

# BOSS

FINANCIAL REVIEW





BOSS/INTRODUCTION.

# ALL ABOUT BOSS

*BOSS* is Australia's premier brand for business leaders and high-achievers – and those who aspire to join their ranks.

Leadership, management and corporate culture are all core issues for *BOSS*. The content reflects the need for Australian businesspeople to keep abreast of the latest ideas in leadership and workplace evolution. Each month in print, the *BOSS* team brings readers interviews with Australian and global business and thought leaders, plus the newest ideas from the world's foremost experts.

*BOSS* magazine helps readers navigate the complex landscape of the modern business world with clear and insightful articles free of jargon. It is the publication of choice for leaders in the Australian business community. Supporting the magazine's print edition, [afr.com.au/boss](http://afr.com.au/boss) is the online destination for all *BOSS* content.



SALLY PATTEN | EDITOR

I want to cement *BOSS* magazine's standing as a must-read publication for C-suite executives and directors, while also looking after the needs of younger executives as they progress on the journey to the top of their fields.

Younger executives not only must map out their own careers, but need to keep developing both their technical and soft skills. *BOSS* is in a unique position to be able provide secrets and tips from field experts and top executives. In addition, *BOSS* has a great opportunity to help Australian businesses regain their mojo and community respect. Come join us on this exhilarating ride.



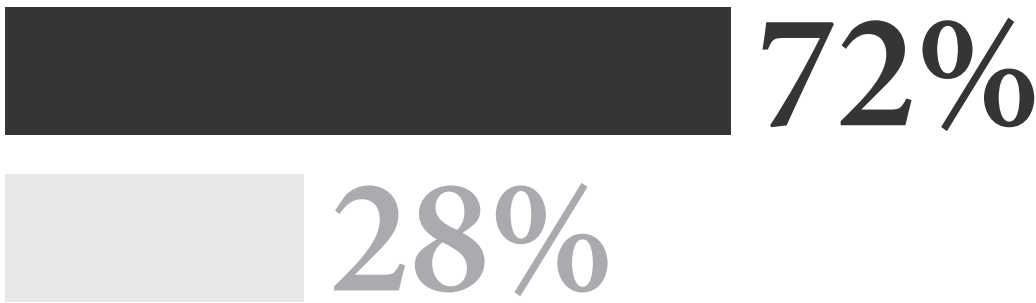
# THE NUMBERS

*BOSS* readers have a discerning approach towards success and competition – at work and at leisure.

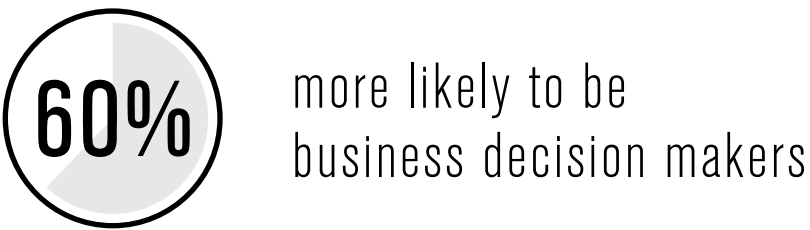
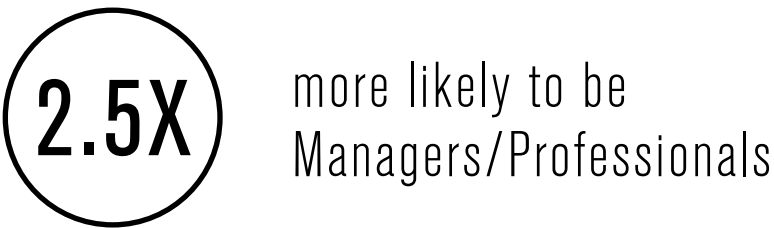
MONTHLY READERSHIP:  
91,000

BOSS READER PROFILE

MALE  
FEMALE



*BOSS* HAS A STRONG REACH TO BUSINESS EXECUTIVES.



