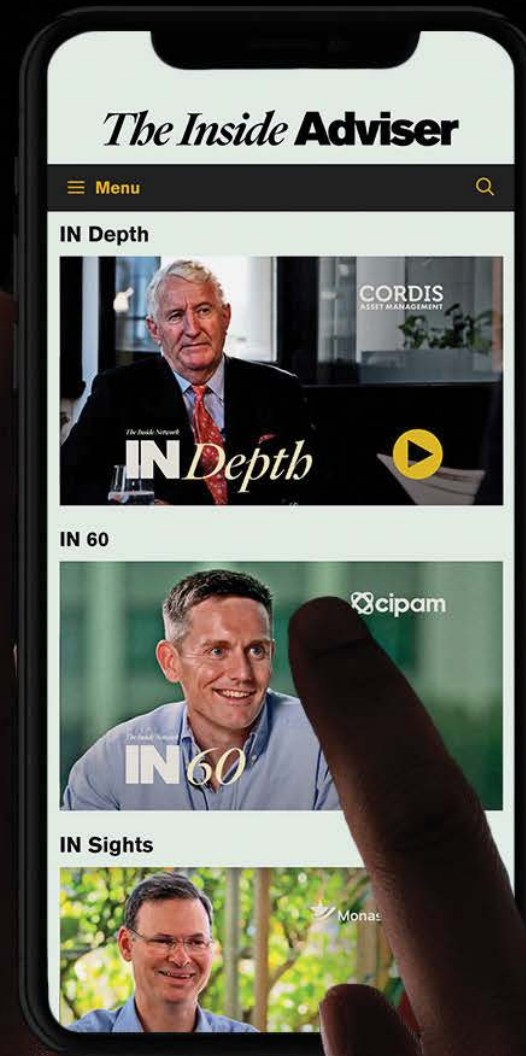


Media Kit

January 2022

The Inside Network



Brilliant Investment Thinking. **Shared.**

'Insights for advisers, by advisers'

There is no shortage of content and daily news available for the financial advisory and investment industry. Inboxes are inundated with press releases, investment ideas and commentary, yet cut-through into this important sector remains difficult at best.

In an environment of immense regulatory and industry change, *The Inside Adviser* is the trusted resource that financial advisers turn to in search of actionable ideas and unique opportunities, and to keep up-to-date with their growing compliance obligations.

The Inside Adviser seeks to reverse the disruption occurring in traditional journalism, which is increasingly driven towards press releases and "click bait," replacing this with high-value opinion, as well as investigative and analytical reporting. Most importantly, it is published and contributed to by those with extensive first-hand market experience, ensuring a deeper understanding of pressing topics and industry issues.

Authors

Drew Meredith
Giselle Roux
Greg Bright
Ishan Dan
James Dunn
Lachlan Maddock
Owen Raszkievicz
Tim Boreham

