



CECTM MAGAZINE

INSPIRING THE BUSINESS WORLD

2018 MEDIA KIT

Australia and New Zealand



The CEO Magazine is more than Australia's premier business title: it's a source of information, inspiration and motivation for the country's most successful leaders, executives, investors and entrepreneurs. An iconic, global media brand, we inspire and promote excellence within the business world. We provide critical business insight and in-depth features on companies, people, strategies, ideas and economic trends, while delivering unrivalled access to the world's most powerful people. Through our four editorial cornerstones – Inspire, Innovate, Invest and Indulge – we delve deeper into both the professional and personal lives of business leaders, exploring the lifestyle interests and pursuits of this affluent audience. Our content creates conversations on all platforms, while our voice is the one that matters to decision makers and game changers.



CEOTM MAGAZINE

INSPIRING THE BUSINESS WORLD

THE GLOBAL BUSINESS BRAND

The CEO Magazine is in 31 countries and has an international readership of 210,000+ and 50,000+ unique visitors per month

MAGAZINE 
The CEO Magazine
 ANZ
100,000+
 readers*

 
SOCIAL MEDIA
 LinkedIn, Twitter,
 Facebook, Google+
5,000+
 followers


WEBSITE 
theceomagazine.com
50,000+
 unique visitors
 per month

CEO MAGAZINE
 TOTAL
 MONTHLY
 BRAND
 REACH
190,000+

CEO TM MAGAZINE

INSPIRING THE BUSINESS WORLD

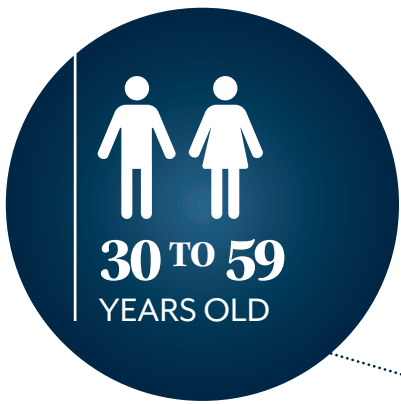
EMAIL NEWSLETTER 
CEO Connection
20,000+
 subscribers


DIGITAL APP
 Apple and Android
17,000+
 downloads

OUR NUMBERS
 Reaching business leaders on every level

Magazines are strategically distributed within high traffic airline lounges and offices across Australia and New Zealand. These include the business class lounges of Singapore Airlines, Qantas and Virgin Australia at Sydney and Melbourne airports and is available for purchase in over 350 newsagencies in Australia.

*Readership is calculated based on an estimated average of *The CEO Magazine* being read twice per day in the high-traffic airline lounges, once per business day in the medium-traffic hotels and serviced offices, three executives reading each copy sent to businesses and executives direct, and being read one in every ten journeys with Hughes Limousines.



CECTM MAGAZINE

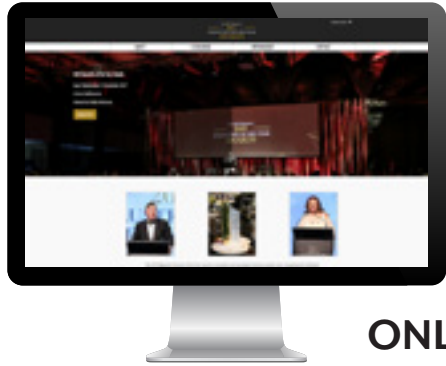
INSPIRING THE BUSINESS WORLD

OUR AUDIENCE

Power players, game changers, decision makers

Fairfax Media (2015), Business Leaders Survey 2015

Fairfax Media (2014), The Financial Review Audience Personas



ONLINE

Entries via executiveawards.com.au

Finalists announced:

Thursday 17 August

Winners announced:

Wednesday 15 November

EVENT

15 November 2017

Palladium at Crown Melbourne

Recognising success, innovation
and business acumen in Australia



PRINT

September '17 issue

Finalists revealed

February '18 issue

Cover, cover story
and event highlights



The CEO Magazine's

2017

EXECUTIVE OF THE YEAR AWARDS

SOCIAL

#executiveawards



INSPIRE

INSPIRING GREATNESS IS ALL ABOUT LEADING BY EXAMPLE

We often presume that great leaders are born with that natural skill, but the truth is truly inspirational leaders are the ones who are constantly learning and improving. Each month in *The CEO Magazine*, we deliver on our promise to inspire the business world by providing unique and thought-provoking content on leadership and its many challenges and rewards to our C-suite readership. From the secrets of employee happiness to the surprising benefits of mentorship, our vibrant storytelling engages and informs. What's more, we get up close and personal with the world's most powerful people, asking them the tough questions on success, failure and everything in between. More than just a business magazine, we're an international brand that inspires change.

“Real disruption is when we walk into a client meeting and we take a commercial risk. That is the ultimate disruption.”



**LUKE DEAN &
WALLY MUHIEDDINE**
Co-Founders,
Advertising Advantage

“Stop trying to be so damn smart and reasonable. Start being a little stupid and ridiculous.”

DAN PRICE
CEO, Gravity

INNOVATE

THE CEO MAGAZINE SHOWCASES INNOVATORS AND CHANGE MAKERS TO EXPLORE THE LANDSCAPE OF TODAY'S EVER-EVOLVING WORLD



KRISTEL
KRUUSTUK
CEO, Testlio

“Diverse backgrounds can only strengthen my company. What some might view as a potentially disruptive force is actually a catalyst for innovation.”

By far the most interesting and dynamic aspect of the business world is innovation. Make no mistake though: it's not just the tech start-ups leading the charge; innovation affects all industries globally. Each month, *The CEO Magazine* highlights the thought leaders who are kicking goals in the innovation space with in-depth interviews revealing exclusive insights into what these dynamos are doing, what motivates and inspires them, and what they are planning for the future. It's a captivating mix of business stories that covers everything from space travel and driverless Ubers, to how digital is disrupting industries like manufacturing, mining, health and pharmaceuticals. More than just an engaging read, it's essential for future-proofing business.



“What makes me so proud is how we have handled growth.”

GRACE SIEMS
CEO, Grace Loves Lace

INVEST

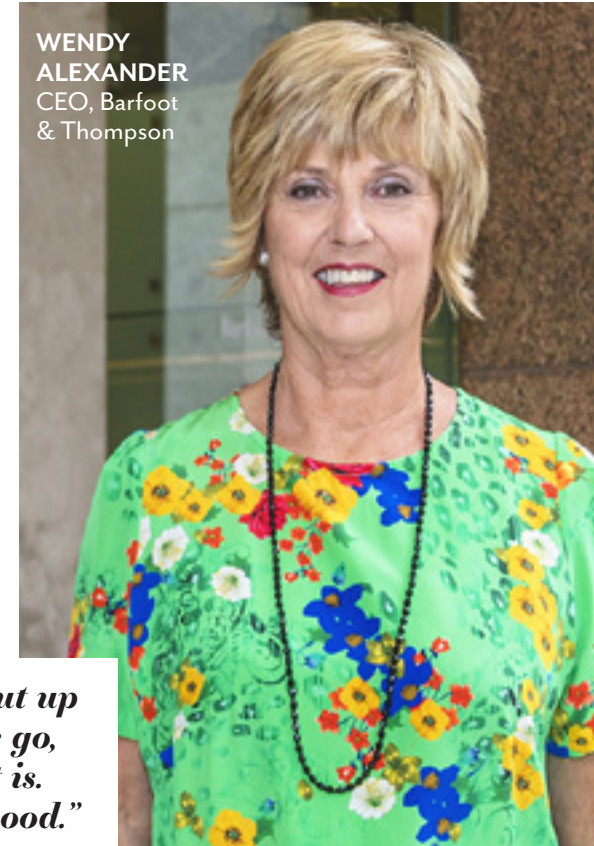
“I still remember our first \$100k turnover month – we had a huge celebration. Now we’re turning over in excess of \$100 million every month.”

