

# Australian Financial Review to drive subscription growth in 2020

Australia's leading business publication, *The Australian Financial Review*, is set to maintain its subscription trajectory in 2020 as it continues its focus on being the must-read masthead for career-minded, ambitious and successful individuals, aided by the launch of a new marketing campaign.

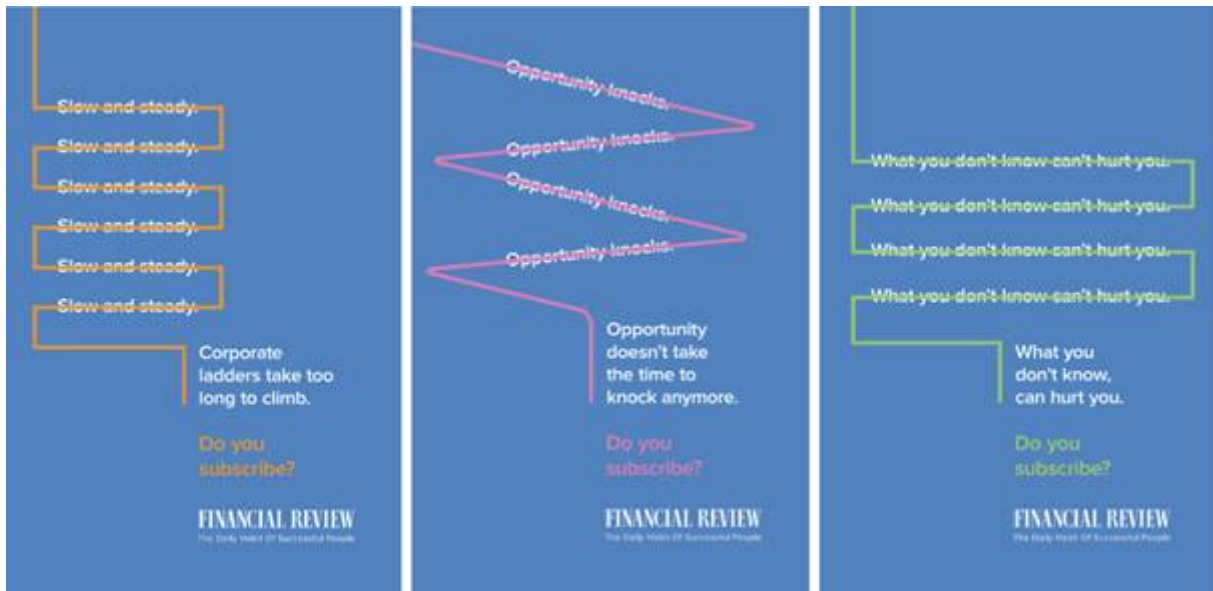
In 2019, the *Financial Review* saw double-digit subscriber growth, was named the Business Publication of the Year at the Mumbrella Publish Awards, and its inserted magazine, *The Australian Financial Review Magazine*, also picked up a slew of awards including News Inserted Magazine of the Year at the News Media Awards.

*The Australian Financial Review* reached a total of 2.647 million Australians in November across print and digital, according to recent figures from emma (Enhanced Media Metrics Australia).

The campaign, which launched last week, underlines the role *The Australian Financial Review* plays in driving subscribers' ambition and success.

Using the existing tagline of "the daily habit of successful people", the new campaign asks the pertinent question, "Do you subscribe?", linking this action to the mindsets, behaviours and habits that fuel Australia's most ambitious people.

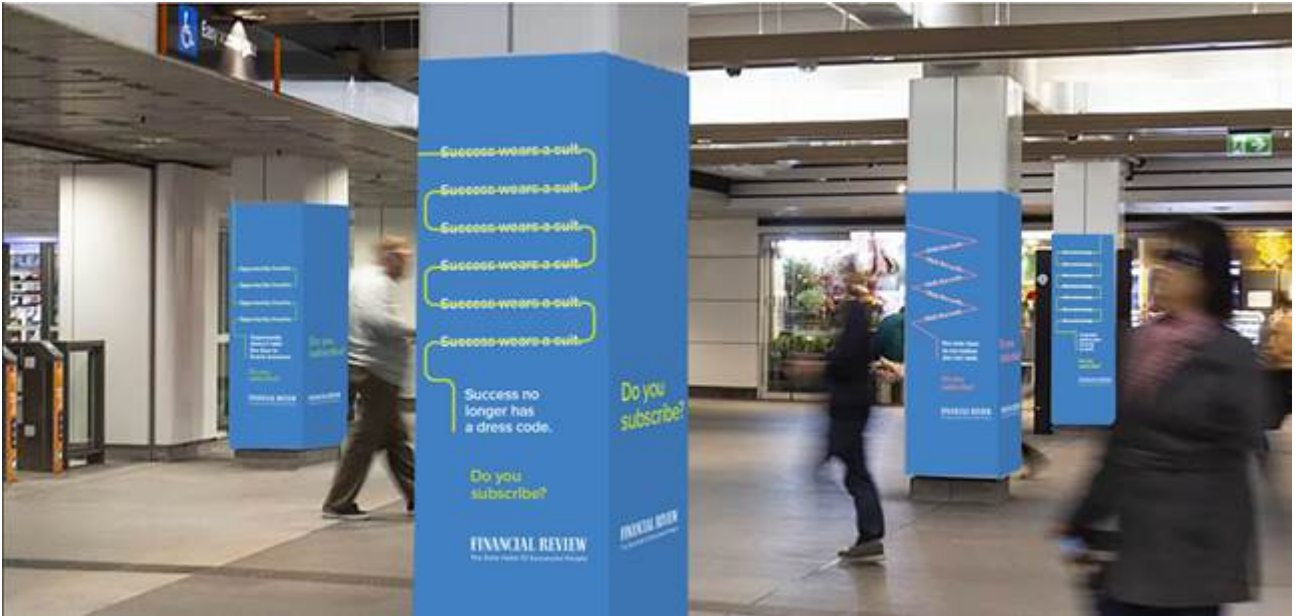
Set against the *Financial Review* blue, the campaign uses bright and energetic colour to draw the eye, slashing through clichés typically used to describe success with a more modern look at what defines and what makes success.



*Outdoor executions of the 'Do you subscribe?' subscription marketing campaign*

*"The Australian Financial Review is the masthead for Australia's business people - executive decision-makers, sophisticated investors, political insiders - from those at the start of their career to the top of the corporate ladder. This campaign highlights how the Financial Review is a pivotal part of people's individual success. It gives readers the confidence that they know what they need to know each day,"* said Michael Stutchbury, Editor-in-Chief of *The Australian Financial Review*.

The campaign is running across outdoor, including a Sydney Wynyard Station takeover, print, including bespoke print executions throughout *The Australian Financial Review*, audio (podcasts and Spotify), display, social and 9Now.



### *The Sydney Wynyard Station takeover*

David Eisman, Director of Subscriptions and Growth, said: “*The Australian Financial Review* is without a doubt Australia’s premier destination for business news. This campaign reminds our audience that subscribing to the *Financial Review* is key to daily success.”

The campaign was created by Special Group.