

Money Management.com.au

THE WEBSITE FOR THE PERSONAL INVESTMENT PROFESSIONAL

Online media kit / Reed Business Information

2010



Money Management.com.au

AUSTRALIA'S LEADING INFORMATION RESOURCE FOR THE INVESTMENT PROFESSIONAL

MoneyManagement.com.au is an interactive financial services resource, covering the latest in investment news, events, special reports, polls, business directories and much more.

Why MoneyManagement.com.au?

Money Management online is able to offer advertisers unparalleled online access to financial planning professionals through our website, daily email newsletter and electronic direct marketing services.

Money Management's print version was voted as the most credible publication for news in the financial services industry (Wealth Insights Adviser Survey – Feb 2010).

Money Management's email newsletter was voted the industry's most valued daily email update (Wealth Insights Adviser Survey – Feb 2010).

Who reads MoneyManagement.com.au?

- Financial planners
- Fund managers
- Dealer group heads
- Directors
- Accountants
- Government employees
- Researchers

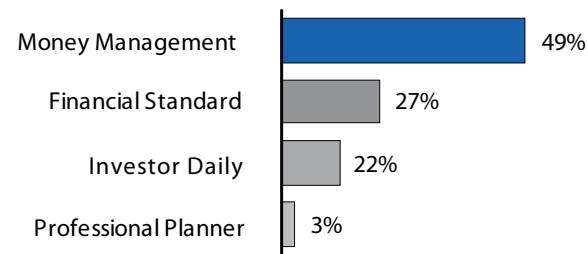
What's different about the Wealth Insights research?

- Independant research conducted by Wealth Insights, February 2010.
- Research company available for questions and comments.
- A total of 300 financial advisers completed the survey.

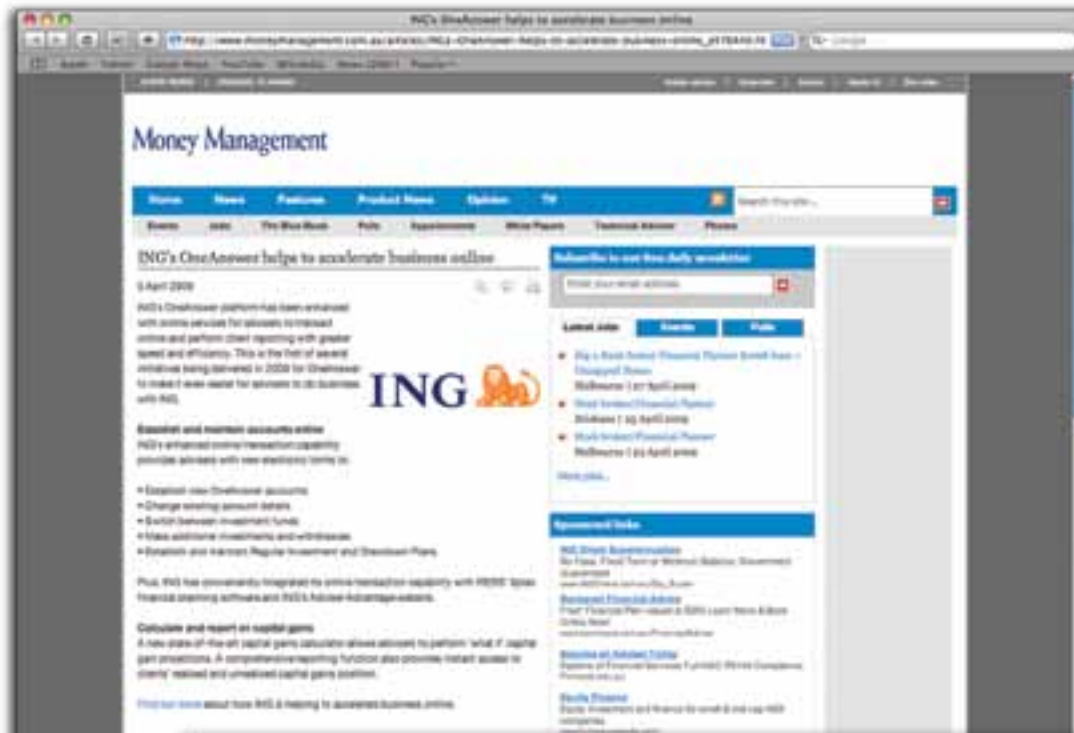
For the full research results please contact the Money Management sales team (details below).

MOST VALUED DAILY EMAIL UPDATE

Advisers that read two or more daily email updates nominated which daily email update they would read if they had time to read only one of the following



Adviser Survey (February, 2010)



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PRODUCT NEWS ELECTRONIC DIRECT MARKETING

With a readership of financial planners, financial advisers, dealer group principals and other investment professionals, Money Management Product News is an excellent way to get your new products and services in front of the people who matter.

Money Management Product News gives your campaign unparalleled access directly into the inbox of financial services professionals.

What you get:

- An email blast to an opt-in list of subscribers.
- Maximum of 2 Product News email blasts sent per week.
- Unparalleled access to reach financial services decision-makers.
- A continuing presence on the Money Management website.

What you need to know

- Guaranteed email delivery to industry specific subscribers.
- Opportunity to promote and strongly brand your product and company to potential clients.
- Clients have found it to be very successful in delivering quality leads to your client's website and services.

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OTHER OPPORTUNITIES

We are constantly working to provide new and innovative ways for you to connect with our readers and your target market.

We currently offer the following exciting new capabilities:

- Expandable banners
- In-page video
- Page sponsorships
- Tickers, and much more.

If you have a new idea for a promotion then simply ask our sales team and we may be able to come up with an effective solution.



Money Management 4 Minutes

4 Minutes is Money Management's weekly video news roundup, allowing viewers to stay in touch with the issues affecting them and their industry,

4 Minutes is sent to subscribers of the Money Management email newsletter. It is sent out once a week and is available for viewing on the Money Management website.

4 Minutes is a popular service for Money Management readers and offers excellent, high profile branding opportunities for sponsors.



Newsletter



News page



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BANNER AND TILE POSITIONS

Home page



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Ad dimensions

Leaderboard - 728 x 90 pixels Max 40k

Banner - 468 x 60 pixels Max 30k

Tile - 125 x 125 pixels Max 25k

Ticker - 468 x 30 pixels Max 30k

Tower - 125 x 250 pixels Max 30k

Island - 300 x 250 pixels Max 30k

Skyscraper - 125 x 600 pixels Max 40k

- Acceptable files .GIF, .JPG or .SWF (we do not accept .SWF from SWISH)
- SWF or HTML tags cannot be used on html newsletters.
- Any creative received in HTML format can not be ad-served.
- No more than two different creatives will be uploaded per monthly booking.
- No more than 4 rotations recommended for animations. No looping restrictions.
- All creative MUST be supplied with a click through URL unless you are tracking the user details from your end.

***Please note that Outlook 2007 does not currently support .gif animations. We suggest that all important information/call to action is included in the first frame of your image.**

Flash creative

We do not accept flash files for the eNewsletter

You must follow and supply the following 3 components:

1. SWF file must contain the exact Action code below*:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

2. An alternate GIF file

3. The click-through URL.

* The Action code can only be modified by the designer/creator of the .SWF file.

The specifications above do not apply to .SWF that is served via HTML redirect tags.