

# ON TARGET EVERY TIME

With AGSM  
*Magazine*, you  
reach the MBA  
graduates of  
Australia's leading\*  
business school,  
three times a year.

AGSM 2003  
**RATE  
CARD**





Professor Greg Whittred's analysis of Harris Scarfe Holdings' collapse (Nov 2002) was later published by *The Australian Financial Review*.

"AGSM Magazine is easy to read, even though it features complex thoughts and research. The magazine gets you thinking about all kinds of issues relevant to management strategy, leadership and processes."

— JOHN SCHUBERT, CHAIRMAN, BUSINESS COUNCIL OF AUSTRALIA



Bringing together management professors and business executives.

"AGSM Magazine reflects and supports a diverse community of business managers and academics. I think it's important to have a forum that shares knowledge and seeks to improve management practice. I find it keeps me in touch with the latest business ideas."

— PAUL MURNANE, EXECUTIVE DIRECTOR, JB WERE

**IN THE NEWS:** Our Kim Beazley cover story (Nov 2002) drew comment from a couple of our national newspapers. The *Daily Telegraph* used it to remind its readers that "Laborite nice guy Kim Beazley"... "had lost twice to John Howard" and *The Age's* James Chessell wrote: "Get hold of the latest Australian Graduate School of Management Magazine..."



\*AGSM is ranked in the top two business schools in Australia for its MBA program and the best in Asia-Pacific for its MBA (Executive) program by the *Financial Times* (UK) in its 2003 MBA program and 2002 MBA (Executive) program surveys.

## READERSHIP

Our readers are an exclusive group of highly educated business managers. They are active members of a powerful alumni community that represents highly accomplished and ambitious business practitioners.

The typical *AGSM Magazine* reader is:

- A successful business decision-maker with a high disposable income of more than \$100,000 (see **Circulation – purchasing power**).
- A visible achiever willing to invest in professional development.
- A senior manager, managing director or business owner most likely to be employed in finance and banking, information technology, consulting, manufacturing or government (see **Top 10 industries**).

## HIGHLY TARGETED

*AGSM Magazine* offers advertisers a unique and valuable readership. You reach an audience of accomplished business people that is not available anywhere else. It includes every person who has completed an MBA or a premium executive program at the Australian Graduate School of Management (AGSM) as well as current part-time MBA students. Magazine recipients are located throughout Australia and in major business centres around the world.

The magazine is also distributed to and read by the AGSM's full-time professors, senior lecturers, on-campus MBA students, staff, and more than 100 part-time lecturers located around Australia.



More than 60 senior executives who are members of the school's board and advisory council also receive a copy of the magazine: business leaders such as ANZ Banking CEO John McFarlane, Westpac group executive Ann Sherry, MIM Holdings chairman Leo Tutt, Leighton Holdings chief executive Wal King, Saatchi & Saatchi Australia chair Sandra Yates, Perpetual Trustees managing director Graham Bradley and Coles Myer director Patty Akopiantz.

## EDITORIAL

### Great business ideas

Like no other publication, *AGSM Magazine* has access to the ideas and research of some of Australia's most talented management professors. It translates their work into readable articles and offers a whole range of insights into and perspectives on better management practice.

### Valuable connections

The magazine is also the way senior business managers keep in touch with their alumni network at one of Australia's leading business schools.

The community of the AGSM is a prestigious and wide-reaching one, which is reflected in the magazine's contributors and content. Its columnists include renowned practitioners like Chum Darvall (CEO of Deutsche Bank), Rob Ferguson (former CEO of Bankers Trust) and Bob Joss (former CEO of Westpac). Readers also enjoy regular reports on the school's many high-profile visitors and speakers such as Kim Beazley and David Gonski.

### Knowledge executives can use

In 2003, there will be more working knowledge features by talented AGSM executive education presenters from Australia and affiliated overseas business schools. They will write about business strategy, processes and issues - such as the next generation balanced scorecard, strategic leadership, risk management, corporate governance, coaching skills, and supply and value chain management - to name just some of the many topics to be covered.

### Web site

*AGSM Magazine* is also published online via the AGSM's corporate Web site. It is a particularly popular and useful site for downloading articles and reading lists on a wide range of management practice topics.

## CIRCULATION

### National and global

*AGSM Magazine* is individually mailed to alumni and MBA (Executive) students located throughout Australia and more than 1500 are mailed to alumni living and working overseas (in 55 countries). Another 1400 magazines are hand delivered in Sydney to MBA students, faculty members, staff, advisory council and board members and sponsors and supporters of the AGSM. It is a diversified distribution that continues to grow with the alumni community. Approximately 70 per cent of our readers are male and 30 per cent are female.

### Purchasing power:

The mean annual salary packages of the AGSM's graduates immediately after completing an MBA are: \$145,279 - MBA (Executive) graduating class of 2001<sup>†</sup>; and \$129,055 - full-time MBA class of 2001\*.

