

MEDIA KIT

Keeping Chinese Investors Informed

理財

INFORMED INVESTORS

澳洲中文投資理財雜誌



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ABOUT INFORMED INVESTORS

Informed Investors (理財 – 澳洲中文投資雜誌) is the only monthly Australian investment, business and lifestyle magazine published in the Chinese language.

The magazine aims to enhance our readers' knowledge in business and investment, so they are more informed when making financial decisions and lifestyle choices.

Informed Investors is targeted at the fast growing affluent Chinese communities in Australia. Although most of these investors and entrepreneurs have a strong interest in investments, many of them still prefer to read in Chinese.

This quality, glossy magazine is also the perfect vehicle for any business organisation to market their products and services to high net worth individuals with a strong demand for business applications and lifestyle improvements.

Informed Investors is published by a team of multi-lingual professionals from investment, media and creative design industries. The team has extensive experience in investment analysis as well as providing sales and marketing strategies for businesses reaching Chinese communities in Australia.

Education

Essential investment information including:

- ① Choosing the right broker
- ① Choosing a financial planner
- ① Investment styles
- ① Gearing
- ① Portfolio management
- ① Wealth creation
- ① Investment terminology

Equity / Stock Market

- ① Share market activities
- ① Equity analysis – individual stocks
- ① Equity analysis – sector analysis
- ① Technical analysis
- ① Derivatives
- ① IPOs

Managed Funds

- ① Managed funds
- ① Superannuation
- ① Listed Managed Investments
- ① Income Products
- ① Property Funds

Real Estate

- ① Direct property – all types
- ① Mortgage options
- ① Property funds
- ① Tips & traps
- ① Suburbs outlook

Lifestyle

- ① Consumer goods
- ① Travel & Leisure
- ① Collectables
- ① Luxury goods
- ① Health & beauty
- ① Technology Products

Success

- Individual success stories and interviews
- ① Investor story – the good, the bad and the ugly
- ① Pioneers – interviews with innovative entrepreneurs
- ① My way – personal investment strategies and tactics



DEMOGRAPHICS

Chinese is now the second most used language in Australia; it is estimated that approximately 4% of the Australian population now use Chinese as their first language.

Approximately 650,000 people living in Australia and New Zealand read and write Chinese as their first language; this is growing at 40,000 people per annum.

The age groups of our target readers are between 18 and 60 years of age; Asian investors typically start investing at a very young age, and most of them regard investing as a life-long interest.

READER PROFILES

- ④ **Highly Educated** – Chinese investors are often highly educated professionals, including accountants, lawyers and doctors – though many prefer to read in Chinese
- ④ **Affluent Investors** – the majority of Asians in Australia are investment or business migrants
- ④ **Strong Asset** – for example, property owners – most Asian families will at least own their principal residence outright
- ④ **Industry Professionals** – Asian client advisors and financial planners
- ④ **Wealthy Retirees** – retirees seeking investment opportunities to utilize their cash
- ④ **Entrepreneurs** – for example, owners of successful and up-and-coming businesses or franchises
- ④ **Leaders** – well regarded and influential Chinese business and community leaders living in Australia
- ④ **Offshore Investors** – many of our readers have substantial investments in Asia and are looking to diversify their portfolio in Australia.

ADVERTISING OPPORTUNITIES

Informed Investors is a unique opportunity for advertisers to:

1. reach wealthy Chinese communities in Australia;
2. have access to an influential target audience;
3. focus on highly educated, professional readers; and
4. extend readership to international readers.

It is the essential medium for those who wish to communicate effectively, and directly with the fast-growing affluent Chinese community.

Advertiser	Opportunities
Financial Institutions	A perfect medium to promote investment products and services directly to the rapidly growing wealthy Asian investors in Australia.
IPOs	Promote IPOs directly to Asian investors who are looking for strong capital gains.
Real Estate	Promote projects to Asian investors who are known for their strong appetite in property.
Property Funds	Asian investors have strong interest in high yield investment products.
Business Services	Promote your business services to Asian business owners. Many have established successful international business empires.
Professional Services	Promote your services to affluent Asian markets, both in Australia and overseas.
New Technology Products	Promote new products to Asian business owners and decision makers, who are typically IT savvy and often upgrades to the latest technology.
Health, Leisure & Travel	Wealthy Asian consumers are always looking for new ways to attain a healthy and attractive lifestyle.
Luxury Goods	Ideal way to promote exciting new products to wealthy Asian consumers.
Government Departments	A perfect medium for business advice and changes in regulations.

CHARACTERISTICS OF OUR READERS SEGMENTS

Age Group	Types of Readers	Investment Goal	Particular Interest
18 to 24	Students and young professionals	Testing the market Capital to start own business or family, buying first property	Education, Equity/Stock Market, Managed Funds, New Technologies
25 to 39	Young professionals and business owners	Wealth creation Family Savings	Equity/Stock market, Managed Funds, Business Opportunities, Real Estate, Lifestyle
40 to 65	Successful business people and families	Children's Education Retirement Planning	Equities – portfolio, Managed Funds, Real Estate, Business Expansion, Lifestyle
65+	Retirees with high level of disposable cash available	Retirement & Leisure	Regular Income Strategies, Lifestyle – leisure, health & beauty

FILE AND PROOF GUIDELINES

File Formats: We prefer files in Adobe PDF – please prepare all PDF's as specified by the 3DAP guideline, or use 'Press' on the Acrobat Distiller settings. InDesign, Photoshop and Illustrator files are accepted as long as all fonts and images are included. Illustrator files must have all fonts converted to outlines/paths. We do not accept ads from any Microsoft software. Artwork is accepted on a PC compatible CD or by email.

