

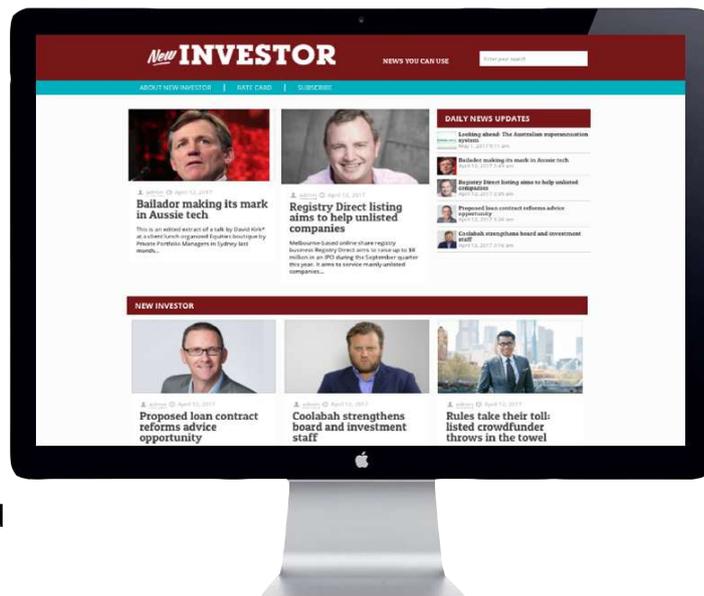
New **INVESTOR**

**Rate Card
2017**

New Investor offers a cohesive strategy utilising both the highly effective native advertising concept, as well as traditional banner advertisements.

Owned and published by Shed Connect Pty Ltd, New Investor is a weekly newsletter read by financial advisers, accountants, research houses, dealer group researchers and management, retail fund managers and other service providers. The highly regarded publication comprises industry news, investment product releases, opportunities and tips, as well as blogs, opinion pieces, analyses and videos.

Edited by Greg Bright, one of Australia's most experienced and respected finance writers, New Investor is an authoritative source of financial and investment industry news and views.



The publication provides advertising and promotional opportunities for all financial products, funds and services, available to the retail investment market. It also functions as a catalyst for extensive lead generation within the advised investment market.

Format: A weekly online publication sent out every Wednesday at 10:00am featuring the latest news and industry insights. 50 issues per year.

Email circulation: 28,300 industry professionals throughout Australia and Asia.

Reader profile: 85% financial planners, SMSF accountants and other investment and administration 'influencers'; 15% fund managers and other service providers.

Primary Contributors

Greg Bright, Editor, has more than 30 years experience as a newspaper editor, magazine publisher and journalist, specialising in economics and investment matters. He has started several magazines and conference businesses in Australia, the US, UK and China.

John Kavanagh, Journalist, also has about 30 years experience as a financial journalist and editor. He is a former associate editor of Fairfax's BRW magazine and editor of the specialist banking news report Banking Day. He is now editor of The Rub.

Ian Knox, commentator, is the managing director of Paragem and an expert in investment platforms and funds management following former positions as managing director of Sealcorp and deputy managing director of Westpac Investment Management. His 'On the Money' column is our most widely read opinion piece.

Readership

New Investor has an average open rate of 33% on a rolling quarterly basis – or more than 10,000 individuals - and an average monthly click-through rate of 3,820. This compares with an open rate of 23% on average for financial services email messages (source: ACMA survey 2014).