(<sup>†</sup>n= 76; \*n=41)

### NATIONAL CIRCULATION (by state)

NSW	70.5%
VIC	13.7%
QLD	4.6%
ACT	4.1%
WA	3.4%
SA	2.9%
TAS	0.6%
NT	0.2%

Total: 7763 alumni and part-time MBA students (Nov 2002)

### INTERNATIONAL CIRCULATION (top 10 countries)

Hong Kong	45.6%
USA	10.9%
Singapore	10.0%
New Zealand	9.6%
United Kingdom	7.8%
Malaysia	5.0%
China	4.3%
Indonesia	2.6%
India	2.1%
Japan	2.0%
Other	13%

Total: 1509 alumni (Nov 2002)

### TOP 10 INDUSTRIES (74% of alumni data)

Finance and banking	20.2%
IT, telco & technology	12.0%
Consulting	10.3%
Manufacturing	8.1%
Government	6.7%
Building, construction & property	4.4%
Health care, community, medical & pharmaceutical	4.2%
Education & training	3.0%
Metals, mining, chemical & petroleum	2.4%
Retail and wholesale trade	2.3%



Circulation:  
10,011

12 months to Sept 02

The circulation records of this publication have been submitted for independent audit with the Circulations Audit Board.

## DISPLAY ADVERTISING RATES

Size	Casual	2x	3x
DPS	\$6500	\$6175	\$6012
Full Page	\$3975	\$3776	\$3677
1/2 Page	\$2385	\$2265	\$2206
1/3 Page	\$1312	\$1245	\$1213
1/4 Page	\$965	\$917	\$893

### Preferred positions loading

First DPS	25%
First Right Hand Page	25%
Outside Back Cover	25%
Inside Front Cover	20%
Inside Back Cover	15%

### Agency commission

Advertising agency commission is 10 per cent.

### Classified advertising rates

Line advertisements:	\$22 per line (1 column wide)
Display advertisements:	\$62 per single column cm (minimum 4cm x 1 column)

### Deadlines for advertising

2003	Book by	Material by
Issue: 1 (March)	14 February	24 February
Issue: 2 (July)	9 June	23 June
Issue: 3 (November)	20 September	6 October

## MATERIAL REQUIREMENTS

All hi-res PDFs must be supplied with a colour proof and processed through Quickcut for industry standard approval. If required, *AGSM Magazine* will process hi-res PDFs through Quickcut on behalf of advertisers at a standard fee.

For more information go to: [www.quickcut.com.au](http://www.quickcut.com.au)

## CONTACT DETAILS

### SARAH PONTON

#### Sales manager

Australian Graduate School  
of Management  
UNSW Sydney NSW 2052  
Tel: (02) 9931 9488  
Fax: (02) 9931 9539  
Mobile: 0418 604 081  
Email: [magazine@agsm.edu.au](mailto:magazine@agsm.edu.au)

### ANTHONY VANDENBERG

#### Design/production manager

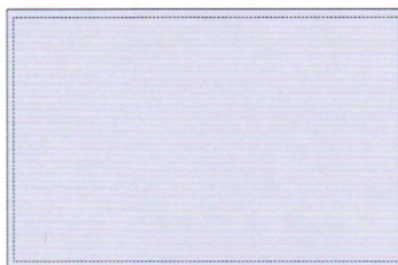
Mayfly Graphics  
Level 1, 5 Wilson Street  
Newtown 2042  
Tel: (02) 9565 1446  
Fax: (02) 9565 1445  
Mobile: 0408 557 730  
Email: [magazine@agsm.edu.au](mailto:magazine@agsm.edu.au)

### DEBRA MAYNARD

#### Editor/publisher

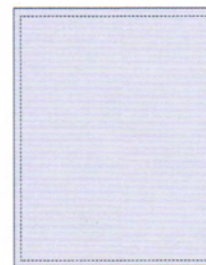
Australian Graduate School  
of Management  
UNSW Sydney NSW 2052  
Tel: (02) 9931 9328  
Fax: (02) 9931 9539  
Mobile: 0407 299 007  
Email: [debram@agsm.edu.au](mailto:debram@agsm.edu.au)

## ADVERTISING SIZES



### Double page spread (DPS)

Trim: (H) 276mm x (W) 412mm  
Bleed: (H) 286mm x (W) 422mm



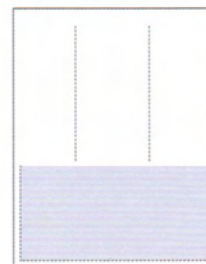
### Full page

Trim: (H) 276mm x (W) 206mm  
Bleed: (H) 286mm x (W) 216mm



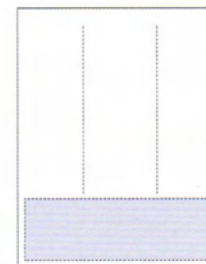
### 1/2 Page Horizontal

(H) 120mm x (W) 182mm



### 1/3 Page Horizontal

(H) 80mm x (W) 182mm



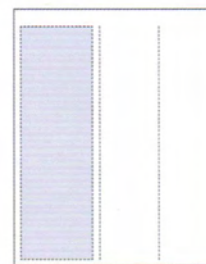
### 1/4 Page Horizontal

(H) 60mm x (W) 182mm



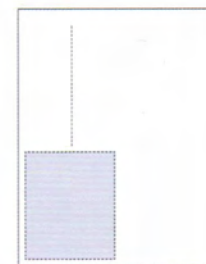
### 1/2 Page Vertical

(H) 240mm x (W) 88mm



### 1/3 Page Vertical

(H) 240mm x (W) 58mm



### 1/4 Page Vertical

(H) 120mm x (W) 88mm

## GENERAL ENQUIRIES

Email: [magazine@agsm.edu.au](mailto:magazine@agsm.edu.au)