- Average age is: **48 YRS.**
- Average HH income: **195K.**
- 67%** are A social grade.
- 85%** are A or B social grade.
- 502K** on average in investments.
- 51%** own shares in listed companies.
- 33%** have a post graduate degree.
- 34%** own mortgage for investment property or intend to buy investment property.

Source: emma conducted by Ipsos MediaCT; people 14+ for the 12 months ending October 2019





# BOSS/ AUDIENCE.

BOSS REACHES 8%  
OF READERS WITH  
\$1M+ INVESTMENTS

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NB: Business and Airline Titles include: Time, Qantas, Jetstar, The Monthly. Source: emma conducted by Ipsos MediaCT; people 14+ for the 12 months ending November 2019.

## MEDIA HABITS

- 50% OF BOSS READERS DO NOT READ BUSINESS AND AIRLINE TITLES.
- 66% OF BOSS READERS WATCH LESS THAN 2 HOURS OR NO TV PER DAY.
- 88% OF BOSS READERS LISTEN TO LESS THAN 1 HOUR OR NO RADIO PER DAY.

## EXCLUSIVITY

- BOSS HAS LOW CROSS-OVER WITH OTHER MAGAZINES
- 90% do not read The Deal
- 75% do not read Qantas
- 74% do not read Time
- 78% do not read the Weekend Australian Magazine



COMBINED POWER OF  
BOSS & AFR MAGAZINE

1.8X more likely to be IT Business Decision.

3.7X more likely than general population to be C-Suites.

1.5X more likely to be Financial or Legal Service Business Decision Makers.



THE BRIEF

The latest trends and ideas, and the people shaping business and workplaces in Australia and around the world.



SUM OF THE PARTS/COACHES PLAYBOOK

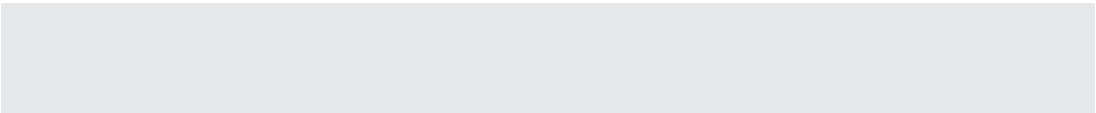
We talk to businesspeople about what makes their working relationships productive. We also talk to business coaches and their executive clients about how they solved a specific work performance issue.

WAGE SLAVE

Award-winning business and investigative journalist Angus Grigg casts a curious eye over office life.

CHOOK ROAST

*The Australian Financial Review's* online Chanticleer columnist, James Thomson, casts a gimlet eye over the business world.



THE TECH START UP

Tech entrepreneur Rebekah Campbell, co-founder of café app Hey You and founder of online business education service Zambesi, writes candidly about the trials and triumphs of running a successful start-up.

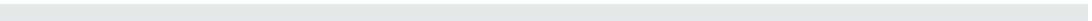


MASTERCLASS

Experts offer their top tips on how to become better leaders and managers and how to get ahead in your career.

ASK THE ETHICIST

Clare Payne, a former employment lawyer and author of *A Matter of Trust – The Practice of Ethics in Finance*, answers readers' questions about ethical dilemmas in the workplace.

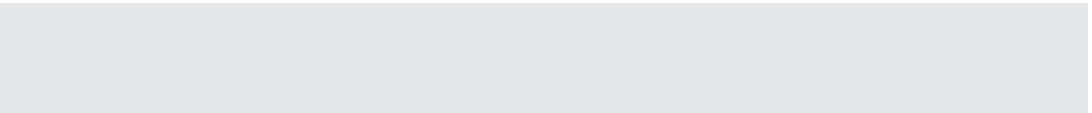


TRAVEL

Fiona Carruthers, Travel Editor of *The Australian Financial Review*, looks at what's new and noteworthy for business travellers.

BREAKFAST WITH THE BOSS

*BOSS* sits down with business leaders over breakfast to gain insights into their daily lives.







