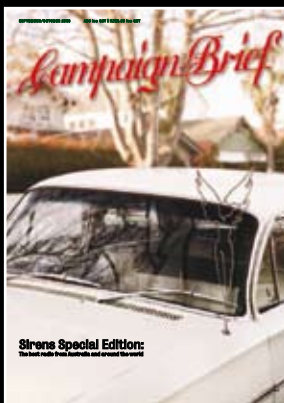


Campaign Brief



FEATURES 2009

FOR MORE INFORMATION & MATERIAL SPECIFICATIONS
PLEASE CONTACT MIKE@CAMPAIGNBRIEF.COM

JANUARY/FEBRUARY

AUSTRALIA + NZ AGENCY OF THE YEAR + CREATIVITY/BILLINGS INDEX
BOOKINGS AND MATERIAL DEADLINE JANUARY 30TH

MARCH/APRIL

AUSTRALIA & NEW ZEALAND CREATIVE RANKINGS
BOOKINGS AND MATERIAL DEADLINE MARCH 27TH

MAY/JUNE

PRE CANNES EDITION
BOOKINGS AND MATERIAL DEADLINE MAY 22ND

JULY/AUGUST

TVC POST PRODUCTION + SOUND+MUSIC REPORTS + POST CANNES EDITION
BOOKINGS AND MATERIAL DEADLINE JULY 31ST

SEPTEMBER/OCTOBER

RADIO REPORT
BOOKING DEADLINE SEPTEMBER 11TH

OCTOBER

CAXTON AWARD

NOVEMBER/DECEMBER

TVC PRODUCTION REPORT
BOOKING DEADLINE NOVEMBER 2ND

DECEMBER

AWARDS

Campaign Brief

FEATURES2009

Campaign Brief is Australasia's most influential creative advertising trade magazine. The only one they read and keep.

Campaign Brief launched to the Australasian industry in 1987 and in seventeen years since has developed into compulsory reading for all those interested in advertising creativity in Australia and New Zealand.

With a constantly growing subscriber base of over 5000, Campaign Brief enjoys strong support and respect in the lucrative Advertising and Production industries. Over the past six years the subscription base has extended overseas to South-East Asia, New Zealand, UK, USA, and South Africa.

As Campaign Brief is published 9 times per year on high quality gloss stock, the magazine has a long shelf life and enjoys a very high readership per copy ratio.

Campaign Brief's major subscriber and readership base is advertising agency creative directors, writers, art directors and management, agency TVC producers, TVC production and post production houses, related suppliers to agencies and top client executives throughout the region. The magazine is enthusiastically read and is used as a reference guide to source the hottest creative talent and hottest commercials directors/ photographers/ illustrators in Australasia.

Campaign Brief believes in Australian and New Zealand creativity and our mission is to highlight both the ads and the people involved in creating them.

At around half the advertising rates of other trade magazines, Campaign Brief represents outstanding and effective value for your advertising spend.

CAMPAIGN BRIEF IS AUSTRALASIA'S LEADING CREATIVE MAGAZINE, BUT DON'T JUST TAKE OUR WORD FOR IT.

"*Campaign Brief* is really the only advertising trade magazine that Australian creative teams take much notice of. Probably because it's the only trade magazine that realises that the advertising business is about ads. I never miss it. Even my wife reads it when I take it home."

LIONEL HUNT, CHAIRMAN
LOWE GROUP OCEANA, SYDNEY

"Think of it as a creative wank that no one except creatives read, at your peril... It actually knows who's hot and who's not and says so. It can double the salary of not only the creatives but MDs and suits as well. It can shut down a career or an agency overnight. And it can start one. It throws the definitive lunch once a year. And it actually cares about the ad industry. If you don't read it, you're an idiot."

ROB BELGIOVANE, CREATIVE OFFICER
BWM, SYDNEY

"What I love about *Campaign Brief* is the absolute lack of confusion. It's a magazine about creativity, for creative people by creative people. While the majority of industry press tries to be everything to everyone, *Campaign Brief* remains true to its origins. An unadulterated, hedonistic, up to the minute commentary on ads and creative people. With loyalty to ideas, not agencies or countries. We spend our whole careers fighting compromise and politics. Worrying about deadlines and agency stability. *Campaign Brief* represents everything that keeps us sane. Producing great work, having a laugh, inspiring one another, celebrating success, discovering new talents and of course a bit of mindless gossip. And the added bonus, is that it is run by people who actually care about advertising. Its success is a barometer of our success."

DAVID DROGA, CHIEF CREATIVE OFFICER
DROGA5, NEW YORK

SIZE	RATE (Plus GST in Australia)	DIMENSIONS
Full Page	\$2750	330mm x 240mm
Double Page	\$4700	330mm x 480mm
Half Page	\$1980	140mm x 215mm
Quarter Page	\$1450	140mm x 105mm

*Booked at the same time for consecutive issues. Not cumulative.

campaignbrief.com

MATERIAL TO BE SENT TO: **CAMPAIGN BRIEF, LEVEL 1, 24 HICKSON ROAD, WALSH BAY, NSW 2000**

ADVERTISING ENQUIRIES CALL MIKE MORRIS (BUSINESS DEVELOPMENT DIRECTOR) TEL: 612 9247 4933 MOB: 0421 391 501

ALL RATES PLUS GST. GUARANTEED POSITIONS +15%