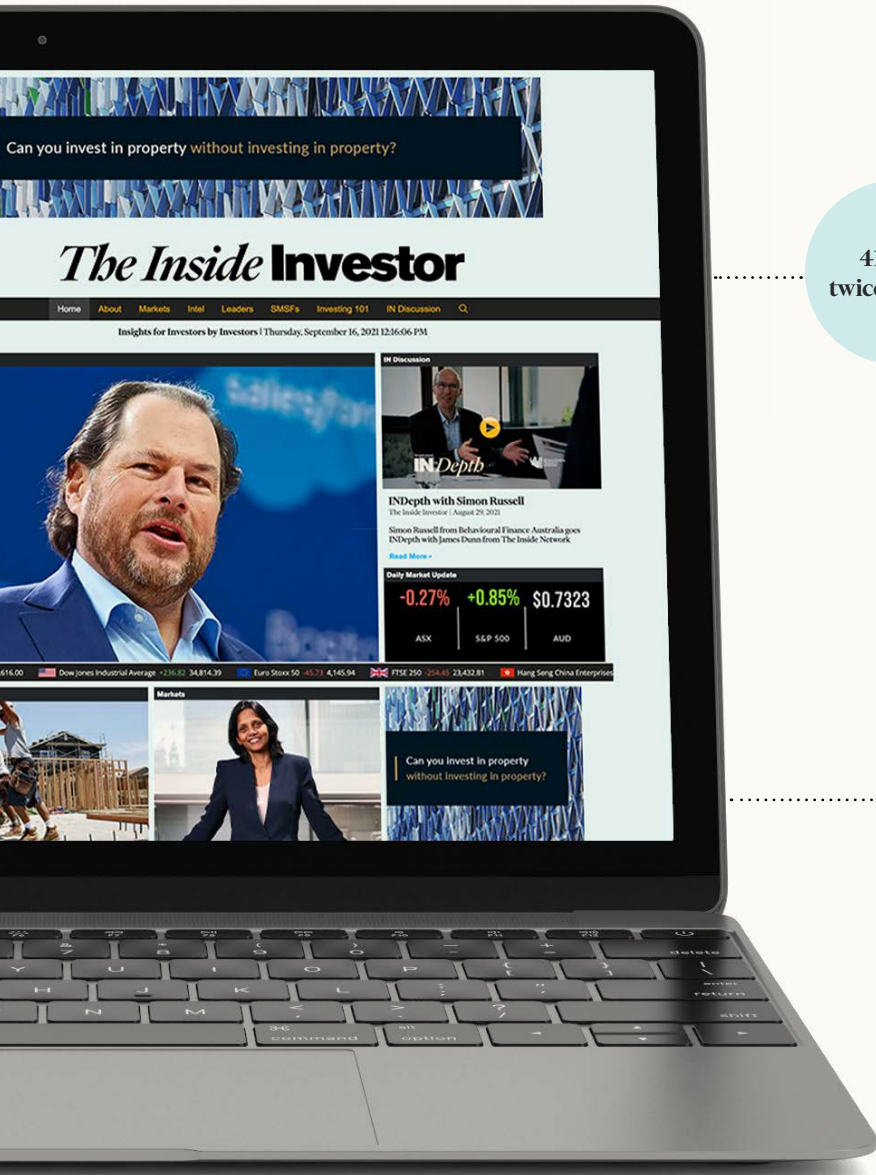
Themes

- Pressing issues facing advisers and the economy
- Macroeconomic themes
- Portfolio construction and asset allocation
- Regulation and licencing
- Superannuation and retirement
- IFA - Business, Platforms
- Stock selection and managed funds
- Fund manager commentary



Trusted Resource

22,500
twice weekly



41,000
twice weekly

Educate,
Inform,
Empower

'Insights for investors, by investors'

The internet has seen a proliferation of data and information which has completely changed the nature of investment. In the age of Reddit, Facebook and Robinhood, there is no shortage of investment ideas freely available for investors seeking them out. While the proliferation of information has delivered greater transparency into investment markets, evidence suggests it has made investing more difficult.

The Inside Investor provides investors with a single, trusted source of information and professional insights into the most important events occurring in financial and investment markets.

Published by advisers for the benefit of investors, *The Inside Investor* seeks to educate, inform and empower new and experienced investors to build and manage portfolios efficiently for the benefit of their families. There is a focus on bringing governance and process to the ad hoc nature of most investors with a focus on providing tools to assist with portfolio construction, investment selection and due diligence.

Authors

Drew Meredith
Giselle Roux
Greg Bright
Ishan Dan
James Dunn
Lachlan Maddock
Owen Raszkievicz
Tim Boreham

Themes

- Stock selection - Small caps
- Macro themes
- Managed fund analysis
- Broker commentary
- IPO's
- Industry news, client updates
- Fund manager opinions
- Dividends
- Cryptocurrency

'News You Can Use for Institutional Investors and Advisers'

Investor Strategy News (ISN), launched in 2012, is a weekly online publication dedicated to areas of interest for institutional investors, managers and their service providers. We aim to provide 'News You Can Use' for institutional investors and advisers.

As part of our brief, ISN looks to go behind the scenes on what has been announced and to seek out news and information that hasn't. We look to give readers what they don't get from the daily noise of the industry goings-on.

This philosophy takes us into what we believe are under-reported areas, such as investment operations, asset servicing and systems - front, middle and back-office - as well as delving into the figures behind investor trends.

We have pioneered coverage of ESG matters and, more recently, impact investing.

We are not afraid to advise industry participants on what we think they should be doing, always supported by the available facts and figures.

We are also not afraid to provide our own and readers' commentaries when and where we think they are appropriate.

