



FINANCIAL PLANNING
ASSOCIATION *of* AUSTRALIA

**FPA Launch Media Activity
National Media Schedule**

Updated: Thursday 15 September, 2011

MaTCH⁺

Media Schedule : National FPA Campaign



Week Commencing	11 Sep	18 Sep	25 Sep	2 Oct	9 Oct	16 Oct	23 Oct	30 Oct	6 Nov	13 Nov
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TV

TV – Sydney										
TV – Melbourne										
TV – Brisbane										
TV – Adelaide										
TV – Perth										
TV – Regional Northern NSW										
TV – Regional Southern NSW										
TV – Regional Victoria										
TV – Regional QLD										
TV – Tasmania										
TV – Regional WA										
TV – Northern Territory										
TV – Regional SA										
TV – Central Satellite										
Pay TV – Foxtel/Austar (National)										

PRESS

National Press

The Australian (MON: Business / WED: Wealth)			19th	28th		10th	19th			
The Aust. Fin. Review (MON: News)			19th	26th		10th	17th			

NSW Press

Sydney Morning Herald (MON: BusinessDay)				26th		10th				
Illawarra Mercury (Sat: News)				1st						
Newcastle Herald (Sat: News)				1st						

Australian Capital Territory Press

Canberra Times (Sat: News)				1st						
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Victoria Press

The Age (Mon: Business Day)				26th		10th				
Geelong Advertiser (Tue: Stock Exchange)				27th						
The Border Mail (Mon: Business)				26th						
Shepparton News (Tue: Business)				27th						
Ballarat News (Wed: News)				28th						
Daylesford Advocate (Wed: News)				28th						
The Wimmera Mail Times (Wed: News)				28th						
Bendigo Advertiser (Sat: News)				1st						

Queensland Press

Brisbane Courier Mail (Mon: Your Money)				26th		10th				
Gold Coast Bulletin (Mon: Business & Finance)				26th						
Townsville Bulletin (Tue: Investor)				27th						
Toowoomba Chronicle (Sat: News)				1st						
Rockhampton Morning Bulletin (Sat: News)				1st						
Fraser Coast Chronicle (Sat: News)				1st						
Sunshine Coast Daily (Tue: Better Business)				27th						
Mackay Daily (Tue: Better Business)				27th						



Media Schedule : National FPA Campaign (cont.)



Week Commencing	11 Sep	18 Sep	25 Sep	2 Oct	9 Oct	16 Oct	23 Oct	30 Oct	6 Nov	13 Nov
South Australia Press										
Adelaide Advertiser (Mon: Your Money)			26th		10th					
The Flinders News (Wed: News)			28th							
The Recorder (Thu: News)			29th							
The TransContinental (Wed: News)			28th							
Whyalla News (Thu: News)			29th							
Sunraysia Daily (Sat: News)			1st							
Murray Pioneer (Fri: News)			30th							
Barrier Daily Truth (Sat: News)			1st							
Western Australia Press										
The West Australian (Wed: Business)			28th		12th					
Northern Territory Press										
Northern Territory News (Sat: News)			1st							
Tasmania Press										
The Mercury (Mon: Your Money)			26th		10th					
MAGAZINES										
Good Weekend – NSW/VIC only (SAT)			1st		15th					
AFR Magazine (FRI)			30th				28th			
AFR Smart Investor (FRI)	On sale 23 rd Sept				On Sale 28 th Oct					
Your Money	On sale 9 th Sept		On Sale 7 th Oct				On Sale 4 th Nov			
Asset			On Sale 7 th Oct							
ONLINE										
EurekaReport.com.au – Homepage	[Purple bar]									
EurekaReport.com.au – Throughout the site	[Purple bar]									
First Digital Media Network (Eureka Report, crikey, Business Spectator, startupsmart, Smartcompany, Technology Spectator)	[Purple bar]									
Eureka Report.com.au eNewsletter			27th					25th		
SMH/The Age – BusinessDay	[Purple bar]									
SMH/The Age/Brisbane Times/WA Today – Money section	[Purple bar]									
SMH/The Age/Brisbane Times/WA Today – BusinessDay/Markets	[Purple bar]									
SMH/The Age/Brisbane Times/WA Today – My Career/Banking/Finance	[Purple bar]									
SMH/The Age – Newsletter		22nd			13th			TBC		
AFR.com.au	[Purple bar]									
News.com.au – The Aust. Business/Wealth section	[Purple bar]									
News.com.au – The Aust. Business Newsletter			TBC		TBC			TBC		



