

Newsletter Rate Card
August 2009

Newsletter Group	Newsletters Included	Newsletter Frequency	Drop Days	Subscribers	Sponsorship Period - Opened Total	Sponsorship Period	Ad Units	Rate
NEWS								
News	smh.com.au News Alert	Twice daily	AM and PM Mon-Fri	50,036	233,310	Weekly	2 x mrec, sold separately	\$18,665
	theage.com.au News Alert	Twice daily	AM and PM Mon-Fri	28,548				
	brisbanetimes.com.au daily News Alert	Twice daily	AM and PM Mon-Fri	8,913				
	watoday.com.au daily News Alert	Twice daily	AM and PM Mon-Fri	13,216				
News NSW	smh.com.au News Alert	Twice daily	AM and PM Mon-Fri	50,036	114,602	Weekly	2 x mrec, sold separately	\$11,460
News VIC	theage.com.au daily News Alert	Twice daily	AM and PM Mon-Fri	28,548	69,866	Weekly	2 x mrec, sold separately	\$6,987
News QLD	brisbanetimes.com.au daily News Alert	Twice daily	AM and PM Mon-Fri	8,913	19,841	Weekly	2 x mrec, sold separately	\$1,984
News WA	watoday.com.au daily News Alert	Twice daily	AM and PM Mon-Fri	13,216	29,000	Weekly	2 x mrec, sold separately	\$2,900
BUSINESS AND FINANCE								
Business News	smh.com.au Business News	Twice daily	AM and PM Mon-Fri	37,400	128,663	Weekly	mrec & advertorial, sold together	\$12,866
	theage.com.au Business News	Twice daily	AM and PM Mon-Fri	23,300				
Money Manager	Money Sense	Weekly	Wednesday	13,853	3,570	Weekly	mrec & minirec/promo box, sold together	\$714
Personal Finance	smh.com.au Money	Weekly	Wednesday	25,100	9,156	Weekly	skyscraper & advertorial, sold together	\$1,831
	theage.com.au Money	Weekly	Wednesday	16,600				
My Small Business	MySmallBusiness	Weekly	Wednesday	19,790	4,444	Weekly	2 x mrec, sold separately	\$889
Executive Style	Executive Style	Weekly	Thursday	24,300	5,712	Weekly	2 x mrec, sold separately	\$1,142
Trading Room	TradingRoom Investor	Weekly	Thursday	66,700	9,707	Weekly	mrec, mini-rec, 2 x email mini-links, sold together	\$1,941
InvestSMART	InvestSMART Shares Newsletter	Weekly	Monday	150,000	15,810	Weekly	mrec & advertorial, sold together	\$3,162
	InvestSMART Managed Funds Newsletter	Weekly	Thursday	93,000	14,880	Weekly	mrec & advertorial, sold together	\$2,976
	InvestSMART Monthly Newsletter	Monthly	First Wednesday of each month	92,000	16,560	Weekly	mrec & advertorial, sold together	\$3,312
TECHNOLOGY								
Technology	smh.com.au Technology Daily	Daily	Monday - Friday	19,300	37,741	Weekly	2 x mrec, sold separately	\$5,661
	theage.com.au Technology Daily	Daily	Monday - Friday	12,300				
Digital Life	Digital Life Weekly	Weekly	Tuesday	73,632	18,840	Weekly	2 x mrec, sold separately	\$3,768
LIFESTYLE								
Entertainment	smh.com.au Entertainment News	Daily	Monday - Friday	25,411	41,288	Weekly	mrec & 2 x minirec, sold together	\$6,193
	theage.com.au Entertainment News	Daily	Monday - Friday	16,003				
Travel	smh.com.au Travel News	Weekly	Thursday	97,183	37,182	Weekly	2 x mrec, sold separately	\$7,436
	theage.com.au Travel News	Weekly	Thursday	63,349				
Life & Style	smh.com.au Life & Style	Daily	Monday - Friday	23,400	38,368	Weekly	2 x mrec, sold separately	\$5,755
	theage.com.au Life & Style	Daily	Monday - Friday	13,400				
Cuisine	Cuisine	Weekly	Thursday	29,800	11,655	Weekly	mrec, minirec, sold separately	\$2,331
SPORT								
Sport	Rugby Heaven: Heaven Sent	Daily	Monday - Friday	39,500	35,101	Weekly	mrec & minirec/promo box, sold together	\$5,265
	Real Footy: The Real Deal	Twice weekly	Monday / Friday	44,798	16,011	Weekly	mrec & minirec/promo box, sold together	\$1,601
	League HQ	Daily	Monday - Friday	15,060	15,357	Weekly	mrec & minirec/promo box, sold together	\$1,536
MOTORING								
Drive	Driver's Seat Weekly	Weekly	Wednesday	29,890	8,453	Weekly	2 x banner, sold together	\$1,690
PROPERTY								
Domain	Domain Property Newsletter	Weekly	Tuesday	212,000	52,364	Weekly	skyscraper & banner, sold together	\$10,473
	Domain Home Alerts - refer to the Domain ratecard							
OTHER								
Fairfax Digital	Snapshot	Monthly	Thursday - every 3 weeks	1,507,181	169,634	Monthly	5 x advertorial, sold separately	\$8,482

Note:
Ratecard effective August 2009