We are passionate about the investment industry but aim to be dispassionate in our reporting on it, all while considering the best interests of the readers and of what benefit they can gain from the publication.

Published every Monday morning, ISN has a controlled email-push circulation of about 10,000 names, providing almost saturation coverage of the institutional market in Australia and New Zealand, plus key international readers.

Author

Greg Bright
Lachlan Maddock

Themes

- Investment strategy trends
- Geopolitical trends
- Technology trends
- Investment industry structural trends
- Regulations and the regulators/ politics and the politicians
- Industry leaders
- Money flows - asset allocation and product design
- Operational dynamics

10,000
twice weekly

Sector
Leader

The screenshot shows the Investor Strategy website interface. At the top, the navigation menu includes 'Home', 'About', 'News', 'Analysis', 'In Discussion', and 'Events'. Below the menu, it says 'Powered by The Inside Network | Thursday, September 3, 2021'. The main content area features a large portrait of Lachlan Maddock with the word 'Analysis' in a small box above it. Below the portrait is the headline: '‘We know it’s not perfect’: The future of Your Future Your Super'. The author's name 'Lachlan Maddock | September 3, 2021' is displayed below the headline. The first line of the article text reads: 'Despite APRA's move to name and shame 13 underperforming funds, it's clear that Your Future Your Super (YFYS) is a work in progress. More needs to be done to make it a true and fair test.'

The data that The Inside Network captures through all our levels of engagement is the most valuable source of insights.

Our data-driven understanding of the financial services landscape can help fund managers better visualise their market. It can help fund managers target product marketing toward the most receptive areas of the market. It can help fund managers distil effort to precision. It can help fund managers apply knowledge to their business, to achieve the greatest efficiency - to inform business decisions and drive successful action.

Data is all about understanding the end-client, and what that end-client really wants. Product providers in financial services need that understanding; and The Inside Network has it.

	THE INSIDE ADVISER	THE INSIDE INVESTOR
WEBSITE CTR BENCHMARK		
Billboard	0.67%	0.81%
Halfpage	0.87%	0.36%
Leaderboard	0.15%	0.32%
Leaderboard 2	0.18%	0.38%
MREC	0.69%	0.69%
WEBSITE % VIEWABILITY BENCHMARK		
Billboard	61.48%	60.40%
Halfpage	42.78%	58.64%
Leaderboard	36.14%	44.04%
Leaderboard 2	35.10%	26.19%
MREC	65.30%	72.00%

22k

Financial Advisers

70k

Investors

6k

Institutional Contacts

*All data correct at time of going to press.
January 2022

It has become almost a cliché, that data is the centre of all businesses. But that doesn't change the fact that it is true. A recent survey showed that 97.2% of organizations are investing in big data and AI in 2022.

	THE INSIDE ADVISER	THE INSIDE INVESTOR	INVESTOR STRATEGY NEWS
WEBSITE BENCHMARKS			
Monthly Page Views	14,900	18,461	17,131
Monthly Users	8,263	9,037	9,900
Monthly Sessions	11,394	14,357	12,887
NEWSLETTER BENCHMARKS			
Impressions (unique opens per issue)	3,265	6,025	1,887
Article CTR	2.36%	2.31%	3.50%
Banner Ad CTR - Top	1.16%	0.20%	1.27%
Banner Ad CTR - Middle	0.34%	0.12%	0.69%
Banner Ad CTR - End	0.28%	0.05%	0.53%
LIST PROPORTIONS BY TYPE[†]			
Advisers	60%	3%	11%
Investment managers	10%	2%	15%
Industry Contacts	10%	<1%	4%
Institutional contacts	5%	<1%	60%
Other	15%	94%	10%

*All data correct at time of going to press.

January 2022

[†]Industry Contacts are platform, dealer, practice, asset consultants, researchers, mortgage brokers, family office etc.

Other is made up of media, investors, non-finance contacts, web sign-ups not yet classified.

We can tailor a package that will maximise the impact of your message across our publications and through our annual media and content options.