Media Schedule: TV Activity w/c 18 September



NSW

- Sydney TV signal
- Regional Northern NSW TV signal
- Regional Southern NSW TV signal
- Griffith TV signal



VIC

- Melbourne TV signal
- Regional VIC TV signal
- Mildura



QLD

- Brisbane TV signal
- Regional QLD TV signal



SA

- Adelaide TV signal
- Port Pirie TV signal
- Riverland/Mt Gambier TV signal
- Central Satellite TV signal



WA

- Perth TV signal
- Regional WA TV signal



NT

- Darwin TV signal
- Central Satellite TV signal





Media Schedule : National FPA Campaign w/c 18 September

FTA TV – Key Program Spots

Network 7 / Prime

7 News

Today Tonight

Sunrise

16:30 News

Morning News

The Morning Show

Network 9 / WIN/NBN

9 News

Morning News

60 Minutes

Today

A Current Affair

NRL Finals

Rugby World Cup

SBS

Insight

World News



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Pay TV Spot Schedule : National w/c 18 September



Sunday	07:30-08:00	Sunday Business LF		Wednesday	11:30-12:00	STREET SENSE	
Sunday	08:00-08:30	ON THE RECORD		Wednesday	11:30-12:00	STREET SENSE	
Sunday	08:30-09:00	SUNDAY BUSINESS		Wednesday	14:00-14:30	TRADING DAY	
Sunday	10:30-11:00	The Perrett Report		Wednesday	14:30-15:00	TECHNOLOGY BEHIND BUSINESS	
Sunday	11:00-11:30	MEDIA WEEK		Wednesday	19:00-20:00	SWITZER	
Sunday	11:30-12:00	SUNDAY BUSINESS		Wednesday	19:00-20:00	SWITZER	
Sunday	12:00-12:30	YOUR MONEY YOUR CALL		Wednesday	21:00-21:30	BUSINESS NIGHT	
Sunday	15:30-16:00	GROW YOUR BUSINESS		Wednesday	21:30-22:00	The Perrett Report	
Sunday	16:00-17:00	YOUR MONEY YOUR CALL		Wednesday	22:30-23:00	SWITZER	
Sunday	18:00-19:00	YOUR MONEY YOUR CALL		Wednesday	23:00-00:00	YOUR MONEY YOUR CALL	
Sunday	18:00-19:00	YOUR MONEY YOUR CALL		Thursday	16:00-16:30	ATTHE CLOSE	Sponsorship
Sunday	20:00-21:00	YOUR MONEY YOUR CALL		Thursday	16:00-16:30	ATTHE CLOSE	Sponsorship
Sunday	21:00-21:30	PROPERTY SUCCESS		Thursday	16:00-16:30	ATTHE CLOSE	
Sunday	22:00-22:30	YOUR MONEY YOUR CALL		Thursday	06:00-09:00	FIRST BUSINESS	
Sunday	22:30-23:00	YOUR MONEY YOUR CALL		Thursday	09:00-10:00	MARKET EXPRESS	
Monday	16:00-16:30	ATTHE CLOSE	Sponsorship	Thursday	10:00-11:00	TRADING DAY	
Monday	16:00-16:30	ATTHE CLOSE	Sponsorship	Thursday	13:00-14:30	TRADING DAY	
Monday	07:00-08:00	FIRST BUSINESS		Thursday	15:00-16:00	Trading Day LF	
Monday	08:00-09:00	MONDAY MONEY		Thursday	19:00-20:00	SWITZER	
Monday	09:00-10:00	MARKET EXPRESS		Thursday	19:00-20:00	SWITZER	
Monday	11:45-12:00	TECH REPORT		Thursday	21:00-21:30	BUSINESS NIGHT	
Monday	13:00-15:00	TRADING DAY		Thursday	21:30-22:00	The Perrett Report	
Monday	13:00-15:00	TRADING DAY		Thursday	22:00-22:30	SWITZER	