C-SUITES ARE  
**2.5X MORE** likely to be  
**MANAGERS / PROFESSIONALS**

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**BOSS** READERS HAVE AN  
AVERAGE HH INCOME OF  
**\$195K**

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# BOSS/ THE FEATURES.

## FEBRUARY EXECUTIVE HEALTH

Maintaining physical and mental health is critical to being a successful leader, while maintaining the health of employees is critical to the success of the company.



## MARCH RICH BOSSES

Executives in the ASX200 who are making serious money from their businesses.

## APRIL DISRUPTORS

The companies that are disrupting others and those that disrupting themselves.

## MAY DIRECTOR FOCUS

The challenges facing the board room in a fast-moving world.

## JUNE 20TH ANNIVERSARY

BOSS looks at who has shaped the corporate landscape over the past 20 years and who and what will reshape the next 20.

## JULY YOUNG EXECUTIVES/FUTURE LEADERSHIP

We find another six young executives with a bright future and look at the leadership qualities they will need.



## AUGUST TRUE LEADERS

The extraordinary Australians who are bringing real change to their organisations and communities

## SEPTEMBER EXECUTIVE EDUCATION

The skills in demand and how to get them.

## OCTOBER INNOVATION

The Who will make the AFR BOSS Most Innovative Companies list for 2020?

## NOVEMBER CORPORATE WOMAN

The women who are leading the charge.

## DECEMBER CORPORATE PHILANTHROPY

Australia's top 50 corporate givers.



