AB+F
An RFi Group company

MEDIA KIT 2018

www.australianbankingfinance.com
Asia-Pacific Banking & Finance Magazine (AB+F) is the recognised and respected trade news magazine of the Australian banking and finance community. For more than 20 years AB+F magazine has provided comprehensive coverage of the dynamic financial services sector, informing its readership of the major issues and trends affecting the industry through unique editorial coverage and a constant stream of professional events supporting the industry’s development. The magazine is available in both monthly print and daily online formats. The Daily Online email service conveniently delivers up to the minute breaking news for the banking and finance industry in Australia.

With a combination of the AB+F monthly magazine, AB+F daily online, website and the annual event program, our readers receive the most comprehensive coverage of the all the above mentioned sectors.
AB+F magazine is published monthly, with 1,000 copies sent to direct subscribers, media partners and corporate subscribers.

AB+F readers represent a spectrum of fields within the banking & financial services sector. 50 per cent of our readers operate at C-suite or board level within their organisations, ensuring AB+F is read by the key decision makers in the industry.

MAGAZINE SECTIONS

AB+F magazine includes featured articles on:

- BANKING
- CAPITAL MARKETS
- INSURANCE
- NEW ZEALAND
- WEALTH
- ASIAN MARKETS
- PROFESSIONAL DEVELOPMENT
- TECHNOLOGY
- INDUSTRY EVENTS
AB+F DAILY & WEBSITE

With online capabilities to provide a full suite of multimedia products and channels, AB+F offers to its clients the opportunity to consistently penetrate Australasia’s banking, finance and insurance markets online. AB+F Daily is circulated extensively to paid subscribers and executives within the banking and finance industry. Our online distribution to market professional is over 15,000 contacts.

“AB+F daily online is emailed every morning to over 10,000 readers and on average we receive 1,000 ‘click throughs’ within the first hour.”

Through the daily email newsletter and brand new AB+F website your products and services can be promoted directly to a qualified audience of over 25,000 contacts. The daily email newsletter and AB+F online website will work in conjunction with AB+F, our monthly print magazine, and industry events to offer AB+F readers the most comprehensive coverage of Australasia’s banking, finance and insurance industries.
OUR READERS

**AB+F PRINT MAGAZINE**

- **INDUSTRY**
  - 44% Banking
  - 7% Non-banking
  - 6% Insurance company
  - 5% Investor
  - 18% Professional services company
  - 1% Industry association

- **PROFESSION**
  - 5% Project/product/account manager/operations
  - 38% Banking professional
  - 20% Chief-suite
  - 10% Tech/vendor/service provider

**AB+F DAILY ONLINE**

- **INDUSTRY**
  - 43% Banking
  - 2% Communications agencies
  - 2% Government/regulator
  - 2% Industry association
  - 6% Insurance

- **PROFESSION**
  - 38% Banking professional
  - 15% Chief-suite
  - 10% Tech/vendor/service provider
  - 15% Professional services
  - 9% Marketing/communications/business development
  - 8% Finance/economics/risk/treasury/investment
  - 8% Project/product/account manager/operations

1% Government agency/regulator
1% Supplier
12% Technology
2% Communications agency
2% Education & training
10% Professional services
10% Marketing/communications/business development
7% Finance/economics/risk/treasury/investment
4% Investors
8% Non-banking
19% Professional services company
13% Technology
1% Education & training

PRINT ADVERTISING

FULL PAGE
Trim: 280 x 410mm
Text safe: 250 x 380mm
Bleed: 286 x 416mm

HALF PAGE HORIZONTAL
Trim: 250 x 190mm
Text safe: 220 x 160mm
No bleed

THIRD PAGE HORIZONTAL
Trim: 250 x 135mm
Text safe: 220 x 105mm
No bleed

CO-PUBLISHED/SPONSORED ARTICLE INCLUDES APPROXIMATELY 750 WORDS AND A PROFILE IMAGE.

CO-PUB / SPONSORED HORIZONTAL ARTICLE
Size: 250 x 270mm

CO-PUB / SPONSORED VERTICAL ARTICLE
Size: 280 x 410mm

FILE TYPE
High resolution PDF file at 300dpi and no bleed/crop marks (does not apply to co-pub/sponsored articles)

COLOURS
CMYK process (does not apply to PR piece and video)

SUBMISSION
Email to canne@rfigroup.com
DIGITAL ADVERTISING

DAILY NEWSLETTER

1 & 2 EMAIL BANNER
600 x 75px

3 EMAIL FOOTER BANNER
600 x 100px

WEBSITE

4 & 5 WEBSITE SKYSCRAPER
600 x 500px

AD SPECIFICATIONS

FILE TYPE
PNG / GIF / JPEG / JPG file at 72dpi

COLOURS
RGB process

IMAGE LINK
URL to be sent via email

SUBMISSION
Email to canne@rfigroup.com and vtrisal@rfigroup.com
## Rates & Deadlines

### Print Advertisements

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>Half Page Horizontal</td>
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<tr>
<td>Third Page Horizontal</td>
<td>$3,495.00</td>
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<td>Co-pub / Sponsored Article</td>
<td>$4,950.00</td>
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<tr>
<td><strong>Single run (one-off)</strong></td>
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<tr>
<td>Co-pub / Sponsored Article</td>
<td>$3,000.00</td>
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<tr>
<td><strong>Full year (10 editions)</strong></td>
<td>per issue</td>
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### Digital Advertisements