Monday	16:00-16:30	ATTHE CLOSE		Thursday	22:30-23:00	SWITZER	
Monday	16:30-18:00	MARKET DAY		Thursday	23:00-00:00	YOUR MONEY YOUR CALL	
Monday	18:30-19:00	The Perrett Report		Friday	16:00-16:30	ATTHE CLOSE	Sponsorship
Monday	19:00-20:00	SWITZER		Friday	16:00-16:30	ATTHE CLOSE	Sponsorship
Monday	20:00-21:00	YOUR MONEY YOUR CALL		Friday	16:00-16:30	ATTHE CLOSE	
Monday	21:00-21:30	BUSINESS NIGHT		Friday	06:00-08:30	FIRST BUSINESS	
Monday	21:30-22:00	The Perrett Report		Friday	08:30-09:00	ON THE RECORD	
Monday	22:00-22:30	SWITZER		Friday	09:00-10:00	MARKET EXPRESS	
Monday	22:30-23:00	SWITZER		Friday	10:00-11:30	TRADING DAY	
Monday	23:00-00:00	YOUR MONEY YOUR CALL		Friday	18:30-19:00	The Perrett Report	
Tuesday	16:00-16:30	ATTHE CLOSE	Sponsorship	Friday	19:00-20:00	SWITZER	
Tuesday	16:00-16:30	ATTHE CLOSE	Sponsorship	Friday	20:00-21:00	YOUR MONEY YOUR CALL	
Tuesday	16:00-16:30	ATTHE CLOSE		Friday	21:00-21:30	MEDIA WEEK	
Tuesday	06:00-09:00	FIRST BUSINESS		Friday	21:30-22:00	TECHNOLOGY BEHIND BUSINESS	
Tuesday	09:00-10:00	MARKET EXPRESS		Friday	22:00-22:30	SWITZER	
Tuesday	10:00-11:00	TRADING DAY		Friday	23:00-00:00	YOUR MONEY YOUR CALL	
Tuesday	11:00-12:00	Trading Day LF		Saturday	07:00-08:00	Fox Business LF	
Tuesday	13:00-14:30	TRADING DAY		Saturday	08:00-09:00	FOX BUSINESS	
Tuesday	13:00-14:30	TRADING DAY		Saturday	08:00-09:00	FOX BUSINESS	
Tuesday	16:00-16:30	ATTHE CLOSE		Saturday	09:00-10:00	Business View LF	
Tuesday	17:00-17:30	MARKET DAY		Saturday	09:00-10:00	Business View LF	
Tuesday	17:30-18:00	Market Day LF		Saturday	10:00-10:30	TECHNOLOGY BEHIND BUSINESS	
Tuesday	18:30-19:00	The Perrett Report		Saturday	10:30-11:00	Special Programming Business	
Tuesday	19:00-20:00	SWITZER		Saturday	11:00-11:30	The Perrett Report	
Tuesday	21:00-21:30	BUSINESS NIGHT		Saturday	11:30-12:00	MEDIA WEEK	
Tuesday	21:30-22:00	The Perrett Report		Saturday	12:00-12:30	YOUR MONEY YOUR CALL	
Tuesday	22:00-22:30	SWITZER		Saturday	12:30-15:00	YOUR MONEY YOUR CALL	
Tuesday	22:30-23:00	SWITZER		Saturday	15:00-16:00	SWITZER	
Tuesday	23:00-00:00	YOUR MONEY YOUR CALL		Saturday	16:00-16:30	The Perrett Report	
Wednesday	16:00-16:30	ATTHE CLOSE	Sponsorship	Saturday	16:30-17:00	GROW YOUR BUSINESS	
Wednesday	16:00-16:30	ATTHE CLOSE	Sponsorship	Saturday	17:00-18:00	YOUR MONEY YOUR CALL	
Wednesday	16:00-16:30	ATTHE CLOSE		Saturday	20:00-20:30	The Perrett Report	
Wednesday	06:00-09:00	FIRST BUSINESS		Saturday	20:30-21:00	GROW YOUR BUSINESS	
Wednesday	09:00-10:00	MARKET EXPRESS		Saturday	21:00-22:00	SWITZER	
Wednesday	10:30-11:00	LAW TV					
Wednesday	10:30-11:00	LAW TV					



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