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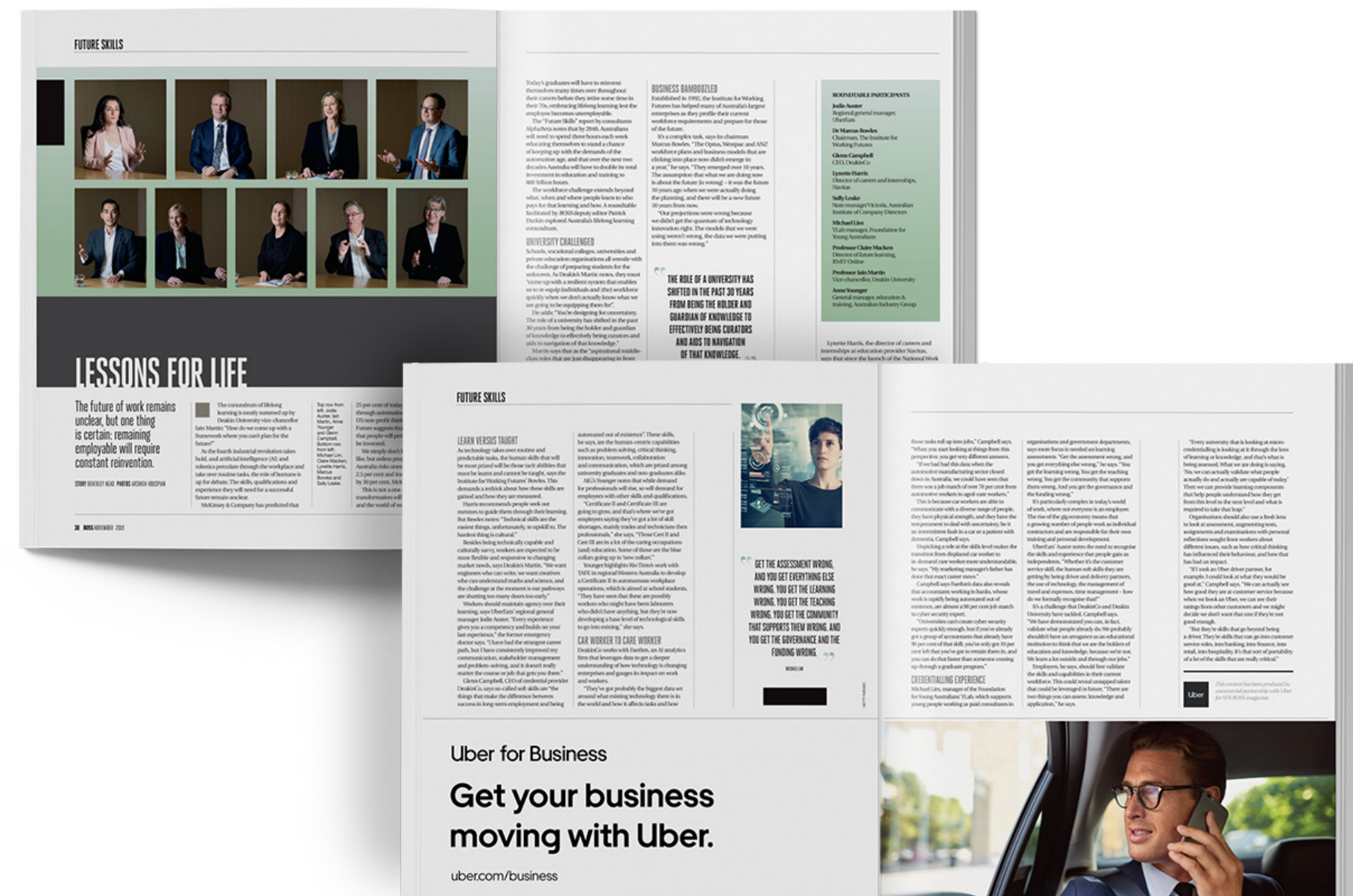
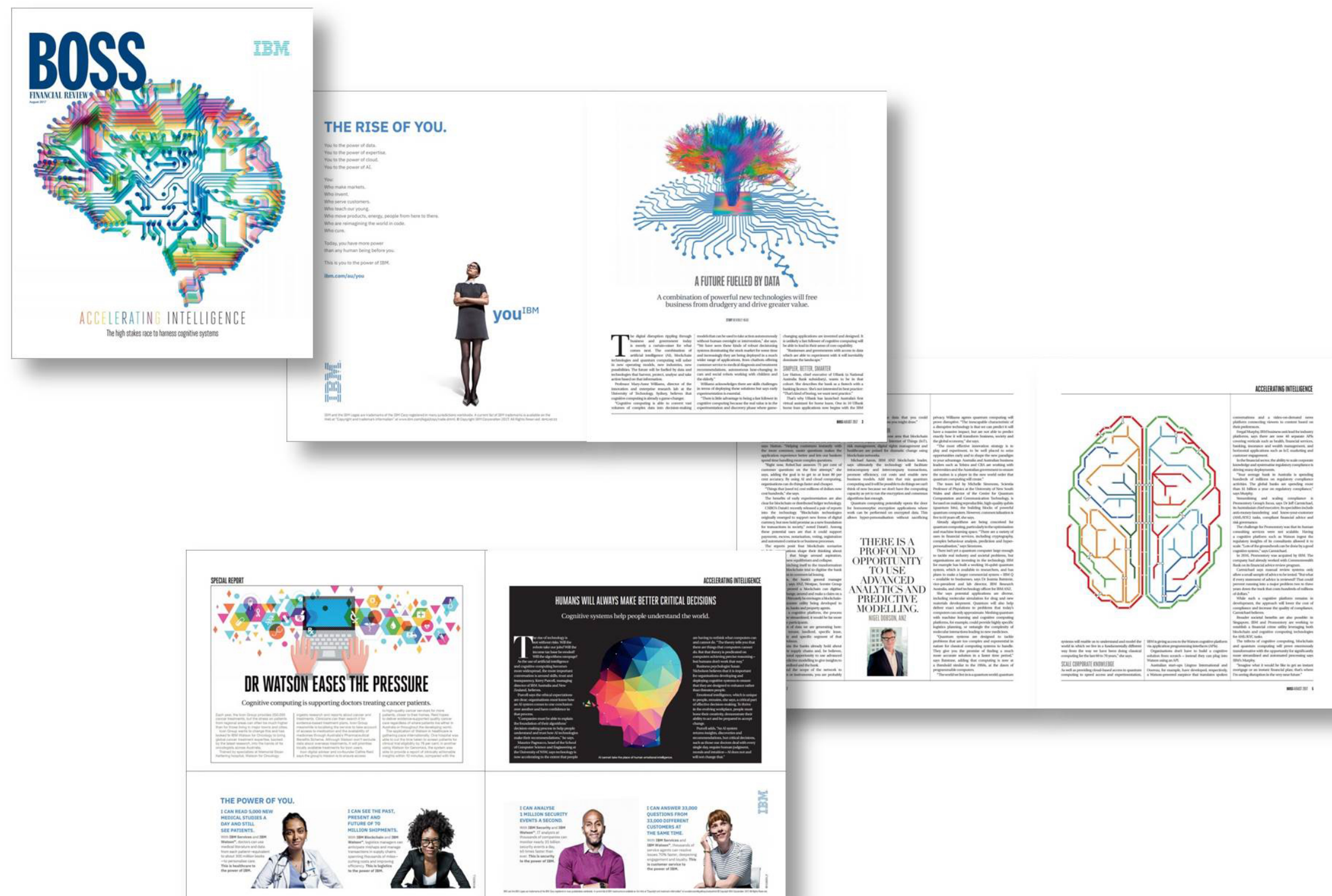
**BOSS** commercial partnerships unlock access to the *BOSS* brand with editorial events, bespoke print executions and industry leading commercial content.