10,000 + individuals per month



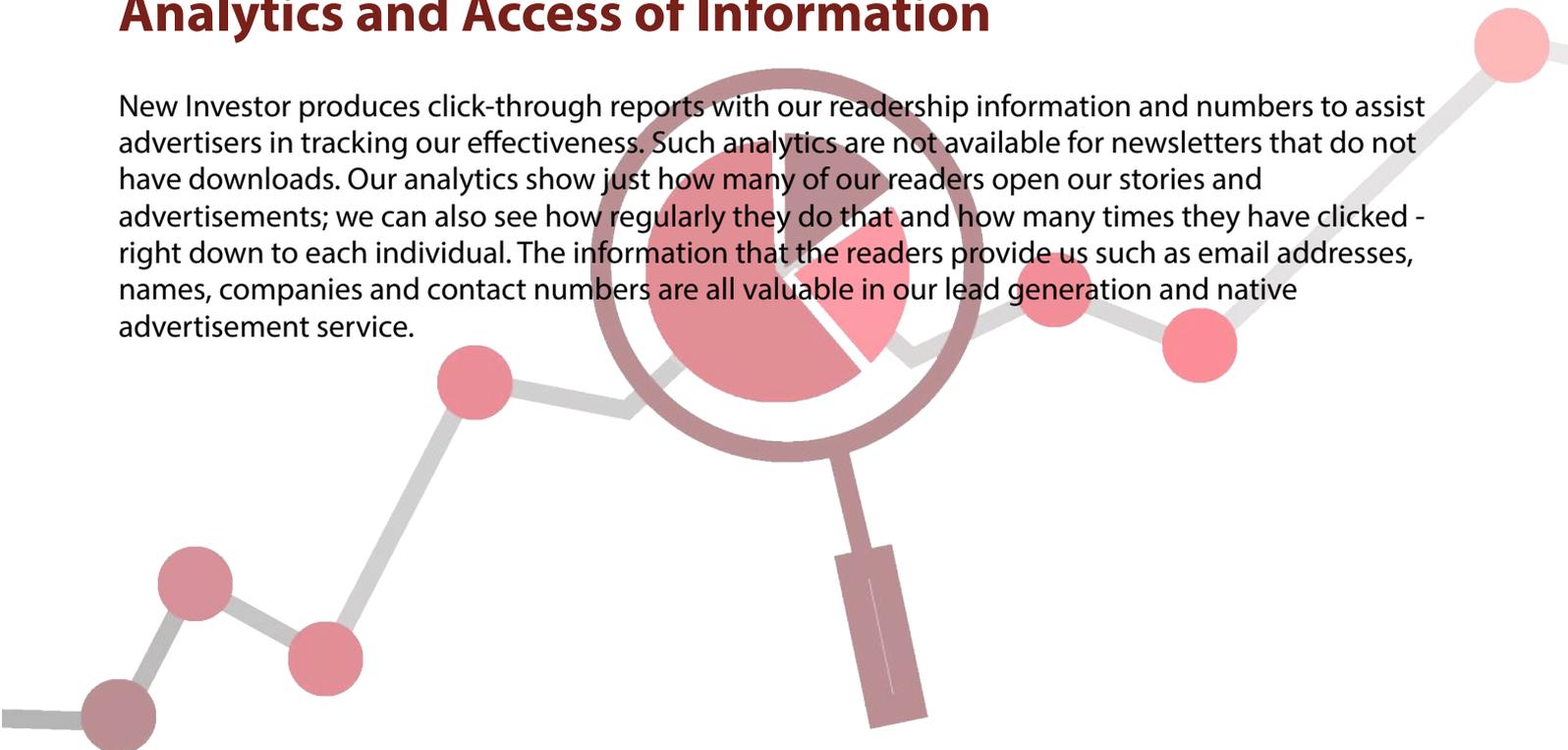
New Investor has a superior reader database consisting of:

1. Financial planners – approx. total 17,800.
2. Accountants – approx. total 6,000
3. Research houses, platform providers, dealer group researchers and other influencers – approx. total 500.
4. Fund managers and other service providers – approx. total 4,000.

Our total readership is approx. **28,300** investment industry professionals.