HOME PAGE TAKEOVER

Own a publication website for a week including:

- Home page take over
- Billboard run of site
- 2 x banner (one rotating per publication newsletter; including one lead)

\$5,000 (ex GST) per week per publication website.*

ADVERTISING PACKAGES

Package	Includes	Price (ex GST) per fortnight per publication website.*
Silver	Publication Newsletter <ul style="list-style-type: none"> • x4 banners (one rotating per publication newsletter; including one lead) Publication Website <ul style="list-style-type: none"> • MREC • Leaderboard 	\$3,000
Gold	Publication Newsletter <ul style="list-style-type: none"> • x4 banners (one rotating per publication newsletter; including one lead) Publication Website <ul style="list-style-type: none"> • MREC • Half Page • Leaderboard 	\$4,000

EXTRA ADD ONS

Content	Price (ex GST) †
Solus eDM (distribution through one publication)	\$3,000
Native Article	\$3,000

*All pricing correct at time of going to press.

January 2022

Homepage Takeover

Visualisation

8/16

ADVERTISING UNITS

Billboard

Desktop: 970 (w) x 250px (h)
Mobile: 300 (w) x 100px (h)

Half Page

Desktop:
300 (w) x 600px (h)
Mobile:
300 (w) x 250px (h)

MREC

Desktop/Mobile:
300 (w) x 250px (h)

Leaderboard

Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

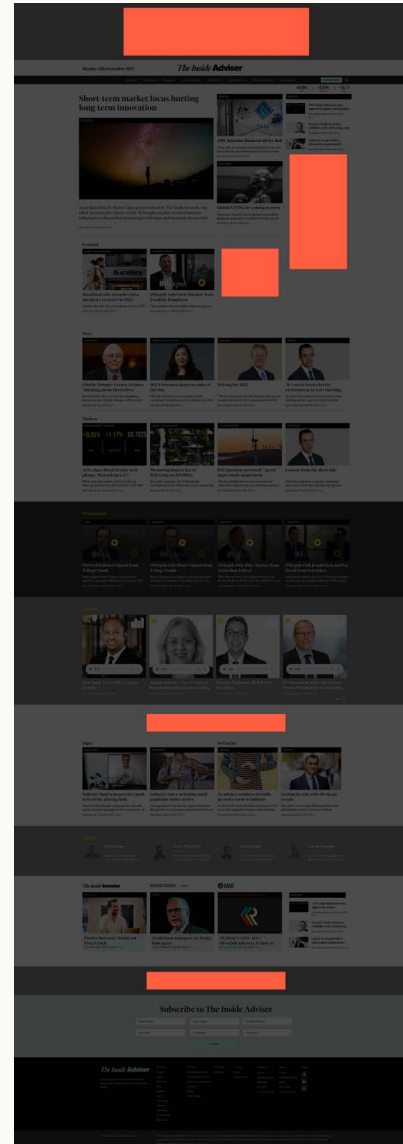
Leaderboard

Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

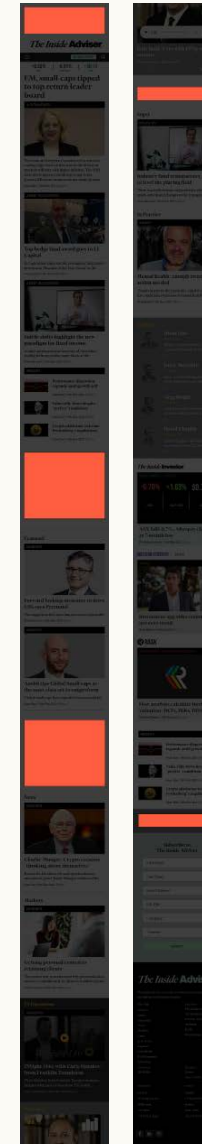
eDM Newsletter Banner

600 (w) x 150px (h)

