

# FORUM

AUSTRALIAN SECURITISATION



## MEDIA KIT 2008

For more information, please contact Tyler Lovering at InAssociation on [tlovering@inassociation.com.au](mailto:tlovering@inassociation.com.au) or call +61 2 9231 1099

Published by IN ASSOCIATION

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 Tyler Lovering on (02) 9231 1099 or [tlovering@inassociation.com.au](mailto:tlovering@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

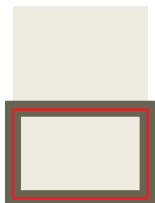


### 1/2 Page (horizontal)

□ 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

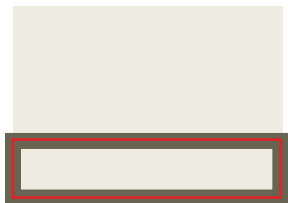


### 1/3 Page (DPS)

□ 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](mailto:ads@inassociation.com.au)  
Convert all colours to CMYK include crops and 5mm bleed  
where appropriate. Outline all fonts.

### 2008 Deadlines

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

### Display Advertising

|                          | A\$      |
|--------------------------|----------|
| Double Page Spread       | \$13,950 |
| 1 page                   | \$7,950  |
| 1/2 page                 | \$4,950  |
| 1/3 page DPS             | \$5,950  |
| Opposite contents page   | \$9,450  |
| Inside Front Cover (IFC) | \$9,450  |
| Outside Back Cover (OBC) | \$13,950 |

### 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 | \$15,950 |
| 4 pages | \$22,000 |

### Roundtable Discussion

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

|         |          |
|---------|----------|
| 6 pages | \$28,000 |
| 8 pages | \$34,000 |

Please note: all rates in Australian Dollars excluding GST

### Contact

Tyler Lovering  
Director, Sales and Operations  
InAssociation  
T: +61 2 9231 1099  
M: +61 410 479 069  
[tlovering@inassociation.com.au](mailto:tlovering@inassociation.com.au)

### Publisher

**InAssociation Pty Ltd**  
ABN 84 099 103 643  
Suite 1304, Level 13, 115 Pitt Street NSW 2000  
T: +61 2 9231 1099 F: +61 2 9231 0199  
[info@inassociation.com.au](mailto:info@inassociation.com.au)  
[www.inassociation.com.au](http://www.inassociation.com.au)