



By the industry, for the industry

# media kit 2012

[www.superannuation.asn.au](http://www.superannuation.asn.au)

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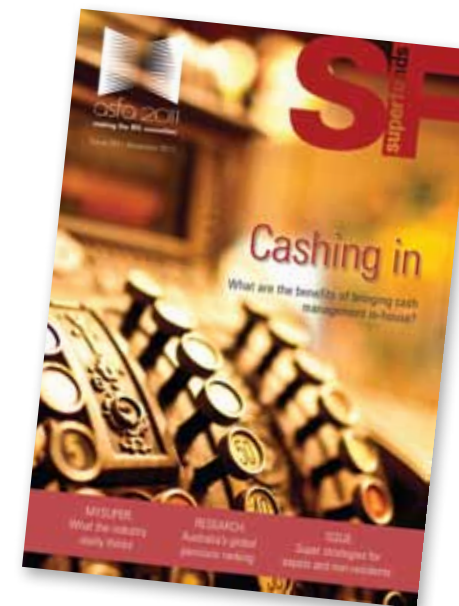
*Superfunds* is the official publication of **The Association of Superannuation Funds of Australia**. ASFA is the peak policy, research and advocacy body for Australia's superannuation and retirement industry.

*Superfunds* is written by the industry for the industry and has been part of the superannuation landscape for more than 40 years. Its comprehensive editorial coverage assists superannuation professionals in understanding complex industry developments.

Published monthly (11 issues a year), *Superfunds* is dedicated to examining major trends and issues relevant to all segments of the superannuation industry.

Committed to informing, provoking and educating readers, *Superfunds* delves into all facets of super policy, management, investment, regulation, legislation, compliance, education, communication, governance, administration and post-retirement matters.

Our expert team of journalists is dedicated to putting the hard issues under the magnifying glass, to provide in-depth research and analysis about superannuation. We also feature articles authored by the industry's thought leaders, providing their views and insights on timely and relevant issues.



## What the industry says about *Superfunds*

*Superfunds* magazine attracted extremely positive feedback in ASFA's last Annual Stakeholder Survey, conducted by an independent research house.

Our members told us that they value *Superfunds* highly and find it exceptionally relevant and useful. In fact, *Superfunds* is one of ASFA's most frequently used services by our members.

The research also reported that *Superfunds* articles are of a very high standard and allow readers to keep up to date with current trends and emerging issues in the superannuation industry.

Here are a few verbatim comments from our readers:

*"The articles contained in the magazine are always spot on with the latest developments in the super industry."*

*"Superfunds enables me to remain updated on current issues impacting the industry, and how to best implement policies and procedures in the administrative services we provide."*

# Take advantage of these benefits

Align yourself with the official publication of ASFA, the association that represents funds managing more than 80 per cent of superannuation assets under management (other than self-managed superannuation assets).

Average monthly circulation is 2,700 with distribution increasing to more than 4,500 for the ASFA National Conference bumper edition in November.

Readership numbers are higher still with more than 50 per cent of subscribers sharing their copy with at least one other person.

Nearly 50 per cent of subscribers share the magazine with more than six additional readers.

More than 70 per cent of readers have received *Superfunds* for three years or more, with 25 per cent subscribing for more than 10 years.

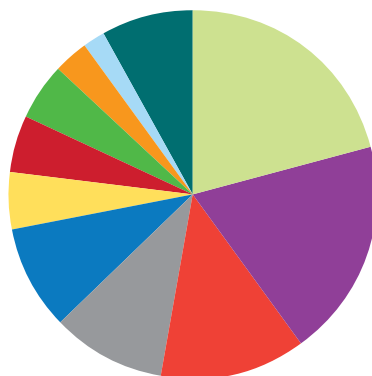
# Reach key decision makers

By advertising in *Superfunds* you gain access to an exclusive and hard to reach audience of superannuation trustees, managers and other industry professionals. Our controlled circulation of 2,700 targets key decision makers in the industry.

A survey of readers found that trustees are involved in the overall decision-making process to purchase one or more of the following:

Fund administration	(73%)
Investment consulting	(63%)
Investment products	(56%)
Legal/compliance advice	(54%)
Attendance at industry events	(52%)
Insurance products	(40%)
Staff education and professional development	(38%)
Outsourced superannuation management	(33%)
Custody	(25%)
ERFs	(19%)
IT and software	(17%)

More than 37 percent of readers take note of the advertisers relevant to their purchasing decisions.



## TOP RESPONSIBILITIES OF READERS

Trustee board	21%	HR and employee benefits	5%
Superannuation management	19%	Investment management	5%
Client services	13%	IT and software	3%
Legal and compliance	10%	Actuarial	2%
Administration	9%	Other	8%
Marketing and communications	5%		

# Reach new audiences

*Superfunds* is committed to finding fresh and innovative ways to reach new audiences and help increase the awareness of your brand.