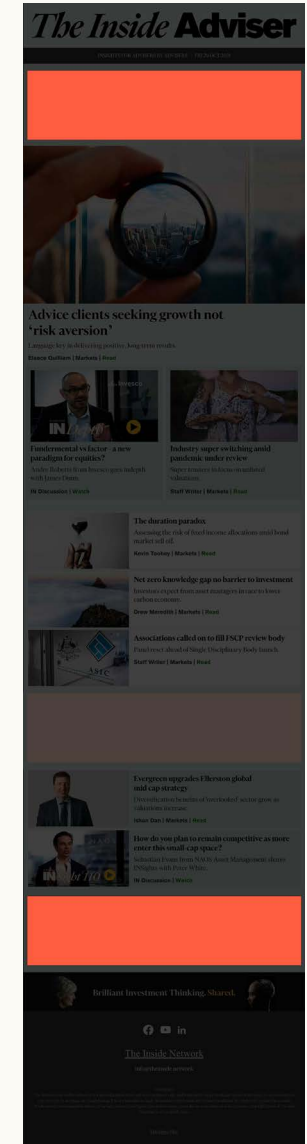
DESKTOP



MOBILE



EDM NEWSLETTER



POSITION	DIMENSION*	FILE SIZE	FILE TYPE	LEAD TIME
WEBSITE				
Billboard	Desktop: 970 (w) x 250px (h) Mobile: 300 (w) x 100px (h)	<150kb	JPG, PNG, GIF with click through URLs, HTML5 [†] with back up GIF and ClickTag	Material deadline 7 days prior to publish date
MREC	Desktop/Mobile: 300 (w) x 250px (h)			
Half Page	Desktop: 300 (w) x 600px (h) Mobile: 300 (w) x 250px (h)			
Leaderboard	Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)			
EDM NEWSLETTER				
Newsletter Banner	600 (w) x 150px (h)	<150kb	JPG, PNG, GIF [^] with click through URLs	Material deadline 7 days prior to publish date

* IAB industry standard dimensions.

† HTML [guidelines](#) for Ad Manager.

^ Please note some email servers can have trouble reading GIFs and only the first frame will show.

Gold Advertising Package

Visualisation

10/16

ADVERTISING UNITS

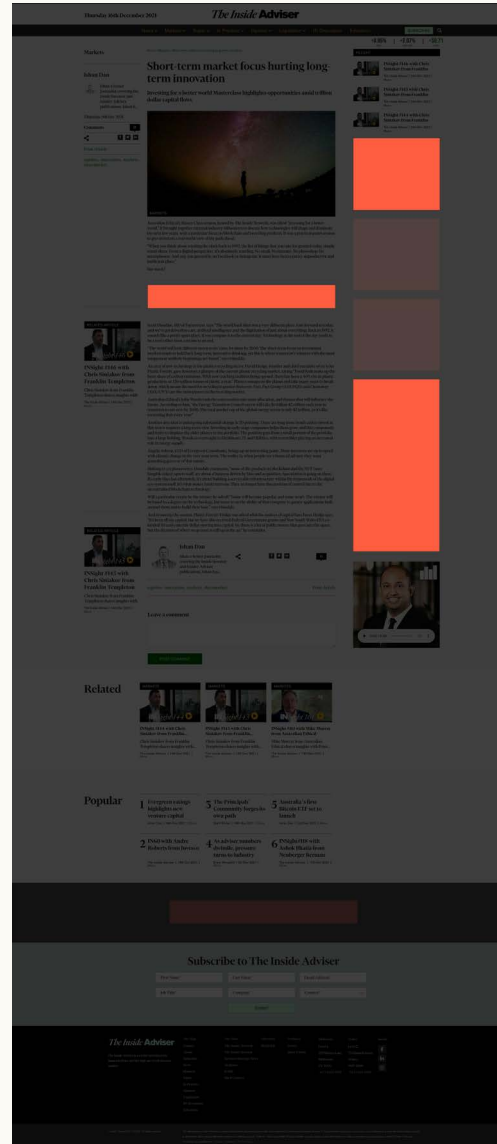
Half Page
Desktop:
300 (w) x 600px (h)
Mobile:
300 (w) x 250px (h)

MREC
Desktop/Mobile:
300 (w) x 250px (h)

Leaderboard
Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

eDM Newsletter Banner
600 (w) x 150px (h)

