The Inside Adviser

‘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 Raszkiewicz
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

Bank’s market dominance facing existential challenge

Just what is China doing by limiting all kinds of activity and corporations? Many see this an authoritarian regime imposing restraint on its citizens. Yet this is not exactly unusual. Every domain imposes rules. Our local media content, our banks have been given the book on what they can and can’t do, our energy market is a political bail game.

Governments can’t help themselves but want to skew regulation. Conversely, the population votes with its feet, such as the adoption of solar energy in Australia,
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 Raszkiewicz
Tim Boreham

Themes
- Stock selection – Small caps
- Macro themes
- Managed fund analysis
- Broker commentary
- IPOs
- Industry news, client updates
- Fund manager opinions
- Dividends
- Cryptocurrency

'Insights for investors, by investors'

41,000 twice weekly

Educate, Inform, Empower
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

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.

‘We know it’s not perfect’: The future of Your Future Your Super
Lachlan Maddock | September 3, 2021
Despite APRA’s move to name and shame 15 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.

### Benchmarks

<table>
<thead>
<tr>
<th>WEBSITE CTR BENCHMARK</th>
<th>THE INSIDE ADVISER</th>
<th>THE INSIDE INVESTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>0.67%</td>
<td>0.81%</td>
</tr>
<tr>
<td>Halfpage</td>
<td>0.87%</td>
<td>0.36%</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>0.15%</td>
<td>0.32%</td>
</tr>
<tr>
<td>Leaderboard 2</td>
<td>0.18%</td>
<td>0.38%</td>
</tr>
<tr>
<td>MREC</td>
<td>0.69%</td>
<td>0.69%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE % VIEWABILITY BENCHMARK</th>
<th>THE INSIDE ADVISER</th>
<th>THE INSIDE INVESTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>61.48%</td>
<td>60.40%</td>
</tr>
<tr>
<td>Halfpage</td>
<td>42.78%</td>
<td>58.64%</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>36.14%</td>
<td>44.04%</td>
</tr>
<tr>
<td>Leaderboard 2</td>
<td>35.10%</td>
<td>26.19%</td>
</tr>
<tr>
<td>MREC</td>
<td>63.30%</td>
<td>72.00%</td>
</tr>
</tbody>
</table>

*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.

<table>
<thead>
<tr>
<th>WEBSITE BENCHMARKS</th>
<th>THE INSIDE ADVISER</th>
<th>THE INSIDE INVESTOR</th>
<th>INVESTOR STRATEGY NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Page Views</td>
<td>14,900</td>
<td>18,461</td>
<td>17,131</td>
</tr>
<tr>
<td>Monthly Users</td>
<td>8,263</td>
<td>9,037</td>
<td>9,900</td>
</tr>
<tr>
<td>Monthly Sessions</td>
<td>11,594</td>
<td>14,357</td>
<td>12,887</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER BENCHMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions (unique opens per issue)</td>
</tr>
<tr>
<td>Article CTR</td>
</tr>
<tr>
<td>Banner Ad CTR - Top</td>
</tr>
<tr>
<td>Banner Ad CTR - Middle</td>
</tr>
<tr>
<td>Banner Ad CTR - End</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST PROPORTIONS BY TYPE†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisers</td>
</tr>
<tr>
<td>Investment managers</td>
</tr>
<tr>
<td>Industry Contacts</td>
</tr>
<tr>
<td>Institutional contacts</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>

*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.

**HOMEPAGE 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**

<table>
<thead>
<tr>
<th>Package</th>
<th>Includes</th>
<th>Price (ex GST) per fortnight per publication website.*</th>
</tr>
</thead>
</table>
| Silver                | Publication Newsletter  
   - x4 banners (one rotating per publication newsletter; including one lead)  
   Publication Website  
   - MREC  
   - Leaderboard          | $3,000                                                                 |
| Gold                  | Publication Newsletter  
   - x4 banners (one rotating per publication newsletter; including one lead)  
   Publication Website  
   - MREC  
   - Half Page  
   - Leaderboard         | $4,000                                                                 |

**EXTRA ADD ONS**

<table>
<thead>
<tr>
<th>Content</th>
<th>Price (ex GST)†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solus eDM (distribution through one publication)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Native Article</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*All pricing correct at time of going to press.