Analytics and Access of Information

New Investor produces click-through reports with our readership information and numbers to assist advertisers in tracking our effectiveness. Such analytics are not available for newsletters that do not have downloads. Our analytics show just how many of our readers open our stories and advertisements; we can also see how regularly they do that and how many times they have clicked - right down to each individual. The information that the readers provide us such as email addresses, names, companies and contact numbers are all valuable in our lead generation and native advertisement service.



Advertising opportunities

New Investor offers a cohesive advertising strategy with options for native advertising, electronic direct mail (EDM) marketing and traditional banner advertising for investment products, IPOs and events.

Digital Advertising

The digitalisation of media is providing many new opportunities for delivering and analysing advertising activity.

Pursuing a digital advertising strategy through New Investor will deliver your marketing messages to a highly engaged readership. This not only generates web traffic through links to your website, but increases your brand exposure to a targeted, relevant market.

Through New Investor, your company can deliver fully customised banner advertising and video content. New Investor will provide consulting on your digital advertising strategy prior to delivering your content via the weekly publication.

Alternatively, New Investor can provide tailored, in-house design and development of banner advertisements by our professional graphic designers.

Sponsored Content

New Investor is a unique platform for providing tailored digital content that matches the form and function of the publication.

As part of our lead generation offering, New Investor can consult with your organisation on product news, thought leadership, events, business activities and organisational characteristics that will appeal to our readership.

We then compose in-house articles and opinion pieces, or assist in developing your own content, to align with our strict formatting requirements. The content is then delivered to our target readership via our weekly publication.

In addition to generating increased web traffic and brand awareness, New Investor can provide sales leads identified by analysing our reader's engagement with your sponsored content.

Please note that all native advertising must be approved by our Editor prior to distribution.

The screenshot shows the New Investor newsletter interface. At the top, it says "Having trouble viewing this email? View Online". The main header features the "New INVESTOR" logo. Below this, the date "26 April 2017" is displayed. The content is organized into several sections:

- News and Views:** Includes an article titled "Less is key to sustainable growth with advice – ClearView" by Matrix Planning Solutions, and "WAM takes over as Century investment manager" by John Kavanagh.
- ESG integration into investment processes still difficult:** An article by Greg Bright discussing ESG considerations.
- Improving the financial future of women won't happen in a day:** A promotional banner for the Self Managed Super Fund Association (SFS) with a "Register Today" button.
- BLOG OF THE WEEK:** Features "Fair Work Ombudsman targets accountants in employee underpayments" by Stephen Booth and "Managed accounts: the future needs straight talking" by Ian Knox.
- MDA regulatory deadline approaching fast:** An article about financial planners' challenges.
- Active bond managers more likely to outperform:** An article discussing active vs. passive management.
- FPA's new advertising campaign:** An article about the Financial Planning Association's marketing efforts.
- JP Morgan, BlackRock top of the charts with China:** An article about investment management in China.
- VIDEOS:** Two video thumbnails are shown: "The Australian superannuation system" and "Eaton Vance".

At the bottom, there are social media icons for LinkedIn, Twitter, and Facebook, along with contact information: "Email: newinvestor@shedsocial.com Telephone: + 61 29247 8533" and "Shed Social | Shed Media | Investor Strategy News".

For more information about our advertising opportunities please contact:

Greg Bright, Editor

T: +61417241440

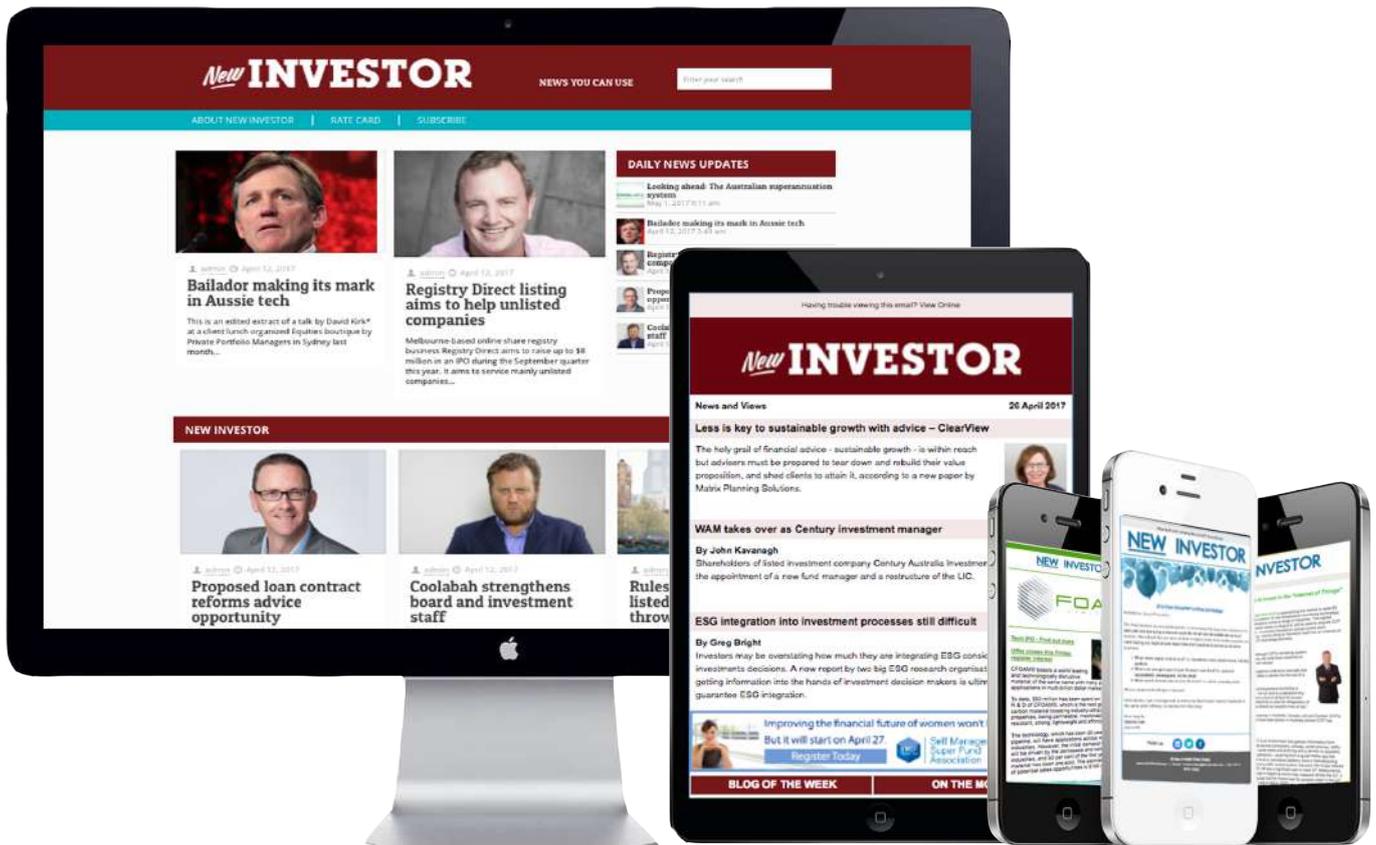
E: greg.bright@binalong.net

W: www.shedsocial.com.au/newinvestor

Electronic Direct Mail Marketing

As an extension of our lead generation offering, New Investor can deliver customised email content in the form of EDM marketing for fund launches and Initial Public Offerings (IPOs). This involves an email-based campaign in which your standalone advertisement is sent to our targeted subscriber base.

New Investor can provide tailored, in-house design and development of your email advertisements by our professional graphic designers and schedule the delivery of our EDMs to suit your marketing strategy.



Monitoring and Analysis

All digital advertising accommodates an unrivalled degree of measurement. A comprehensive understanding of the way readers engage with your advertising and sponsored content can be established by monitoring the rate and frequency in which they click on and engage with your advertisements.