You now have the ability to leverage your print ad online with online advertising opportunities. Your ad can be positioned in the *Superfunds* e-newsletter and on the dedicated *Superfunds* landing page of the ASFA website.

For a small additional investment, your print ad can also appear in the iPad version of the magazine. For details, contact Carolyn West on 02 8079 0851.

# Online advertising

This limited opportunity is available to a maximum of three advertisers each month. Purchase a minimum half-page print ad in *Superfunds* and then have the choice of two different sized online advertising placements for an additional fee.

Your online ad will feature on the *Superfunds* landing page of the ASFA website for the period of booking; in-line with the lifecycle of the issue featuring your print ad. It will also be featured in that issue's e-newsletter.



For enquiries relating to advertising specifications & electronic artwork please contact Carolyn West on 02 9264 9300 or email [cwest@superannuation.asn.au](mailto:cwest@superannuation.asn.au). All artwork to be sent electronically to Carolyn West at the above email address.

Your message will be delivered directly to the inbox of key decision makers in the super industry.

The *Superfunds* audience encompasses trustees, senior management and other industry professionals (please see the 'reach key decision makers' section of this media kit for a breakdown of readership).

## Specifications & artwork

### PRINT ARTWORK SPECIFICATIONS

#### Ad dimensions (mm)

Full page trim size	210 (w) x 297 (h)
Full page bleed size	220 (w) x 307 (h)
Half page horizontal	180 (w) x 135 (h)
Third page horizontal	180 (w) x 90 (h)
Quarter page vertical	87 (w) x 135 (h)
Quarter page horizontal	180 (w) x 55 (h)
Horizontal strip	180 (w) x 40 (h)

All material MUST be the same size as printed area booked.

All full page ads MUST be supplied with a 5mm bleed.

#### Spot colour

All spot colour to be converted to CMYK. ASFA takes no responsibility for colour shifts in artwork where Pantone or spot colours have been specified.

#### Material supplied electronically

The preferred format for all advertisements is PDF. Other file formats are also accepted, such as Adobe InDesign, Quark Express, Adobe Photoshop and Adobe Illustrator. Artwork must include all fonts and hi-res image files. No Word files will be accepted.

Note: colours may vary from your colour proofing system to the printed version.



### PDF files

PDF files supplied for artwork must be correctly distilled for offset printing: Press settings, all fonts embedded, CMYK hi-res pics, 300 dpi at 100% size, trim marks, registration and 5mm bleed.

Check with your designer before supplying a PDF file for printing, as approval files may have been made for screen resolution only.

ASFA and the production companies will not be responsible for the quality of output of any PDF file supplied as we cannot precheck how your PDF file has been made.

### ONLINE ARTWORK SPECIFICATIONS

Large: 150px (w) x 200px (h)

Small: 150px (w) x 120px (h)

Format: ad artwork to be supplied in jpg, psd or eps format. Flash format is available. The image quality must be 300 dpi.

### IPAD ARTWORK SPECIFICATIONS

#### Ad dimensions (px)

Full page landscape	1024 (w) x 768 (h)
Full page portrait	768 (w) x 1024 (h)
Half page landscape	1024 (w) x 384 (h)
Half page portrait	768 (w) x 512 (h)
Strip landscape	1024 (w) x 200 (h)
Strip portrait	768 (w) x 200 (h)

# Editorial features 2012 as at May 2012

	SPECIAL FEATURE	INVESTMENT FEATURE	RESEARCH FEATURE
FEBRUARY	ASFA 50 years special	Property	Future of the industry
MARCH	Technology and E-commerce	Portfolio construction and risk	Industry funds survey
APRIL	Financial planning and advice	Emerging markets	Public funds survey
MAY	Corporate governance	After-tax investing	Benchmarking Corporate funds survey
JUNE	Social media	Infrastructure	Retail funds survey Remuneration survey (employee/executive)
JULY	Outsourcing	Private equity	Clearing houses and rollovers
AUGUST	Insurance	Currency risk	Consumer attitudes Remuneration survey (trustee/director)
SEPTEMBER	Post-retirement	Hedge funds	Annual long-term investment returns feature
OCTOBER	Member engagement	ESG and ethical investing Global equities	Latest evidence on adequacy
NOVEMBER	Custodians	Fixed interest and cash	Overseas trends in pensions and superannuation
DECEMBER/JANUARY	ASFA Conference issue	Australian equities	ASFA's annual community attitudes to super

## REGULAR TOPICS

- Market developments
- Policy debates
- SMSFs
- Fund management and benefit design
- Compliance and legal issues
- Technical updates

## REGULAR COLUMNS

- The Voice of Super
- Policy Frontline
- Out & About
- Trustee Time
- Rules & Regulations
- The Last Word

## EDITORIAL DEADLINES

February issue:	9 January
March issue:	2 February
April issue:	5 March
May issue:	3 April
June issue:	4 May
July issue:	4 June
August issue:	4 July
September issue:	6 August
October issue:	3 September
November issue:	4 October
December issue:	22 October

For anyone wishing to make an editorial contribution to *Superfunds* please contact [superfunds@superannuation.asn.au](mailto:superfunds@superannuation.asn.au).

