

Careers Guide



The Chartered Accountants
Guide to Winning Careers

Charter

Target a concentrated market for recruitment and education in July 2012

Speak to Australia's most influential decision-makers

What is the Careers Guide?

In July 2012, more than 50,000 Australian Chartered Accountants will receive a special supplement enclosed with their regular copy of Charter magazine. The Careers Guide is going to be a big hit with readers. It will contain careers, education and training advice for job seekers and for employers. And it will also feature advertising from Australia's top recruiters, employers and education providers. After its initial 50,000+ distribution, an extra 10,000 copies of the guide will be distributed to young businesspeople, accounting graduates and students during 2012 and 2013.

Find the crème de la crème

Employers in the accounting world are suffering from a skills shortage. There aren't enough accountants to go round. Finding and recruiting the country's best accountants is harder than ever before.

It's hardly surprising then that Chartered Accountants are highly sought after. Recruiters recognise that – unlike other accountants – Chartered Accountants hold a postgraduate professional accounting qualification. It's the toughest accounting designation you can find; which means that these guys and gals are the crème de la crème. It also means that these guys and gals are ambitious and career focused. By undertaking the Chartered Accountants Program, they have shown they understand the value of ongoing professional training and education. And they have demonstrated an aptitude for it.

The Careers Guide is an opportunity for you to engage with this unique, highly sought-after audience.

Speak to the decision makers

Whether they are employers who run their own public practice, or whether they are CEOs or CFOs in the corporate world, Chartered Accountants can make or break recruitment, education and training decisions. They are the business leaders who hold the purse strings. They are the men and women who decide whether it's time to hire or fire. They are the people who sign on the line when deals are struck with recruitment agencies and training or education providers.

The Careers Guide allows you to tap directly in to this market.

Value add for advertisers

There is going to be a lot of excitement surrounding the Careers Guide. Before it lands in more than 50,000 letterboxes across Australia, the guide will be publicised via Twitter, newsletters, on the Charter website and in the pages of Charter magazine. And, during 2012 and 2013, an extra 10,000 copies of the guide will also be distributed at careers events attended by young businesspeople, accounting graduates and students. So, for advertisers, the Careers Guide will be the gift that keeps on giving.

To get your message in front of the top decision-makers in Australia, contact

> **Sumit Roy**

Senior Account Manager

Phone: **02 9290 5722** Mobile: **0402 034 199**

Email: sumit.roy@charteredaccountants.com.au

Special packages

GOLD EDUCATOR

1 x double page spread advert
2 x single page strip ads (appearing within the MBA feature story)
1 x advert on Careers Guide web page (live for 12 months)
Rate \$15,000 + GST

FULL PAGE ADVERT

Rate \$6,600 + GST

HALF PAGE ADVERT

Rate \$4,350 + GST

1/3 PAGE ADVERT

Rate \$3,835 + GST

1/4 PAGE ADVERT

Rate \$3,380 + GST


Charter July 2012 Issue
Sent to 50, 000+ readers 2nd July

Deadlines

Issue	Booking Deadline	Material Deadline
July	Mon 21 May 2012	Mon 28 May 2012

The indispensable guide to accounting careers, training and education in 2012


Careers Guide



mission accomplished
Business leaders share their career tips

map your career
Navigating pitfalls to reach your prime destination

earn while you learn
Flexible higher education opportunities

 Chartered Accountants
NUMBER ONE IN NUMBERS

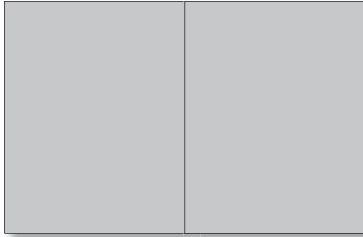


Chartered Accountants

NUMBER ONE IN NUMBERS

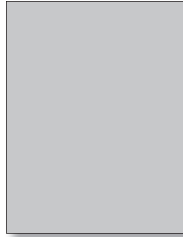
Magazine specifications

ADVERTISING PAGES



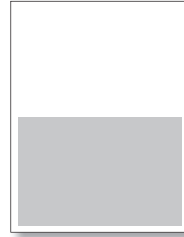
Double page spread (supply as singles)

	Width x Height
TRIM	420 x 275mm
BLEED	430 x 285mm



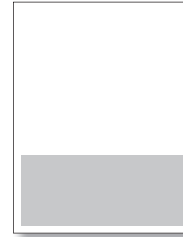
Full page

	Width x Height
TRIM	210 x 275mm
BLEED	220 x 285mm



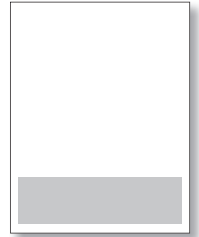
1/2 page

	Width x Height
TRIM	183 x 120mm
BLEED	193 x 130mm



1/3 page

	Width x Height
TRIM	183 x 76mm
BLEED	193 x 86mm



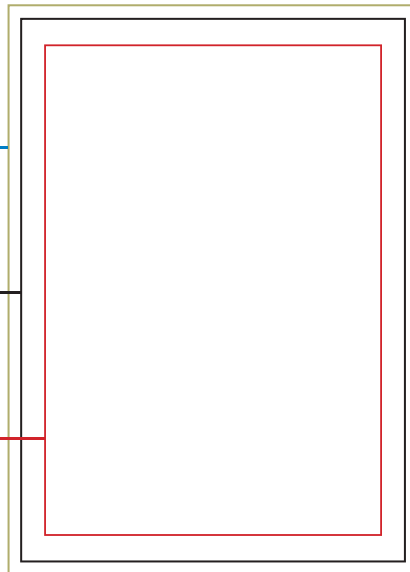
1/4 page (strip)

	Width x Height
TRIM	183 x 50mm
BLEED	193 x 60mm

Bleed Area
220mm x 285mm

Trim Size
210mm x 275mm

Type Area
190mm x 255mm



We accept ads via the following:

Quickcut, Websend, Email*

Technical specifications:

Printed digitally in 4 process colours, perfect bound.

Supplied advertising contact:

rob@cmma.com.au

Terms and Conditions

Cancellations: All cancellations must be in writing and received 7 days prior to the booking deadline. Space cancelled within a contractual agreement, thereby affecting the discounted rate, will result in all remaining advertising under that contract reverting to the appropriate rate for the number of actual insertions.

Material delivery: All advertising material, unless otherwise agreed, must be lodged using QuickCut or a similar program approved by CMMA, otherwise handling fees will apply. Charter has an obligation to deliver the magazine on time – therefore material **MUST** be received by the close of business on the deadline. If material is not received by this time, the publisher reserves the right to run previously placed material. If no previous advertising has taken place a 'filler' can be provided by the Institute – the **FULL** price of the booked advertising space will be charged to the original advertiser in these instances.

Indemnity: The publisher accepts no responsibility for typesetting/artwork done on behalf of the advertiser. Proofs are available, on request, for each new advertisement or change to existing

material. The publisher reserves the right to cancel any material at any time, without giving reasons.

Booking contract: The booking contract, when returned to Charter, is deemed to be an acceptance of the full terms and conditions contained herein and available at charteredaccountants.com.au/charter. The preferred method of contract return is via email, with a digital signature, however, signed copies returned by fax will be accepted.

Terms: Payment of advertising is required within 30 days of publication. First-time advertisers may be required to make a prepayment or asked to provide commercial trade references. An agency commission of 10% is available.

*The Institute of Chartered Accountants in Australia and CustomMade Media Australia Pty Ltd will not be held responsible for checking material supplied via Email or Websend. Any mistakes or problems incurred during the production of the magazine are the sole responsibility of the supplier.