

MAGAZINES BUSINESS CATEGORY

This category is really a combination of business and investment titles. Sector sales year-on-year were down 4% and static for the period-on-period. Without the new entrant (*Aust Property Investor*) sales were down 7%.

Total annual copies sold in this category is 5,186,312 with an annual retail sales value of \$29,230,499. Copies sold represents 2.34% of the market while retail value accounts for 3.17%.

Source: NDD Audit Report (December 2002)



Money Magazine
ACP \$5.95

Circ Dec 2002: 68,944
Circ Dec 1999: 100,669
R/ship 2002: 264,000
Full page ad: \$9,100
Ad pages 2002: 324
Ad pages 2001: 349
Editor: Pam Walkley
Advertising Manager: Kate Macmillan
Publisher: Jill Baker



Shares
Fairfax Business
Media \$7.00

Circ Dec 2002: 66,686
Circ Dec 1997: 71,084
R/ship 2002: 212,000
Full page ad: \$8,904
Ad pages 2002: 328
Ad pages 2001: 435
Managing Editor: Robin Bowerman
Advertising director: Heidi Volpe
Publisher: Michael Gil



Personal Investor
Fairfax Business
Media \$6.00

Circ Dec 2002: 56,389
Circ Dec 1997: 66,091
R/ship 2002: 172,000
Full page ad: \$8,240
Ad pages 2002: 239
Ad pages 2001: 347
Editor: Robin Bowerman
Advertising director: Heidi Volpe
Publisher: Michael Gil



BRW
Fairfax Business
Media \$4.95

Circ Dec 2002: 54,145
Circ Dec 1997: 75,116
R/ship 2002: 260,000
Full page ad: \$14,000
Ad pages 2002: 1,138
Ad pages 2001: 1,397
Editor: Tony Featherstone
Advertising director: Heidi Volpe
Publisher: Michael Gil



Aust Property
Investor \$7.95
Aust Commercial Pub

Circ Dec 2002: 26,862
Circ Dec 1997: N/A
R/ship 2002: N/A
Full page ad: \$3,995
Ad pages 2002: N/A
Ad pages 2001: N/A
Editor: Lane Boy
Dir Sales & Marketing: Sandi Smith
Publisher: Lane Boy

Sources: Nielsen Media Research (Ad pages 02/01 - 01/02 & 02/02 - 01/03), Audit Bureau of Circulations, Roy Morgan

MONEY SHOWS OFF REDESIGN AS CLITHEROE BACK ON WEEKLY TV



WALKLEY

NEW BRW EDITOR STRENGTHENS EDITORIAL TEAM: SECTIONS RETURN



FEATHERSTONE

Last year when we spoke with *Money* editor Pam Walkley, she hoped the low sales were behind them. That didn't prove to be the case. But it could be *this* time with *Money* sales even rising a little between June 2002 and December 2002. "We think we really see a glimmer of light at the end of the tunnel this time," she said this week. "In these difficult times for investors we are just trying to give our readers as much information as possible so they can come to informed decisions. Investors will have to take more control of their funds in future because it seems they can't trust the people they've expected to control it for them.

"A lot of our magazine is devoted to money management which sets us apart from our competitors."

The magazine peaked at sales of over 100,000 when the magazine's chairman and chief commentator, Paul Clitheroe, hosted *Money* on the Nine Network. With a new broom at the network it seems Clitheroe may be coming a more familiar face again. "Paul started back Wednesday this week with a regular weekly spot on *A Current Affair*," said Walkley. "We also have Nine's new finance commentator Ross Greenwood writing for the magazine from the April issue." Greenwood used to be a familiar byline within the BRW Group and was the editor of *Personal Investment* before he went to the UK to work in publishing.

"We have been having a hard look at the product this year and we have come up with a revamp we are debuting in the March issue. The aim is to make *Money* more accessible and easier to navigate. We ran some focus groups last year where we learnt a lot about the magazine from our readers."

Tony Featherstone took over as the editor of *BRW* from the first issue this year after former editor Neil Shoebridge moved across to *The Australian Financial Review*. Featherstone started in journalism at *The Sun-Herald* before joining *The AFR*. He joined Bankers Trust for four years before returning to the media where he edited *Shares* magazine for four years.

Of his time "on the other side", Featherstone said he went there to see how it worked. "I got sick of having my nose up against the glass for a long time. I think the experience made me a better editor and a better journalist." Even though Featherstone took on the job at *BRW* in challenging times for business titles, he said "it was the easiest decision I've ever had to make. It's a challenging time for all business magazines, not just *BRW*. I think we've come through it fairly well."

Has the magazine changed much over the years? "I don't think so. Our target market has always been executives, middle managers and aspirants. We have a formula that's really worked for 22 years now. But there is always room for improvement. I've only edited seven issues, but in those we've had some big exclusives and broken some stories. In the next couple of months we will unveil a new design for the magazine and it will have a slightly different structure. We will be bringing the sections back and putting more emphasis on them. We will also try and be even more forward looking than we have in the past by taking notice of global trends etc. One thing *BRW* has had is excellent writers. We will be taking that model one step further by giving the section editors a team of writers and getting them to build on our franchise in those areas." Asked if the group ever questioned the resources poured into their website, Featherstone said, "We know that people who use our web site are loyal readers with high retention rates."