



# THE RUB

Rate Card 2017

News and information for individual investors

## The Rub 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, The Rub is a weekly newsletter read by individual investors and self-managed superannuation fund trustees. The publication covers investment opportunities, investment strategies, SMSF tech, as well as blogs, opinion pieces, analyses and videos.

Edited by John Kavanagh, one of Australia’s most experienced and respected finance writers, The Rub is an authoritative source of news and views for individual investors and self-managed super funds.

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

**Email circulation:** 50,500 individual investors and industry professionals throughout Australia.

**Reader profile:** 72% individual investors, 23% accounts who administer SMSFs, 5% fund managers and other service providers.



### John Kavanagh, Editor



John Kavanagh, has more than 30 years’ experience, specialising in banking, personal finance and investment management. He began his career with Rydge’s Business Journal before moving to BRW in 1984, where he developed an interest in the emerging superannuation and managed funds markets. As the magazine’s personal finance editor he explored the business and regulatory issues involved in the rapid development of the investment industry and the impact of deregulation on the banking industry. In 1994 he joined The Australian as personal finance editor. He re-joined BRW in 2000 and was appointed deputy editor in 2002. In 2006 he took the plunge into the online publishing industry and joined Banking Day.

**Primary Contributors:** The Rub will include expert commentary from the Self-Managed Superannuation Funds Association, as well as experts working in leading fund administration companies and investment research houses.

**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.**

## Analytics and Access to Information

The Rub 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

### Sponsored Content

The Rub 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, The Rub 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, The Rub 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.*

For more information about our advertising opportunities please contact:

**Greg Bright, Publisher**

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**W:** [www.shedconnect.com/the-rub](http://www.shedconnect.com/the-rub)

## Digital Advertising

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

Pursuing a digital advertising strategy through The Rub 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 The Rub, your company can deliver fully customised banner advertising and video content. The Rub will provide consulting on your digital advertising strategy prior to delivering your content via the weekly publication.

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

The Rub 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.

## Electronic Direct Mail Marketing

As an extension of our lead generation offering, The Rub 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.

The Rub 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.

**THE RUB**  
News and information for individual investors 1 May 2017

**Rising risk in an ageing IPO cycle**  
Initial public offerings have been a good source of small cap returns for investors since 2013 but not in recent times. Martyn Currie's small cap portfolio manager Anthony Porto says investors will need to be more discriminating as the cycle ages.  
[Find out more >>](#)

**INVESTMENT OPPORTUNITIES**

**Qantas a 'significant buying opportunity'**  
The Qantas share price is up 30 per cent over the past six months but Macquarie Securities says it still underpriced and could double in price from its current level.  
[Find out more >>](#)

**IPO Watch: Plato Income Maximiser**  
Retirement and income specialist, Plato Investment Management, has launched an Australia share fund with an income focus.  
[Find out more >>](#)

**Fixed Income: Suncorp Capital Notes**  
Suncorp has set a margin of 4.1 per cent on its latest issue of capital notes.  
[Find out more >>](#)

**Cash: TD rates on the rise**  
Westpac, ING Direct, Victoria Teachers Mutual Bank and Greater Bank and among the deposit yaks that have increased TD rates over the past month.  
[Find out more >>](#)

**INVESTMENT STRATEGIES**

**Risk aversion on the rise**  
The latest consumer and investor research suggests that investors are becoming  
[Find out more >>](#)

**ATO clarifies deductibility of property repairs**  
The Australian Taxation Office has issued guidance on how it distinguishes between deductible property repairs and non-deductible capital improvements  
[Find out more >>](#)

**SMSF TECH**

**How TTRs will be taxed**  
The ATO has released a guide to the taxation of transition to retirement arrangements under the new superannuation rules.  
[Find out more >>](#)

**Q&A**

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**BLOGS**

**Risk aversion on the rise**  
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## Advertisement Specifications

### The Rub digital artwork specifications

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

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 The Rub 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 The Rub 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)		

# **The Rub, Shed Connect**

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