Reach National and New Zealand audience

Connect with the top earners and business decision makers in Australia and 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.

Editor Sally Rose has more than a decade of experience as a business and finance journalist. She was editor of Investment Magazine and has worked as a finance journalist at The Australian Financial Review.

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.

**AMAZON’S MONEY MAN**
An exclusive interview with the online behemoth’s treasurer, Kurt Zumwalt.

**BAD WEATHER AHEAD?**
Get ready to disclose climate-related risks in financial reports.

**ROOT CAUSE ANALYSIS:**
How understanding medical mishaps improved audit quality.

**VOL 6 ISSUE 3 AUSTRALIA JUNE/JULY 2019**

**AUSTRALIAN EDITION**

**ACUITYMAG.COM**

**JUNE/JULY 2019 VOL 6 ISSUE 3**

**CHARtered ACCOUNTANTS™ AUSTRALIA + NEW ZEALAND**
What is 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 123,044 members to become the business leaders of tomorrow.

- Acuity is the member magazine of CA ANZ, delivered bi-monthly to 91,196 members who have elected to subscribe.

- Acuity is also online at Acuitemag.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: *Chartered Accountants internal data, October 2018
Introducing Acuity

MAGAZINE
91,196 guaranteed circulation
Engage a highly captive audience of opt-in subscribers. 6 editions per year.

EDM
17,025 subscribersAvg.
Open rate of 16%
Fortnightly send
Target a highly engaged subscriber base. Emails can be segmented by country (Aus or NZ)

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.

SOLUS EDMs
Target entire membership, or:
- Region
- City
- Age
- Gender
- Job title
- Firmographic
- Reach 123,000+

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

Sources: *Chartered Accountants internal data, October 2018; **Adobe Analytics, August 2018, 3 month rolling average
Why invest

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

<table>
<thead>
<tr>
<th>The average annual income of a CA ANZ member is $147,054** 3 times the average wage***</th>
<th>CA ANZ members who are partners, management consultants or C-suite executives are earning, on average $297,061**</th>
<th>CA ANZ members have on average $2.1 million in savings and investments*</th>
<th>CA ANZ members have 9 x the savings and investment power compared to the Australian average***</th>
</tr>
</thead>
<tbody>
<tr>
<td>In 2017, CA ANZ members took 223,685 return flights relating to business travel*</td>
<td>36,761 CA ANZ members plan on taking a domestic holiday in the year ahead*</td>
<td>42,784 CA ANZ members plan on taking an international holiday in the year ahead*</td>
<td>CA ANZ members are responsible for $64.3 billion worth of annual business decisions**</td>
</tr>
</tbody>
</table>

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

The CA ANZ member base is made up of 123,044 affluent professionals across a range of sectors. 74% of our members have opted in to receive our magazine.

CA workplaces 2017

Education 1%
Other 15%
Not for Profit 1%
Big 4 11%
Government 5%
Practice 29%
Commerce 34%

Australia 65,268

WA 9%
NT 0%
Qld 34%
NSW 12%
SA 4%
VIC 38%
ACT 2%
TAS 1%

New Zealand 24,314

Rest of the world 1,614

Age profile 2017

MEMBER AGES

Rest of the world 1,614

Source: Acuity magazine October 2018, circulation figures
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.
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 acuitemagazine.com

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

*Adobe Analytics, August 2018, 3 months average
Acuity EDM

Get your message in the inbox of our highly engaged subscribers

17,318*
subscribers to our fortnightly email

16%*
open rate

650 x 125
Placement (3 x banners per EDM)

*Marketo, April 2019
# Rates

## Magazine rates

### Australia AUD (excl. GST)

<table>
<thead>
<tr>
<th>Type</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>
</tr>
<tr>
<td>Full page</td>
<td>$7,200</td>
<td>$6,120</td>
<td>$5,400</td>
</tr>
<tr>
<td>Half page</td>
<td>$4,680</td>
<td>$3,978</td>
<td>$3,510</td>
</tr>
</tbody>
</table>

