Reach National and New Zealand audience

Connect with the top earners and business decision makers in Australia and New Zealand

MEDIA KIT 2020

 chiartered accountants™ AUSTRALIA + NEW ZEALAND
Acuity magazine

Connect with an otherwise hard-to-reach audience in our relaunched magazine with a new expert team and a fresh approach.

Acuity content pillars

**THOUGHT LEADERSHIP:** Thought leadership pieces from the CA ANZ President and CA ANZ’s own policy team set the tone for the edition. Acuity also highlights members’ views on topic subjects.

**INSIGHT:** Big-picture feature stories and in-depth interviews addressing the most pressing challenges in the economy, in society, technology, business and finance. Peppered with specialist columns from industry experts and CA ANZ leaders.

**EXPERTISE:** Opening with a C-Suite interview, this section is packed with practical and informative articles to support CA ANZ members as they stay on top of all the latest in technical accounting standards and technology.

**COMMUNITY:** Connecting CA ANZ members with each other and engaging them via the organisation’s events, charity partnerships, mentoring programs, library services, governance resources and recognition of excellence.

Editor Hannah Tattersall has 15 years’ experience as an editor and journalist. She has worked for The Australian Financial Review, News Corp and 21st Century Fox in New York and written for a range of publications, including In The Black and Qantas magazine.
Who are CA ANZ?

Chartered Accountants Australia and New Zealand (CA ANZ) is part of a worldwide network of trusted business and finance leaders

- CA ANZ is a membership body that dominates the ranks of business and finance in Australia and New Zealand, providing its member base with the skills to make a difference to business, economies and societies.
- CA ANZ empowers its 125,802* members to become the business leaders of tomorrow.
- Acuity is the member magazine of CA ANZ, delivered bi-monthly to 79,532 members who have elected to subscribe.
- Acuity is also online at Acuitymag.com, with its content amplified through a fortnightly EDM.
- Acuity delivers content that engages this valuable audience around a diverse range of issues, including innovation, mega trends and strategy.
- CA ANZ’s community of members are high-income earners who exert a strong degree of influence over business spending decisions.
- Acuity is also readily available across Australia and New Zealand in Qantas business lounges.

Source: *CA ANZ Annual Report 2019
MISSING WAGES
18,000 UNDERPAID
EMPLOYEES
$3.6 BILLION
SUPER
SHORTFALL
29,000
WORKPLACE
DISPUTES
CAN WE
FIX IT?

PLUS:
PREVENTING INSOLVENCY
● MEET THE NEW CA ANZ PRESIDENT
● HOW TO CHOOSE THE RIGHT CLOUD INTEGRATOR

79,532 guaranteed
circulation
Engage a highly captive audience of opt-in subscribers. 6 editions per year.

21,421 subscribers Avg.
Open rate of 36.7%
Ad click-through rate 14.85%
Weekly send
Target a highly engaged subscriber base. Emails can be segmented by country (Aus or NZ)
Subscriber numbers:
AU 14,243, NZ: 4,860,
INT 2,318
(Source Marketo)
Date: data until 8.10.2019)

21,421 subscribers Avg.
Open rate of 36.7%
Ad click-through rate 14.85%
Weekly send
Target a highly engaged subscriber base. Emails can be segmented by country (Aus or NZ)
Subscriber numbers:
AU 14,243, NZ: 4,860,
INT 2,318
(Source Marketo)
Date: data until 8.10.2019)

181,000 monthly UAs
Engage an online audience of professionals who spend an average of 3:40 mins on the CA ANZ website. Your brand has the opportunity to host display ads or native content on acuitymag.com, part of the CA ANZ website.

181,000 monthly UAs
Engage an online audience of professionals who spend an average of 3:40 mins on the CA ANZ website. Your brand has the opportunity to host display ads or native content on acuitymag.com, part of the CA ANZ website.

16,700 followers
Amplify your content to Acuity’s online audience of professionals across Facebook, Linkedin and Twitter.