PAUL BILLING
CEO, TorFX

THE CEO MAGAZINE WILL FUTURE-PROOF YOUR BUSINESS BY DELIVERING IN-DEPTH AND INSPIRING INVESTMENT ADVICE

Business leaders and C-Suite executives turn to *The CEO Magazine* for its broad coverage of investment. Whether it’s an international conglomerate planning managed growth through mergers and acquisitions, a tech start-up looking for seed funding, or a business investing back into the community that supports it, our stories are designed to inspire and inform readers to invest in their business to create both a solid foundation and a bankable future. Leaders today also recognise that perhaps their greatest asset is their staff. Because of this, *The CEO Magazine* engages leading management trainers, life coaches, and health professionals to write articles on how a business can flourish by investing in both the personal and professional development of its team.

WENDY
ALEXANDER
CEO, Barfoot
& Thompson



“When numbers are put up on the world stage, people go, ‘That can’t be right.’ But it is. It is correct. We are that good.”

INDULGE

FROM INDULGENT PRIVATE ISLANDS TO THE WORLD'S MOST EXCLUSIVE CARS, WE'RE THE ULTIMATE LEADER IN LUXURY

The CEO Magazine is a leading voice in global luxury and certainly knows how to mix business with pleasure. We deliver a unique offering to a discerning readership that demands the best; these are the consumers of goods and services at the premium end of the market. From five-star travel and leisure to food and wine, sport, health, jewellery and design, we cover the newest in what matters most to our sophisticated audience.

IN EVERY ISSUE:

MOTORING: Monthly test drives of the world's most luxurious automobiles

LUXE LIST: The ultimate array of the latest and greatest gadgets

TRAVEL: A guide to the world's hottest destinations and newest luxury hotels

WATCH THIS SPACE: Timeless timepieces and the trends that keep things ticking

INDULGE NEWS: *The CEO Magazine's* editors reveal their picks for the month's most exciting items, places and events.



LAUCALA ISLAND, FIJI

EDITORIAL CALENDAR 2018

ISSUE	EDITORIAL THEMES	PRINT ADVERTISING CLOSE DATE	PRINT ADVERTISING ARTWORK DUE	DIGITAL ADVERTISING CLOSE DATE	DIGITAL ADVERTISING ARTWORK DUE	MAG ON SALE DATE
JANUARY	BE MORE PRODUCTIVE PLUS Wealth Advice, My Business Rules, The Luxe List SPECIAL INSERT Guide To Luxury Travel	25 AUG 17	13 OCT 17	20 OCT 17	22 DEC 17	7 DEC 17
FEBRUARY	AUSTRALIA'S BEST CEO REVEALED PLUS Taking Care of Business, Investment News, Conquering Digital Distraction	22 SEP 17	10 NOV 17	17 NOV 17	19 JAN 18	4 JAN 18
MARCH	THE ENTREPRENEURS SET TO RULE THE WORLD PLUS Future of Transportation, The New Basics of Marketing, Inspire News	20 OCT 17	22 DEC 17	15 DEC 17	23 FEB 18	15 FEB 18
APRIL	THE BILLIONAIRES ISSUE PLUS Be a More Focused Leader, Build a Better Team, The Last Word SPECIAL INSERT Luxury Watches & Jewellery	17 NOV 17	19 JAN 18	2 FEB 18	23 MAR 18	15 MAR 18
MAY	HOW WE GOT HERE PLUS Wealth Advice, Leadership Inspiration, My Business Rules	15 DEC 17	23 FEB 17	2 MAR 18	20 APR 18	19 APR 18
JUNE	BUILD A GREAT COMPANY PLUS What Really Motivates Sales People, Inspire News, Future of Manufacturing	2 FEB 18	23 MAR 18	29 MAR 18	18 MAY 18	17 MAY 18
JULY	SECRETS OF SUCCESSFUL PEOPLE PLUS Reinvent Your Business Model, Taking Care of Business, Global Giving SPECIAL INSERT The Luxury Car Guide	2 MAR 18	20 MAR 18	27 APR 18	15 JUN 18	14 JUN 18
AUGUST	AUSTRALIA'S RICHEST BUSINESSWOMEN PLUS Luxury Real Estate, My Business Rules, Beat Burnout	29 MAR 18	18 MAY 18	25 MAY 18	13 JUL 18	12 JUL 18
SEPTEMBER	POWER PLAYERS PLUS Top Cities for Private Property Investment, The Last Word, Investment News	27 APR 18	15 JUN 18	22 JUN 18	10 AUG 18	9 AUG 18
OCTOBER	THE VISIONARIES ISSUE Inspirational Advice, My Business Rules, Future of Energy SPECIAL INSERT The Ultimate Tech & Gadget Guide	25 MAY 18	13 JUL 18	20 JUL 18	7 SEP 18	6 SEP 18
NOVEMBER	THE SECRET TO SMARTER SALES PLUS Investment Advice, Lessons in Leadership, Build a Better Team	22 JUN 18	10 AUG 18	DATE TBC	DATE TBC	4 OCT 18
DECEMBER	THE WORLD'S BEST BRANDS PLUS Global Giving, Be a Better Leader, The Last Word SPECIAL INSERT The CEO Luxury Gift Guide	20 JUL 18	7 SEP 18	DATE TBC	DATE TBC	1 NOV 18