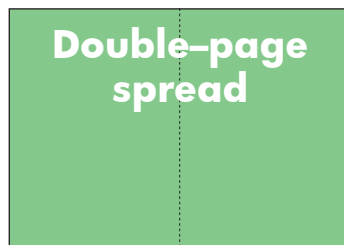
Images: Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK. Image file formats should be TIFF, PSD or composite EPS.

Fonts: We accept Postscript fonts only, and please include both printer and screen fonts. PDF files must have fonts embedded.

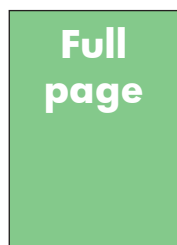
Bleeds: Ads with bleed must have at least 3mm bleed at the page edges. Trim marks are preferred, located 5mm outside the trim area.

Proofs: A coloured proof is to be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement without a colour printout sent as a frame of reference for the printer, and all files saved as specified above.

A4 MAGAZINE AD SIZES



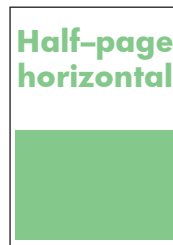
Trim 297 x 420mm
Type 270 x 395mm
Bleed 303 x 426mm



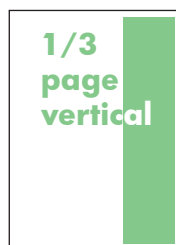
Trim 297 x 210mm
Type 270 x 185mm
Bleed 303 x 216mm



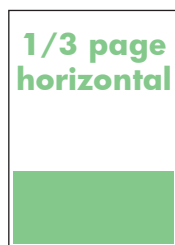
Trim 297 x 105mm
Type 270 x 90mm
Bleed 303 x 108mm



Trim 148 x 210mm
Type 135 x 185mm
Bleed 151 x 216mm



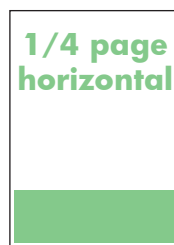
Trim 297 x 70mm
Type 270 x 57mm
Bleed 303 x 73mm



Trim 99 x 210mm
Type 90 x 185mm
Bleed 102 x 216mm



Trim 148 x 105mm
Type 135 x 90mm
Bleed 151 x 108mm



Trim 74 x 210mm
Type 60 x 185mm
Bleed 77 x 216mm

DEADLINES AND SALE DATES

#	Cover	Sale	Booking	Artwork
15	October	5 Oct	21 Sept	25 Sept
16	November	9 Nov	26 Oct	30 Oct
17	Dec/Jan	14 Dec	30 Nov	4 Dec
18	February	2 Feb	18 Jan	22 Jan
19	March	7 Mar	22 Feb	26 Feb
20	April	4 Apr	21 Mar	25 Mar
21	May	2 May	18 Apr	22 Apr
22	June	6 June	23 May	27 May
23	July	4 July	20 June	24 June
24	August	1 Aug	18 July	22 July
25	September	5 Sep	22 Aug	26 Aug
26	October	3 Oct	19 Sept	23 Sept

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TERMS AND CONDITIONS

Informed Media Pty Limited (ACN 119 351 914) (the "Publisher") agrees to publish the advertisement(s) submitted to the Publisher by the Advertiser (the "Advertisement") subject to and in accordance with the following terms and conditions (the "Terms"). These Terms incorporate the attached "Advertising Rates Schedule" (the "Schedule"). **Artwork for Advertisement:** The Advertiser must provide the Publisher with copies of the Advertisement including all artwork for the Advertisement (the "Artwork") in the form specified by the Publisher on, or prior to, the artwork deadline specified in the Schedule (the "Artwork Deadline"). The Publisher reserves the right in its absolute discretion to refuse to publish Artwork provided by the Advertiser. **Incomplete Artwork:** If the Advertiser submits Artwork that, in the Publisher's reasonable discretion are incomplete and require production services (including design and layout work), the Publisher may charge the Advertiser an agreed design and production charge. **Late Artwork:** If the Publisher does not receive all Artwork for an Advertisement by the Artwork Deadline, the Publisher reserves the right, in its absolute discretion, to: (i) charge the Advertiser 50% of the advertising rate and other charges specified in the Schedule applicable to that particular Advertisement which the undelivered Artwork relate; and (ii) publish any previous advertising artwork provided by the Advertiser to the Publisher; or (iii) refuse to publish the Advertisement. **Cancellation**

Notice: Unless otherwise specified, to cancel Advertising bookings for Advertisements, the Advertiser must cancel at least two weeks prior to the Booking Deadline, through a written notice of cancellation to the Publisher. Or else the Advertiser cannot cancel the advertising booking.

Postponement: The Publisher reserves the right to postpone the publication of the Advertisement if, in the Publisher's discretion, it is necessary to do so. Such postponement is not to be regarded as a breach of these Terms. **Payments:** The Advertiser must pay the Publisher the advertising rates specified in the Schedule, and all other charges within 14 days of the date on the tax invoice.

Discounts for Multiple Advertisements: The discount does not apply if the Advertiser places a lesser number of Advertisements than agreed, when the Publisher has offered a discount for

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