

FORUM

AUSTRALIAN SECURITISATION



MEDIA KIT 2008

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On behalf of



OVERVIEW



Forum is the publication produced by InAssociation for the members of the Australian Securitisation Forum (ASF), the peak industry body for the securitisation industry in the Asia Pacific region. The magazine provides information on the development and performance of the Australian securitisation industry and trends in overseas financial markets, connecting news and views from major industry players and leading financial market journalists.

The ASF has recognised the need to engage in a higher level of strategic communication among stakeholders driving the industry in Australia and offshore. With this, *Forum* has been developed by a leading financial markets editorial team headed by managing editor, Kimberley Gaskin.

Forum is dedicated to the community of ASF members and other stakeholders in the Asia-Pacific securitisation industry, encompassing asset-backed securities issuers, investors, bankers and other major industry participants.

Forum provides thorough market coverage of the securitisation industry – from structures and deals by domestic issuers, to asset classes and investor sentiment, to global trends and innovations. *Forum* is the only regular publication in the region dedicated to the needs of ASF members and other securitisation professionals.

In partnership with the Australian Securitisation Conference and other ASF initiatives, *Forum* ultimately aims to play an active role in driving and advancing the Australian securitisation industry.

SECTIONS

The editorial content in *Forum* is a balance between regular sections and features investigating the latest trends in global securitisation markets:

- Feature articles
- ASF Chairman's report
- ASF sub-committee updates
- News in brief
- Leagues tables, updated quarterly
- International updates from USA, Europe and Asia
- Event listings
- Networking and social pages

A continuing link
between the ASF and
key stakeholders

Reporting
on domestic news
and issues

Driving the agenda
for the securitisation
industry

READERSHIP

Circulation of *Forum* is 2,100 industry professionals, primarily in Australia and New Zealand.

28% – Banking Intermediaries

Domestic and international Investment Banks and Brokers
Head of Securitisation, Head of Capital Markets, Head of Debt Capital Markets, Head of Structured Finance, Head of Funding, Head of Syndication

23% – Financial Institutions

Commercial Banks, Finance Companies, Mortgage Originators
Managing Director, CEO, CFO, COO, Corporate Finance Director, Finance Manager, Treasurer, Financial Accountant, Risk Manager, Head of Mortgages, Head of Funding

15% – Specialist Service Providers

Trust Companies, Ratings Agencies, Mortgage Insurers, Technology Providers
Managing Director, CEO, COO, Head of Trustee Services, Head of Product Development, Head of Risk Management, Senior Analyst, Relationship Manager, Business Development Manager

13% – Investors

Asset Managers, Superannuation Funds, Insurance Companies, Hedge Funds, Private Banks, Investment Research Houses
Chief Investment Officer, Fund Manager, Portfolio Manager, Investment Manager, Head of Fixed Interest, Head of Investment Research, Credit Analyst

10% – Corporate Institutions

Large and Mid-cap Domestic and Multinational Corporations
Managing Director, CEO, CFO, Corporate Treasurer, Finance Director, Financial Accountant, Financial Controller, Commercial Manager and other Senior Management

9% – Professional Services

Lawyers, Accountants, Consultants, PR Companies
Managing Partner, Partner, General Manager, Managing Director

2% – Government and Regulatory Bodies

Government Finance Officials, Treasury, Banking and Finance Regulators
Head of Financial Management, Financial Analyst, Portfolio Manager, Policy Advisor, Head of Research



ASF EVENTS

Forum is also distributed to ASF members at ASF events throughout the year. These include:

ASF Evening Series

28 February 2008 – Sydney
21 May 2008 – Sydney
1 July 2008 – Sydney
3 July 2008 – Melbourne
7 August 2008 – Sydney

Australian Securitisation Conference ABS 2008

26-28 November 2008 – Sydney

Forum reaches over
2,100 industry
professionals

Connecting news
and views from major
industry players

Exploring issues in
international and
domestic markets

ADVERTISING SOLUTIONS

Forum is a specifically targeted medium offering direct exposure to Australia's leading securitisation professionals.

Teamed with authoritative and original editorial, *Forum* is the ideal environment to influence decision makers amongst major and potential originators, institutional investors, financial institutions and other industry players with a powerful creative message. Contact Andrew Stabback on (02) 9231 1099 or astabback@inassociation.com.au to discuss options to suit your business needs.

RATE CARD 2008

Double Page Spread

□ Trim size: 297 x 420 mm
11.693 x 16.535 inches

■ Type area: 287 x 410 mm
11.299 x 16.142 inches

■ Full bleed: 307 x 430 mm
12.087 x 16.929 inches



Full Page

□ Trim size: 297 x 210 mm
11.693 x 8.268 inches

■ Type area: 287 x 200 mm
11.299 x 7.874 inches

■ Full bleed: 307 x 220 mm
12.087 x 8.661 inches

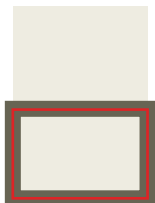


1/2 Page (horizontal)

□ Trim size: 148.5 x 210 mm
5.846 x 8.268 inches

■ Type area: 138.5 x 200 mm
5.453 x 7.874 inches

■ Full bleed: 158.5 x 220 mm
6.24 x 8.661 inches

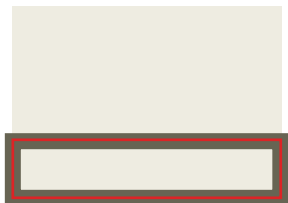


1/3 Page (DPS)

□ Trim size: 99 x 420 mm
3.898 x 16.535 inches

■ Type area: 89 x 410 mm
3.504 x 16.142 inches

■ Full bleed: 104 x 430 mm
4.291 x 16.929 inches



Please email a 300dpi PDF to ads@inassociation.com.au
Convert all colours to CMYK include crops and 5mm bleed
where appropriate. Outline all fonts.

2008 Deadlines

<i>Publishing dates</i>	<i>Booking</i>	<i>Cancellation</i>	<i>Material</i>
April	10 Mar	3 Mar	Co-Pub: 13 Mar Advert: 20 Mar
July	16 Jun	9 Jun	Co-Pub: 19 Jun Advert: 23 Jun
November	17 Oct	10 Oct	Co-Pub: 20 Oct Advert: 24 Oct

Display Advertising

Double Page Spread

1 page

1/2 page

1/3 page DPS

Opposite contents page

Inside Front Cover (IFC)

Outside Back Cover (OBC)

Co-published Chapter or Profile

Leading banks, securities houses or consultants will have the opportunity to co-publish a feature on the topic of their choice.

- Client supplies editorial
- ASF approves
- Client signs off

2 pages

4 pages

Roundtable Discussion

Comprising an edited write-up of a discussion with existing and prospective clients, hosted by InAssociation and approved by ASF.

6 pages

8 pages

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