Target the most engaged CA ANZ members, or segment by region, city, age, gender, job title, firmographic .
Reach 60,000+

Connect and network directly with professionals at our existing events or partner with Acuity team to create a bespoke solution.

WEB
181,000 monthly UAs
Engage an online audience of professionals who spend an average of 3:40 mins on the CA ANZ website. Your brand has the opportunity to host display ads or native content on acuitymag.com, part of the CA ANZ website.

SOCIAL
16,700 followers
Amplify your content to Acuity’s online audience of professionals across Facebook, Linkedin and Twitter.

EVENTS
Connect and network directly with professionals at our existing events or partner with Acuity team to create a bespoke solution.
Why invest

The *Acuity* content network offers you the opportunity to engage the top earners and business decision-makers in the region.

| The average annual income of a CA ANZ member is **$147,054**** | CA ANZ members who are partners, management consultants or C-suite executives are earning, on average **$297,061**** | CA ANZ members have on average **$2.1 million** in savings and investments* | CA ANZ members have 9 x the savings and investment power compared to the Australian average*** |
| In 2017, CA ANZ members took **223,685** return flights relating to business travel* | **36,761** CA ANZ members plan on taking a domestic holiday in the year ahead* | **42,784** CA ANZ members plan on taking an international holiday in the year ahead* | CA ANZ members are responsible for **$64.3 billion** worth of annual business decisions** |

Sources:
*Chartered Accountants Remuneration Survey 2017
**Chartered Accountants Remuneration Survey 2018
***Roy Morgan, September 2018, Australian averages

PAGE 5
Our members

The CA ANZ member base is made up of 125,802 affluent professionals across a range of sectors. 74% of our members have opted in to receive our magazine.

CA workplaces

Australia 51,898

New Zealand 20,324

Rest of the world 7,310

Source: CA ANZ Annual Report 2019
Acuity magazine advertorial and native content

Bring your brand story to life with native content produced by our expert team.

What is advertorial?
This is a clear recognisable advertisement, which is more product/service-led in the form of editorial content. The content is supplied by the client.

What is native content?
Expertly written commissioned content, which follows a natural and organic form in keeping with the editorial style of the magazine.

*Production costs apply (in addition to media cost)
Fly Sheet Offering

Be the first seen with a prominent position on the mailing flysheet which is delivered to the entire Acuity subscription database. This is a unique opportunity to amplify your brand message to a highly targeted and engaged audience.

Advertisers receive:

- Branding or unique offer opportunity on the front-facing page
- A full page ad on the reverse side

Rate: $8,500* + GST

*Production costs apply (in addition to media cost)

Laithwaites Fine Wine Offer!

Members of Chartered Accountants Australia and New Zealand are personally invited to partake in a very special offer. Thanks to Laithwaite’s Wine People, you can enjoy a superb collection of 12 rich reds plus a Dartington Crystal Decanter and 2 FREE bottles of the stunning 90pt, FIVEm-time Gold-winning Blue Pyrenees Dry Grown Shiraz (together worth $126), an all round “juicy” (Halliday) Shiraz from a prestigious 5 Red Star Victorian winery – all for just $139.99. Plus enjoy FREE DELIVERY!
Acuity online

Amplify your content to an engaged online audience

Charteredaccountantsanz.com

181,000
UAs per month*

558,000
page impressions per month*

3:40 minutes average time on site*

Leaderboard and skyscraper placements are rotated across the main CA ANZ website and acuitymagazine.com

MREC ad size available on mobile only.
MREC spec: 300 x 250

Native content, with 1x brand link can be placed on acuitemag.com

*Adobe Analytics, August 2018, 3 months average   **Max file size: 100kb, and tracking url.
We do not support third-party ad tag or 'ad placement tag' generated from a third party ad server
Acuity EDM

Get your message in the inbox of our highly engaged subscribers

21,421*
subscribers to our weekly email

36.7%*
open rate

EDMs can be segmented by AU, NZ, International, or full run.