DESKTOP

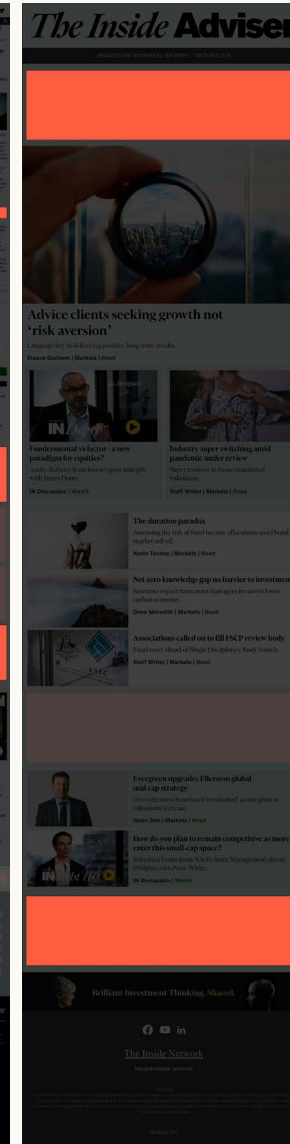


MOBILE

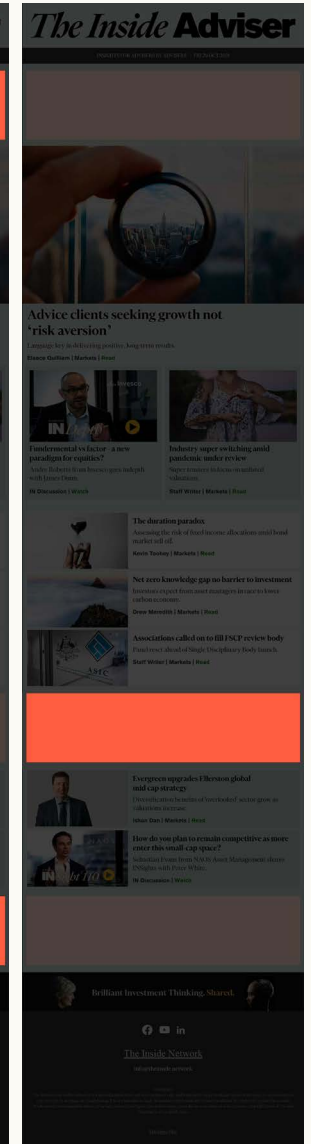


EDM NEWSLETTER

Week One



Week Two



POSITION	DIMENSION*	FILE SIZE	FILE TYPE	LEAD TIME
WEBSITE				
MREC	Desktop/Mobile: 300 (w) x 250px (h)	<150kb	JPG, PNG, GIF with click through URLs, HTML5 [†] with back up GIF and ClickTag	Material deadline 7 days prior to publish date
Half Page	Desktop: 300 (w) x 600px (h) Mobile: 300 (w) x 250px (h)			
Leaderboard	Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)			
EDM NEWSLETTER				
Banner	600 (w) x 150px (h)	<150kb	JPG, PNG, GIF [^] with click through URLs	Material deadline 7 days prior to publish date

* IAB industry standard dimensions.

† HTML [guidelines](#) for Ad Manager.

^ Please note some email servers can have trouble reading GIFs and only the first frame will show.

POSITION	DIMENSION*	FILE SIZE	FILE TYPE	LEAD TIME
WEBSITE				
MREC	Desktop/Mobile: 300 (w) x 250px (h)	<150kb	JPG, PNG, GIF with click through URLs, HTML5 [†] with back up GIF and ClickTag	Material deadline 7 days prior to publish date
Leaderboard	Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)			
EDM NEWSLETTER				
Banner	600 (w) x 150px (h)	<150kb	JPG, PNG, GIF [^] with click through URLs	Material deadline 7 days prior to publish date

* IAB industry standard dimensions.

† HTML [guidelines](#) for Ad Manager.

^ Please note some email servers can have trouble reading GIFs and only the first frame will show.

T.RowePrice

T. Rowe Price Global High Income Fund

Where in the world can you find high income? We'll show you.

Dear ,

The hunt for high income continues for Australian investors. Gone are the regular income streams from traditional bond investments which have served so well in the past. To be successful now, you need to think globally, and outside the box.

The T. Rowe Price Global High Income Fund invests in high yield companies around the world and across all markets, with the aim of delivering meaningful income through all market cycles.

STRONG INCOME POTENTIAL

COMPELLING RISK/RETURN

POWERFUL DIVERSIFICATION CHARACTERISTICS

FAMILIAR HOUSEHOLD NAMES

[Learn more](#)

High yield takes a true team effort

The global high yield market is huge, but there are an abundance of opportunities if you know where to look. The T. Rowe Price Global High Income Fund has three Portfolio Managers, each one a specialist covering US, European and Emerging Market high yield companies. Not to mention you also have the power of our global research team with over 475 investment professionals on the ground in local markets.

For more information on how the T. Rowe Price Global High Income Fund can help deliver income for your clients visit www.troweprice.com.au/ghi or email T.Rowe.Price.