January 2022
## Homepage Takeover Specifications

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimension*</th>
<th>File Size</th>
<th>File Type</th>
<th>Lead Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Billboard     | Desktop: 970 (w) x 250px (h)  
Mobile: 500 (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: 500 (w) x 250px (h) |           |                                    |                                               |
| Half Page     | Desktop: 300 (w) x 600px (h)  
Mobile: 500 (w) x 250px (h) |           |                                    |                                               |
| Leaderboard   | Desktop: 728 (w) x 90px (h)  
Mobile: 500 (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

**ADVERTISING UNITS**

**Half Page**
- Desktop: 500 (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)

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

**DESKTOP**

- Week One
  - The Inside Adviser

- Week Two
  - The Inside Adviser

**MOBILE**

- Week One
  - The Inside Adviser

- Week Two
  - The Inside Adviser

**EDM NEWSLETTER**

- Week One
  - The Inside Adviser

- Week Two
  - The Inside Adviser
### Gold Advertising Package

#### Specifications

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSION*</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
<th>LEAD TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MREC</td>
<td>Desktop/Mobile: 300 (w) x 250px (h)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>Desktop: 500 (w) x 600px (h)</td>
<td>&lt;150kb</td>
<td>JPG, PNG, GIF with click through URLs, HTML5†</td>
<td>Material deadline 7 days prior to publish date</td>
</tr>
<tr>
<td></td>
<td>Mobile: 500 (w) x 250px (h)</td>
<td></td>
<td>with back up GIF and ClickTag</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Desktop: 728 (w) x 90px (h)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile: 500 (w) x 50px (h)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDM NEWSLETTER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner</td>
<td>600 (w) x 150px (h)</td>
<td>&lt;150kb</td>
<td>JPG, PNG, GIF^ with click through URLs</td>
<td>Material deadline 7 days prior to publish date</td>
</tr>
</tbody>
</table>

* 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.
Silver Advertising Package

**ADVERTISING UNITS**

**MREC**
Desktop/Mobile: 500 (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)
### Silver Advertising Package

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSION*</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
<th>LEAD TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC</td>
<td>Desktop/Mobile: 300 (w) x 250px (h)</td>
<td>&lt;150kb</td>
<td>JPG, PNG, GIF with click through URLs, HTML5† with back up GIF and ClickTag</td>
<td>Material deadline 7 days prior to publish date</td>
</tr>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)</td>
<td>&lt;150kb</td>
<td>JPG, PNG, GIF with click through URLs, HTML5† with back up GIF and ClickTag</td>
<td>Material deadline 7 days prior to publish date</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDM NEWSLETTER</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner</strong></td>
<td>600 (w) x 150px (h)</td>
<td>&lt;150kb</td>
<td>JPG, PNG, GIF with click through URLs</td>
<td>Material deadline 7 days prior to publish date</td>
</tr>
</tbody>
</table>

* 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.
Solus eDM

Examples

Dear,

The hunt for high income continues for Australian investors. Gone are the regular income streams from traditional bond investments which have served us 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.

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/edm or email T. Rowe Price.

Aussie equities ‘with the lot’

The ‘lot’ includes:

- 5% pa investor relative distribution paid to managers
- Quarterly distribution provides regular income
- High yield, lower volatility
- 15% pa performance history over 5 years
- Trades at less than discount
- Available on the ASX (HMA)
- Long Short Australian Equity
- Australian share class - Solus Australia

An Australian equities long bias, long/short fund with an outstanding 5-year + history of double digit returns (STPol since 2012)

MAG! is an exchange-traded managed fund trade on the ASX. It is a memorandum of the Monash Absolute Investment Company and is harm less for personal investors seeking exposure to Australian equities.

Monash’s investment style in Monash introduces a unique volatility that does not aim to be an equity benchmark but rather to deliver double digit returns over the long term while limiting losses in the short term. The fund’s objective is to provide robust and consistent returns by focusing on a well diversified portfolio of companies that are undervalued or perversely valued from a fundamental standpoint. In order to achieve these returns, the manager will seek to own businesses with strong economic fundamentals that will produce capital gains at the share level. In addition, the manager is committed to ensuring that regular dividends are paid, which will earn a dividend component of market dividends.

Monash Portfolio Manager Simon Shields is one of Australia’s leading fund managers with over 20 years experience. He is head of Australian Equities at US Global Asset Management and Colchester Price (United Kingdom).


diagram

This will take the Australin 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 REIT (Real Estate Investment Trust) has a healthy 7.8 years.

Income will be paid quarterly with distributions tax deferred.

In addition to these, there will be discounted withdrawal opportunities annually and a full withdrawal opportunity every five years.

Dear,

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

Since its launch in 2014, the Australin Property Trust No 2 has achieved a 12.5% Total Internal Rate of Return (TIRR), and is now raising $30 million to help acquire the last building in Ipswich, Queensland.
<table>
<thead>
<tr>
<th>DIMENSION*</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
<th>ADDITIONAL REQUIREMENTS</th>
<th>LEAD TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>600px (w) x any (h)</td>
<td>~150kb</td>
<td></td>
<td>Client to provide HTML5 with accompanying image folder, or final design supplied as an Adobe InDesign or Illustrator file</td>
<td>Material deadline 7 days prior to publish date</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Images, text and style guide including, colour and typeface requirements provided and The Inside Network design team to create</td>
<td></td>
</tr>
</tbody>
</table>
|   |   |   | **Optional**  
  Subject line: 45 characters max  
  Preheader text: 30-80max characters recommended | Material deadline 10 days prior to publish date |

* IAB industry standard dimensions.