Advertisement Specifications

New Investor digital artwork specifications

Ad Size	Dimensions (Px)
Top Banner	555 (w) x 93 (h)
Bottom Banner	555 (w) x 93 (h)
Native Advertisement - Image only	90 (w) x 90 (h)

All images and ads supplied to us must be in JPEG or GIF format to the correct dimensions and of high resolution quality.

Native Advertising options and specifications

Option 1: A native advertisement to look like a regular news story, with the line “Recommended” above the headline. This includes a headline, short introduction edited by our New Investor staff and an image. Image size: 90px (w) x 90px (h). **Word Count:** Approximately 30 words or two small sentences as an introductory paragraph, which we will edit to maximize reader ‘clicks’.

This native advert option will link to your own website.

Option 2: A native advertisement that will be a news-style story written by our New Investor staff which will either be an interview, commentary or thought-leadership piece of approximately 500-700 words. This will consist of a headline, a short introduction and image. Image size: 90px (w) x 90px (h).

This native advert option will link to the full-length article, hosted on our website. ‘Click’ details will be supplied two days after publication.

Rate Card 2017

AD TYPE	PER INSERTION	4 WEEK MONTH	5 WEEK MONTH
Top Banner Ad	\$390 (plus GST)	\$1400 (plus GST)	\$1600 (plus GST)
Bottom Banner Ad	\$230 (plus GST)	\$850 (plus GST)	\$1020 (plus GST)
Native advertising Option 1	\$850 (plus GST)		
Native advertising Option 2	\$1600 (plus GST)		

New Investor Weekly Newsletter Example

Having trouble viewing this email? [View Online](#)

New INVESTOR

News and Views **26 April 2017**

Less is key to sustainable growth with advice – ClearView

The holy grail of financial advice - sustainable growth - is within reach but advisers must be prepared to tear down and rebuild their value proposition, and shed clients to attain it, according to a new paper by Matrix Planning Solutions.



WAM takes over as Century investment manager

By John Kavanagh
Shareholders of listed investment company Century Australia Investments have agreed to the appointment of a new fund manager and a restructure of the LIC.

ESG integration into investment processes still difficult

By Greg Bright
Investors may be overstating how much they are integrating ESG considerations in their investments decisions. A new report by two big ESG research organisations says that getting information into the hands of investment decision makers is ultimately insufficient to guarantee ESG integration.

Improving the financial future of women won't happen in a day. But it will start on April 27. Register Today




BLOG OF THE WEEK	ON THE MONEY
<p>Fair Work Ombudsman targets accountants in employee underpayments</p>  <p>By Stephen Booth</p>	<p>Managed accounts: the future needs straight talking</p>  <p>By Ian Knox</p>

MDA regulatory deadline approaching fast

Financial planners are moving too slowly to implement changes they will need to have in place if they want to continue offering managed discretionary accounts after October 1, a leading legal practitioner in the field has warned.



Active bond managers more likely to outperform

Widening the debate over active-versus-passive management – a debate usually reserved for equity managers – a PIMCO study shows that active bond managers are more likely to beat their benchmark than active equity managers.

FPA's new advertising campaign

The Financial Planning Association has launched a two-month advertising blitz, including billboard advertisements, to build the prominence of its Certified Financial Planner designation with consumers.



JP Morgan, BlackRock top of the charts with China

JP Morgan has been ranked number one foreign firm for both onshore business in investment management in China and outbound business, while BlackRock has been ranked number one for inbound business.



VIDEOS

The Australian superannuation system	Eaton Vance
 <p>The ability to fund retirement is getting harder for many countries, including Australia. Milliman consultants offer some perspective on the country's superannuation system in this video.</p>	 <p>Eric Stein, Co-Director of Global Income, Eaton Vance Management, believes that the Fed will raise interest rates at the March FOMC meeting.</p>

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New Investor & Advertising opportunities

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