Monash
ABSOLUTE ACTIVE TRUST

Aussie equities 'with the lot'

The 'lot' includes:

- 6% pa intended minimum distribution yield by manager
- Trades at INav... No discount
- Quarterly distributions provide regular income
- Available on the ASX (ASX: MAAT)
- +10% pa target return
- Long Short Australian Equities
- 12.2% pa performance history over 9 years
- Absolute return style... benchmark unaware

IN Depth WATCH NOW

An Australian equities long biased, long/short fund with an outstanding 9 year + history of double digit returns (12.2%pa since 2012)

MAAT is an exchange traded managed fund listed on the ASX. It is a restructure of the Monash Absolute Investment Company and has been reformed to ensure investors can always buy and sell at approximate Net Asset Value.

Absolute return style: Monash Investors offers a unique strategy that does not aim to beat an equity benchmark but rather aims to deliver double digit returns over the long term whilst limiting losses over the medium term. The fund is style and stock agnostic, both long and short, and only invests in compelling opportunities. If the investment manager cannot find stocks that meet the very high return hurdle requirements it will preserve that capital in cash at the bank. Importantly, the manager is committed to paying regular distributions of a minimum 6% pa (paid quarterly) even in periods of market drawdowns.

Co-Portfolio Manager **Simon Shields** is one of Australia's leading fund managers with over 30 years experience. He has been head of Australian Equities at UBS Global Asset Management and Colonial First State Limited.

Co-portfolio Manager **Shane Fitzgerald** has over 25 years financial services experience working with JP Morgan, UBS and Monash.

SIMON SHIELDS
MONASH INVESTORS

LISTEN NOW

Like to learn more about 'MAAT'?

6% pa Yield Target

Buy and Sell on the ASX or direct

Long/Short Australian Equities

Proven Track Record

If you would like to learn more about the Monash Absolute Active Trust (ASX: MAAT), please visit our website: monashinvestors.com/maat

LEARN MORE

ROCK SOLID INVESTMENT OPPORTUNITY

7.2% FORECAST DISTRIBUTION YIELD FY2022*

NOW OPEN

Dear

The team at Castlerock are excited to confirm that the Auslink Property Trust No.2 is now open to investors.

Since its launch in 2014, the Auslink Property Trust No.2 has achieved a 12.5% Total Internal Rate of Return (IRR)*, and is now raising \$90 million to help acquire the Icon building in Ipswich, Queensland.

12.5%

TOTAL RATE OF RETURN SINCE 2014*

\$90M

CAPITAL RAISING TO HELP ACQUIRE THE 'ICON' IPSWICH

7.2%

FORECAST DISTRIBUTION YIELD FY2022*

11

PROPERTIES

This will take the Auslink Property Trust No. 2 portfolio to 11 buildings that reflect a diverse range of property assets.

The forecast distribution rate for FY2022 is 7.2%*.

The Fund's WALE (weighted average lease expiry) is a healthy 7.8 years.

Income will be paid quarterly with distributions tax deferred.

Investors will have limited withdrawal opportunities annually and full withdrawal opportunities every five years.

7.8YRS

LONG WEIGHTED AVERAGE LEASE EXPIRY (WALE)

STABLE GOVERNMENT TENANTS

Castlerock believes this is an exciting opportunity to invest in Auslink Property Trust No.2 and enjoy the stable investment return that derives from having government tenants.

If you are interested, visit the Castlerock website www.castlerockproperty.com.au or call 03 8639 9100.

REGISTER NOW

FOR YOUR COPY OF THE PDS

DIMENSION*	FILE SIZE	FILE TYPE	ADDITIONAL REQUIREMENTS	LEAD TIME
600px (w) x any (h)	<150kb	Client to provide HTML5 with accompanying image folder, or final design supplied as an Adobe InDesign or Illustrator file	Subject line: 43 characters max	Material deadline 7 days prior to publish date
		Images, text and style guide including, colour and typeface requirements provided and The Inside Network design team to create	Optional Preheader text: 30-80max characters recommended	Material deadline 10 days prior to publish date

* IAB industry standard dimensions.

For further information contact :

Jamie Nemtsas

Director

jamie@theinside.network

Drew Meredith

Director

drew@theinside.network

The Inside Network

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