AU and NZ subscriber numbers:
AU: 14,243
NZ: 4,860
INT: 2,318

650 x 125
Placement (3 x banners per EDM)
File type gif, jpeg or PNG
Max. file size 100kb

* Click through rate of 14.85%  Source: Marketo. Data until 16.09.2019
**Rates**

### Magazine rates

<table>
<thead>
<tr>
<th></th>
<th>Australia AUD (excl. GST)</th>
<th>Casual</th>
<th>3 issues (15%)</th>
<th>6 issues (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>$11,280</td>
<td>$9,588</td>
<td>$8,460</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$7,200</td>
<td>$6,120</td>
<td>$5,400</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>$4,680</td>
<td>$3,978</td>
<td>$3,510</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New Zealand AUD (excl. GST)</td>
<td>Casual</td>
<td>3 issues (15%)</td>
<td>6 issues (25%)</td>
</tr>
<tr>
<td>Double page</td>
<td>$6,697</td>
<td>$5,693</td>
<td>$5,022</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$3,443</td>
<td>$3,028</td>
<td>$2,672</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>$2,293</td>
<td>$1,949</td>
<td>$1,718</td>
<td></td>
</tr>
</tbody>
</table>

**Special position loadings**
- Outside back cover: 30%
- Inside front cover: 20%
- Inside back cover: 15%
- First double page: 15%
- Right-hand page (first half of book): 10%

**Native content amplification rates**
- Amplify your print article on the Acuity website, Acuity EDM, and Acuity socials: $4,000 per article in addition to print media rate

### Combined magazine rates for Australia and New Zealand

<table>
<thead>
<tr>
<th></th>
<th>Combined AUD (excl. GST)</th>
<th>Casual</th>
<th>3 issues (15%)</th>
<th>6 issues (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>$16,179</td>
<td>$13,752</td>
<td>$12,134</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$9,579</td>
<td>$8,142</td>
<td>$7,184</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>$6,276</td>
<td>$5,335</td>
<td>$4,707</td>
<td></td>
</tr>
</tbody>
</table>

### Loose insert rates

<table>
<thead>
<tr>
<th>Weight</th>
<th>0-5g</th>
<th>6-10g</th>
<th>11-15g</th>
<th>16-20g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per '000</td>
<td>$165</td>
<td>$245</td>
<td>$310</td>
<td>$375</td>
</tr>
</tbody>
</table>

### Acuity EDM rates

<table>
<thead>
<tr>
<th></th>
<th>1 banner</th>
<th>2 banners</th>
<th>3 banners</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDM</td>
<td>$2,000</td>
<td>$1,750 per banner</td>
<td>$1,500 per banner</td>
</tr>
</tbody>
</table>

### Website rates

<table>
<thead>
<tr>
<th></th>
<th>Geo-target</th>
<th>1 month</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, Skyscraper (MREC available on mobile only)</td>
<td>Australia</td>
<td>$3,500</td>
<td>$2,500 per insertion</td>
</tr>
<tr>
<td></td>
<td>New Zealand</td>
<td>$2,000</td>
<td>$1,500 per insertion</td>
</tr>
</tbody>
</table>

**Chartered Accountants Australia + New Zealand**

---

**PAGE 11**
# Deadlines

## Digital advertising deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Material deadline</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr/May 2020</td>
<td>Feb 20, 2020</td>
<td>Feb 27, 2020</td>
<td>Apr 1, 2020</td>
</tr>
<tr>
<td>June/July 2020</td>
<td>Apr 23, 2020</td>
<td>Apr 30, 2020</td>
<td>June 1, 2020</td>
</tr>
</tbody>
</table>