With *BOSS* commercial content brands can own the conversation across key issues affecting leadership and workplace evolution.

Use the premium print environment of *BOSS* magazine to activate bespoke print executions which captivate a high value professional audience.

For almost 15 years *BOSS* magazine has run a series of awards which seek out individuals across the business and wider community who have demonstrated great leadership (BOSS True Leaders) or who are judged to have leadership potential (BOSS Young Executives).

Sponsorship includes logo association on all marketing collateral running up to the event, event sponsorship and advertising around print and online coverage following the event.





# BOSS/ EVENTS.

## BOSS YOUNG EXECUTIVES

The BOSS Young Executives awards, run in conjunction with leadership expert DDI, is published in the July issue of the magazine. The awards recognise the exceptional achievements of aspiring leaders by identifying six young Australia executives who have the skills, talent and drive to become successful senior leaders. This exclusive program culminates in a lunch and awards ceremony.

The Young Executives awards are promoted across *The Australian Financial Review's* publications and social media channels. The six winners will join a growing network of 100 alumni from 28 different industries, more than a third of whom are now managing directors, general managers or chief executives.

## BOSS TRUE LEADERS

This annual event recognises and celebrates inspirational Australian business leaders. Each year a distinguished panel selects a group of influential and inspiring individuals from the business, not-for-profit and public sectors. Previous winners include Macquarie Group CEO Shemara Wikramanayake, AFR Rich Lister and philanthropist Craig Winkler, Australian Business Council CEO Jennifer Westacott, former Telstra CEO David Thodey, Qantas chairman Richard Goyder and Atlassian co-founder Mike Cannon-Brookes.