### New Zealand AUD (excl. GST)

<table>
<thead>
<tr>
<th>Type</th>
<th>Casual</th>
<th>3 issues (15%)</th>
<th>6 issues (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>$6,697</td>
<td>$5,693</td>
<td>$5,022</td>
</tr>
<tr>
<td>Full page</td>
<td>$3,443</td>
<td>$3,028</td>
<td>$2,672</td>
</tr>
<tr>
<td>Half page</td>
<td>$2,293</td>
<td>$1,949</td>
<td>$1,718</td>
</tr>
</tbody>
</table>

### Special position loadings

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover</td>
<td>30%</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>20%</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>15%</td>
</tr>
<tr>
<td>First double page</td>
<td>15%</td>
</tr>
<tr>
<td>Right-hand page (first half of book)</td>
<td>10%</td>
</tr>
</tbody>
</table>

## Combined magazine rates for Australia and New Zealand

### Combined AUD (excl. GST)

<table>
<thead>
<tr>
<th>Type</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>
</tr>
<tr>
<td>Full page</td>
<td>$9,579</td>
<td>$8,142</td>
<td>$7,184</td>
</tr>
<tr>
<td>Half page</td>
<td>$6,276</td>
<td>$5,335</td>
<td>$4,707</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>

## EDM rates

<table>
<thead>
<tr>
<th>Type</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>Geo-target</th>
<th>1 month</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC, Leaderboard, Skyscraper Australia</td>
<td>$3,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>New Zealand</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
# Deadlines

## Print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Material deadline</th>
<th>Delivered to CAANZ members</th>
</tr>
</thead>
<tbody>
<tr>
<td>June/July 2019</td>
<td>26 April 2019</td>
<td>3 May 2019</td>
<td>3 June 2019</td>
</tr>
<tr>
<td>August/September 2019</td>
<td>24 June 2019</td>
<td>2 July 2019</td>
<td>1 August 2019</td>
</tr>
<tr>
<td>October/November 2019</td>
<td>26 August 2019</td>
<td>3 September 2019</td>
<td>1 October 2019</td>
</tr>
<tr>
<td>December/January 2019-20</td>
<td>24 October 2019</td>
<td>30 October 2019</td>
<td>2 December 2019</td>
</tr>
</tbody>
</table>

## Digital advertising deadlines

- **Booking deadline**: 4 weeks before live date
- **Material deadline**: 2 weeks before publication

## Print native content deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Final client approval</th>
</tr>
</thead>
<tbody>
<tr>
<td>June/July 2019</td>
<td>18 March 2019</td>
<td>3 May 2019</td>
</tr>
<tr>
<td>August/September 2019</td>
<td>13 May 2019</td>
<td>28 June 2019</td>
</tr>
<tr>
<td>October/November 2019</td>
<td>15 July 2019</td>
<td>30 August 2019</td>
</tr>
<tr>
<td>December/January 2019-20</td>
<td>12 September 2019</td>
<td>28 October 2019</td>
</tr>
</tbody>
</table>

## Loose insert deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>June/July 2019</td>
<td>6 May 2019</td>
<td>13 May 2019</td>
</tr>
<tr>
<td>August/September 2019</td>
<td>5 July 2019</td>
<td>12 July 2019</td>
</tr>
<tr>
<td>October/November 2019</td>
<td>6 September 2019</td>
<td>13 September 2019</td>
</tr>
<tr>
<td>December/January 2019-20</td>
<td>6 November 2019</td>
<td>10 December 2020</td>
</tr>
</tbody>
</table>
**Magazine material specifications**

**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.

**DISCLAIMER:** While Medium Rare Content is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to Medium Rare Content specifications. Medium Rare Content cannot accept requests to modify supplied advertising material. Advertising material must be delivered on time so that quality checking procedures can take place. Advertising material will be archived for three issues and advertising related correspondence i.e. – MI’s, emails confirming repeats etc will be archived for six months. Medium Rare Content reserves the right to refuse any advertising material.
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