## Native content deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Final client approval</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr/May 2020</td>
<td>Jan 20, 2020</td>
<td>Feb 20, 2020</td>
<td>Apr 1, 2020</td>
</tr>
<tr>
<td>June/July 2020</td>
<td>Mar 23, 2020</td>
<td>Apr 23, 2020</td>
<td>June 1, 2020</td>
</tr>
</tbody>
</table>

## Print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Material deadline</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr/May 2020</td>
<td>Feb 20, 2020</td>
<td>Feb 27, 2020</td>
<td>Apr 1, 2020</td>
</tr>
<tr>
<td>June/July 2020</td>
<td>Apr 23, 2020</td>
<td>Apr 30, 2020</td>
<td>June 1, 2020</td>
</tr>
</tbody>
</table>

## Loose insert advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Insert delivery deadline</th>
<th>Delivered to CA ANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr/May 2020</td>
<td>Mar 2, 2020</td>
<td>March 9, 2020</td>
<td>Apr 1, 2020</td>
</tr>
<tr>
<td>June/July 2020</td>
<td>May 4, 2020</td>
<td>May 11, 2020</td>
<td>June 1, 2020</td>
</tr>
<tr>
<td>Dec/Jan 2021</td>
<td>Nov 3, 2020</td>
<td>Nov 10, 2020</td>
<td>Dec 1, 2020</td>
</tr>
</tbody>
</table>

## Booking deadline

- 4 weeks before live date

## Material deadline

- 2 weeks before publication
Material submission

<table>
<thead>
<tr>
<th>Insertion</th>
<th>Trim size (H x W)</th>
<th>Type / Design area (H x W)</th>
<th>Bleed (H x W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>To be supplied as two single pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>275mm x 210mm</td>
<td>259mm x 194mm</td>
<td>285mm x 220mm</td>
</tr>
<tr>
<td>Half-page vertical</td>
<td>275mm x 100mm</td>
<td>259mm x 84mm</td>
<td>285mm x 110mm</td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>135mm x 210mm</td>
<td>119mm x 194mm</td>
<td>145mm x 220mm</td>
</tr>
<tr>
<td>Third-page vertical</td>
<td>275mm x 70mm</td>
<td>259mm x 54mm</td>
<td>285mm x 80mm</td>
</tr>
</tbody>
</table>

Left/right hand pages on double-page spreads are to be noted at the end of the booking number, e.g. 12345678ABL / 12345678ABR.

The order of consecutive advertisements is to be noted in the material instructions. Please contact production (adproduction@news.com.au) prior to sending revised files to ensure that the correct material appears.

PROOFS: For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 colour proof created from the supplied file at 100%. Medium Rare Content uses guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.

In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must be supplied with a 3DAPv3 endorsed control strip printed next to the advertisement.

No responsibility will be taken for print colour reproduction when a 3DAPv3 colour proof is not supplied. For more information regarding 3DAPv3 proofing guidelines, visit 3dap.com.au

FILE FORMAT: Medium Rare Content uses 3DAPv3 separation profiles (3DAPv3PAPERTYPE-3_280_F45.icc), an Australian standard for proofing and printing. Files to be created in PDF version 1.3 or 1.4. PDF files to be supplied in CMYK format with all fonts embedded into the file. RGB or spot colour files will be rejected. PDF files need to be supplied as single page files, unless supplying gatefold PDF files.
Contact us

STEVE KOUTSOUKOS
Head of Sales, Business & Entertainment
Phone: +61 2 8114 8938
Email: steve.koutsoukos@mediumrarecontent.com

ISABELLA SEVERINO
NSW Advertising Manager
Phone: +61 2 8114 8916
Email: isabella.severino@mediumrarecontent.com

GEOFF HALPIN
NSW Senior Account Manager
Mobile: +61 2 8114 8974
Email: geoff.halpin@mediumrarecontent.com

STUART TOVEY
NZ Business Development Manager
Phone: +64 21 711 606
Email: stuart.tovey@mediumrarecontent.com

FOR EDITORIAL ENQUIRIES
acuityeditorial@mediumrarecontent.com