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<td>Daily email banner (Footer)</td>
<td>$2,950.00/month</td>
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<td>Website skyscraper</td>
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### 2018 Publication Dates & Deadlines

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<tr>
<th>Issue</th>
<th>Theme</th>
<th>AD Booking Deadline</th>
<th>AD Material Deadline</th>
<th>Co-Pub Article Deadline</th>
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<td>February</td>
<td>Mortgage Innovation</td>
<td>12 Jan</td>
<td>19 Jan</td>
<td>12 Jan</td>
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<td>March</td>
<td>The new banker/Macquarie</td>
<td>9 Feb</td>
<td>16 Feb</td>
<td>9 Feb</td>
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<tr>
<td>April</td>
<td>Cybersecurity</td>
<td>12 Mar</td>
<td>19 Mar</td>
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<tr>
<td>May</td>
<td>Young bankers/Retail banking</td>
<td>13 Apr</td>
<td>20 Apr</td>
<td>13 Apr</td>
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<tr>
<td>June</td>
<td>Open banking</td>
<td>11 May</td>
<td>18 May</td>
<td>11 May</td>
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<td>July</td>
<td>SME banking</td>
<td>11 Jun</td>
<td>18 Jun</td>
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<td>August</td>
<td>Payments Innovation</td>
<td>13 Jul</td>
<td>20 Jul</td>
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<td>September</td>
<td>Insurance</td>
<td>10 Aug</td>
<td>17 Aug</td>
<td>10 Aug</td>
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<td>October</td>
<td>Culture</td>
<td>14 Sep</td>
<td>21 Sep</td>
<td>14 Sep</td>
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<td>November / December</td>
<td>The year ahead</td>
<td>15 Oct</td>
<td>22 Oct</td>
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**Distribution date:** Second week of month except for Nov / Dec issue

Note: all themes outlined above and on our editorial schedule are for guidance only, and not intended to be a comprehensive list of every story we will be running in 2018. If you have insight into a topic not listed here that you would like to see covered by AB+F, please contact our editorial team to discuss.
AB+F in conjunction with RFi Group, produces over 80 key events throughout the calendar year, throughout Australia, Asia, Middle East, North America and the UK. The events we produce range from large scale, 1000+ delegate industry conferences to bespoke corporate briefings and luncheons, effectively managing the process from event strategy development through to event delivery. Our aim is to produce quality interactive forums with insightful and relevant debate. We utilise our market insight to produce high-quality industry gatherings that provide attendees with both topical and thought provoking sessions. Our events are aimed at senior level industry leaders.

“...In 2017, AB+F worked with over 650 speakers to produce more than 200 pages of content, looked after over 4000 delegates, captured over 1000 moments on camera and collaborated with over 300 event partners."

AB+F customises packages for advertisers/sponsors based on their strategic needs and objectives to ensure they receive maximum exposure and coverage throughout the industry.

Events with sponsorship and advertising opportunities hosted by AB+F include:

**Lunch with Big Four CEO’s**

Private luncheons with the CEOs of each of the “Big Four” Australian banks.

Seats at these luncheons are reserved for key stakeholders from AB+F’s major clients.

Please email vtrisal@rfigroup.com for details on how you can be involved.

**Leaders Lecture Series**

As the industry’s magazine, AB+F delivers the extremely popular AB+F Randstad Leaders Lecture Series in two distinct formats, a luncheon or a cocktail event. The series is a platform for industry leaders to discuss the way forward for the banking, insurance and finance sector. AB+F also offers Lecture Evening Series and Leaders Lecture Luncheon, the two highly-regarded networking functions.
Boardroom/Roundtable Discussion
AB+F hold a series of targeted executive roundtable discussions. The content of the conversation from these two-hour sessions are chaired, recorded, transcribed, edited and published in a subsequent edition of AB+F.

These sessions are invitation only with exclusivity given to the sponsoring organisation. The opportunity to have two hours of face-to-face interaction with your prospective clients provide you to lead discussions revolving around the company’s strengths in the market.

Panel Discussion Luncheon
Our series of targeted executive panel discussion luncheons are well attended, usually attracting between 120 and 150 delegates. AB+F will secure between four and six appropriately qualified panel members and, in consultation with the event sponsors and panel participants, a list of timely, relevant and challenging topics are created for the discussion. A two-page edited report covering the major points made during the discussion and the Q&A session, along with high-quality photographs, will appear in a subsequent edition of the magazine.

One or two day conferences/forums
AB+F in partnership with RFI Group regularly conduct annual one or two day conferences on various key topics attracting large audiences where there are various opportunities for sponsorship and exhibitions at different levels. Two day conferences hosted by AB+F include Australian Mortgage Innovation Summit, Australian Retail Banking Conference, Australian Business Banking Summit, Global Digital Banking Conference and Australian Insurance Summit. These forums often hold networking opportunities or awards nights in conjunction with the day sessions.
SNAPSHOTS 2017

1 Australian Business Banking Summit  
2 Australian Business Banking Awards  
3 AB+F Randstad Leaders Lecture Series - David Boyle  
4 AB+F Randstad Leaders Lecture Series - Deanne Stewart  
5 ARCA National Conference ‘17  
6 ARCA National Conference ‘17  
7 Quadient (formerly GMC) Roundtable  
8 Australian Mortgage Innovation Summit  
9 Global Digital Banking Conference - AU edition
CONTACT US

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