## ADVERTISING BOOKING DEADLINES

February issue:	5 January
March issue:	31 January
April issue:	1 March
May issue:	30 March
June issue:	2 May
July issue:	31 May
August issue:	2 July
September issue:	2 August
October issue:	30 August
November issue:	2 October
December issue:	18 October

# Our rates

<b>FOUR COLOUR</b>	<b>Casual</b>	<b>(+GST)</b>	<b>3x</b>	<b>(+GST)</b>	<b>6x</b>	<b>(+GST)</b>	<b>11x</b>	<b>(+GST)</b>
Full Page	\$4,300	\$4,730	\$4,060	\$4,466	\$3,860	\$4,246	\$3,670	\$4,037
Half Page	\$2,940	\$3,234	\$2,875	\$3,162.50	\$2,605	\$2,865.50	\$2,470	\$2,717
Third Page	\$2,860	\$3,146	\$2,525	\$2,777.50	\$2,400	\$2,640	\$2,275	\$2,502.50
Quarter Page	\$2,310	\$2,541	\$2,079	\$2,286.90	\$1,965	\$2,161.50	\$1,867	\$2,053.70
Horizontal Strip	\$1,210	\$1,331	\$1,087	\$1,195.70	\$1,025	\$1,127.50	\$966	\$1,062.60

<b>NEW! IPAD</b>	<b>Casual</b>	<b>(+GST)</b>	<b>3x</b>	<b>(+GST)</b>	<b>6x</b>	<b>(+GST)</b>	<b>11x</b>	<b>(+GST)</b>
Full Page	\$430	\$473	\$406	\$446.60	\$386	\$424.60	\$367	\$403.70
Half Page	\$290	\$319	\$287	\$315.70	\$260	\$286	\$247	\$271.70
Horizontal Strip	\$120	\$132	\$108	\$118.80	\$102	\$112.20	\$96	\$105.60

Please note: iPad ads are only available to those clients who purchase a print ad. To include animation or video, a 10 per cent loading applies for each.

<b>DOUBLE PAGE SPREAD</b>	\$6,500	\$7,150
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<b>COVERS</b>	<b>Casual</b>	<b>(+GST)</b>	<b>3x</b>	<b>(+GST)</b>	<b>6x</b>	<b>(+GST)</b>	<b>11x</b>	<b>(+GST)</b>
IFC (opp. Contents)	\$5,300	\$5,830	\$4,820	\$5,302	\$4,585	\$5,043.50	\$4,360	\$4,796
IBC	\$4,956	\$5,451.60	\$4,666	\$5,132.60	\$4,435	\$4,878.50	\$4,216	\$4,637.60
OBC	\$5,273	\$5,800.30	\$4,966	\$5,462.60	\$4,718	\$5,189.80	\$4,482	\$4,930.20

<b>PREFERRED POSITIONS</b>	ERHP +15%	Specified Page +25%	RHP +10%
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## LOOSE INSERTS

Single sheet	\$3,800	\$4,180
Four Pages	\$4,500	\$4,950

<b>ONLINE ADVERTISING RATES</b>	<b>Casual</b>	<b>(+GST)</b>	<b>3x</b>	<b>(+GST)</b>	<b>6x</b>	<b>(+GST)</b>	<b>11x</b>	<b>(+GST)</b>
Large (one spot available)	\$576	\$633.60	\$460	\$506	\$437	\$480.70	\$390	\$429
Small (two spots available)	\$507	\$557.70	\$390	\$429	\$344	\$378.40	\$298	\$327.80

Please note: Online advertising opportunities are only available to those clients who purchase a half page ad or better. Material supplied electronically.

## Advertising sales

### Carolyn West

t 02 9264 9300  
f 1300 926 484  
e cwest@superannuation.asn.au

## Editorial inquiries

### Superfunds Team

t 02 9264 9300  
f 1300 926 484  
e superfunds@superannuation.asn.au

## Subscription inquiries

### ASFA Membership Team

t 02 9264 9300  
f 1300 926 484  
e membership@superannuation.asn.au

## ASFA

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Sydney, NSW, 2000

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