“Do what’s important, not what’s urgent.”

JULIE STEVANJA
CEO, Stylerunner

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VIDEO INTERVIEWS

The *CEO Magazine's* video interviews are designed to help your organisation showcase management stories, company journeys and promote your brand. Taking care of everything – all audio, lighting and recording equipment is supplied – our professional video team works to create content that supports your communications and marketing strategies.

To help share your story, the video will be hosted on our global site – theceomagazine.com – and shared on our social media channels, connecting your business with our audience of decision makers and business leaders.

ALL VIDEO PACKAGES INCLUDE:

- On-site professional filming
- Dual camera set-up
- Five-second visual closer
- One edit amendment
- Your corporate logo & branding in the video clips
- Soundtrack

“I’m an unconventional leader because I don’t know what ‘normal’ management is.”



JOHN WINNING
CEO, Winning Group

ULTIMATE PACKAGE

Our Ultimate Package combines a 15-minute continuous video story of your CEO, a show reel of your company and its story as well as six short video clips, which are perfect for social media.

This top-tier package includes additional promotional support from *The CEO Magazine* including a complimentary full-page advertisement in *The CEO Magazine* plus promotion of the video in our eDMs.

STANDARD PACKAGE

Our Standard Package includes a 15-minute continuous story and six short video clips, designed to be shared on social media. Communicate your organisation's key messages and build trust in your brand by sharing this content with your stakeholders and followers.

INTRODUCTORY PACKAGE

Designed as a gateway to your brand and organisation, our Introductory Package includes a series of six short video clips designed to be shared on social media. Effectively communicate key messages from your organisation to the public. These short videos provide your organisation with content for marketing campaigns across social media and within email communications.

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THECEOMAGAZINE.COM

FOR MORE INFORMATION CONTACT:

HEAD OF SALES & MEDIA

STEVE SUMMERS

steve.summers@theceomagazine.com

ANZ

Level 1, 7 Grosvenor Place
Brookvale NSW 2100
Australia
+61 2 8925 7400

EUROPE

Drottninggatan 61
111 21 Stockholm
Sweden
+46 8 4102 0077

SINGAPORE

8 Shenton Way
#32-01 AXA Tower
Singapore 068811
+65 6817 7500

ASIA

Level 17, 6750 Ayala Ave
Makati City, Manila
Philippines 1226
+63 2755 7664

INDIA

Level 7, Maximus Towers
Building 2A, Hi-Tech City
Hyderabad-500 081 India
+91 40 4033 9761