# BOSS/ RATES, DEADLINES & PRINT SPECS.

## FINANCIAL REVIEW BOSS DEADLINES 2020

Issue	Feature	Issue Date	Booking Deadline	Material Deadline	Cancellation Deadline
February	Executive Health	Friday 14-Feb-2020	Friday 17-Jan-2020	Friday 24-Jan-2020	Friday 15-Nov-2019
March	Rich Bosses	Friday 13-Mar-2020	Friday 14-Feb-2020	Friday 21-Feb-2020	Friday 13-Dec-2019
April	Disruptors	Friday 17-Apr-2020	Friday 20-Mar-2020	Friday 27-Mar-2020	Friday 17-Jan-2020
May	Director Focus	Friday 08-May-2020	Friday 10-Apr-2020	Friday 17-Apr-2020	Friday 07-Feb-2020
June	20th Anniversary Issue	Friday 12-Jun-2020	Friday 15-May-2020	Friday 22-May-2020	Friday 13-Mar-2020
July	Young Executives/ Future Leadership	Friday10-Jul-2020	Friday 12-Jun-2020	Friday 19-Jun-2020	Friday 10-Apr-2020
August	True Leaders	Friday 14-Aug-2020	Friday 17-Jul-2020	Friday 24-Jul-2020	Friday 15-May-2020
September	Executive Education	Friday 11-Sep-2020	Friday 14-Aug-2020	Friday 21-Aug-2020	Friday 12-Jun-2020
October	Innovation	Friday 09-Oct-2020	Friday 11-Sep-2020	Friday 18-Sep-2020	Friday 10-Jul-2020
November	Corporate Women	Friday 13-Nov-2020	Friday 16-Oct-2020	Friday 23-Oct-2020	Friday 14-Aug-2020
December	Corporate Philanthropy	Friday 04-Dec-2020	Friday 06-Nov-2020	Friday 13-Nov-2020	Friday 04-Sep-2020

## FINANCIAL REVIEW BOSS ADVERTISING RATES

Number of appearances	Casual	3x	6x	9x	12x	15x	18x	21x	24x
DPS	\$28,550	\$28,100	\$27,750	\$27,300	\$26,900	\$26,500	\$26,150	\$25,750	\$25,400
DPS incl GST	\$31,405	\$30,910	\$30,525	\$30,030	\$29,590	\$29,150	\$28,765	\$28,325	\$27,940
Full Page	\$15,050	\$14,850	\$14,700	\$14,400	\$14,150	\$13,900	\$13,750	\$13,550	\$13,300
Full Page incl GST	\$16,555	\$16,335	\$16,170	\$15,840	\$15,565	\$15,290	\$15,125	\$14,905	\$14,630
1/2 Page	\$9,250	\$9,150	\$9,050	\$8,850	\$8,700	\$8,550	\$8,400	\$8,300	\$8,150
1/2 Page incl GST	\$10,175	\$10,065	\$9,955	\$9,735	\$9,570	\$9,405	\$9,240	\$9,130	\$8,965
1/3 Page	\$7,900	\$7,800	\$7,650	\$7,500	\$7,400	\$7,300	\$7,200	\$7,050	\$6,950
1/3 Page incl GST	\$8,690	\$8,580	\$8,415	\$8,250	\$8,140	\$8,030	\$7,920	\$7,755	\$7,645

## POSITION LOADS

Position	Loads
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	35%
3rd, 4th, 5th Inside Front Cover Spread	30%
1st Right Hand Page	40%
2nd Right Hand Page	35%
3rd, 4th, 5th Right Hand Page	25%
6th, 7th, 8th, 9th Right Hand Page	25%
1st Left Hand Page	30%
2nd, 3rd Left Hand Page	20%
Gatefolds	40%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
1st Double Page Spread After Contents	25%
2nd Double Page Spread After Contents	20%
Right Hand Page	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Other Guaranteed Positioning	15%

## BOSS MAGAZINE DEADLINES & PRINT SPECS

On sale dates, deadlines and print specifications: **Financial Review** BOSS only accepts advertising material in digital format. On-Sale dates, print specs, booking and material deadlines on **AdCentre:** [nineforbrands.com.au](http://nineforbrands.com.au)  
**Published:** 2nd Friday of every month.  
**Booking Deadline:** Friday, 4 weeks prior to on sale date.  
**Cancellation Deadline:** Friday, 6 weeks prior to on sale date.  
Cancellation deadline for premium positions are 2 weeks prior to usual deadlines.  
**Material Deadline:** Wednesday, 3 weeks prior to on sale date  
Centrespread and IFC may be pre-empted by creative production executions. For advertising please contact:  
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nineforbrands.com.au