one of Australia's prominent media businesses. The company has been highly awarded for its ability to create energised and connected communities. Today, it engages an audience of over a million people across the legal, finance, wealth, retirement, investment, SME and real estate sectors.

Through a strategic multi-platform approach, SMSF Adviser will increase connectivity and engagement between fund managers, investment advisers, financial service providers, SMSF trustees and direct investors, ensuring your brand and marketing campaigns cut through and connect with your core target market.



MOMENTUM
MEDIA



Publishing Company of the Year
Business
WINNER



Key team members and contacts



KATARINA TAURIAN
Managing editor

Katarina heads the SMSF and accounting editorial teams at Momentum Media. She was part of the leadership team that launched SMSF Adviser in mid-2013 and Nest Egg in early 2016, and has since taken the reins of Accountants Daily and Public Accountant. At Momentum Media, she has been responsible for breaking some of the biggest superannuation and tax stories in Australia. Katarina is passionate about delivering quality, timely content to Momentum Media's audiences. She has lived and studied abroad, including in Southeast Asia and the United States.

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P: 02 9922 3300



TERRY BRAITHWAITE
Head of partnerships

Terry is responsible for the commercial development of Accountants Daily and Momentum Media's SMSF and direct investment titles. Since spearheading its launch in early 2013, Terry has focused on delivering SMSF Adviser to a broad audience of industry practitioners and to facilitate connectivity with industry stakeholders. He has been with Momentum Media for six years, after a career in sales and client development. Originally from Canada, Terry studied commerce and business at Niagara College before moving to Australia.

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RICHIE MARRIOTT
Partnerships manager

Richie looks after partnerships across two of our most premium titles: Accountants Daily and SMSF Adviser. Having completed a Masters in Business and Marketing at Nottingham Trent University in the UK and having part-owned a thriving retail store there, he is fully equipped with an in-depth knowledge of business processes, functions and marketing, enabling him to help businesses achieve their goals through partnership on Accountants Daily.

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JEHAN HAPUARACHCHI
Partnerships manager

Before joining the SMSF Adviser team, Jehan was a part of the events team within Momentum Media, working across a number of events including SMSF Adviser's very own SMSF Adviser Technical Strategy Day. Jehan is passionate about the industry and what can be done to provide SMSF professionals with the knowledge and products to ensure they are able to do the best job possible!

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