



FINANCIAL PLANNING  
ASSOCIATION *of* AUSTRALIA

**FPA Launch Media Activity  
Chapter: SYDNEY (NSW)**

Updated: Thursday 15 September, 2011

**MaTch<sup>+</sup>**



# Media Schedule : SYDNEY (NSW)

Week Commencing	11 Sep	18 Sep	25 Sep	2 Oct	9 Oct	16 Oct	23 Oct	30 Oct	6 Nov	13 Nov
<b>TV</b>										
TV (Sydney) <i>Detailed TV schedule avail overleaf in week prior</i>		[Blue bar]								
Pay TV (Foxtel/Austar) <i>Detailed TV schedule avail overleaf in week prior</i>		[Blue bar]								
<b>PRESS</b>										
The Australian (MON: Business / WED: Wealth)		19th	28th		10th	19th				
The Aust. Fin. Review (MON: News)		19th	26th		10th	17th				
Sydney Morning Herald (MON: BusinessDay section)			26th		10th					
<b>MAGAZINES</b>										
Good Weekend (SAT)			1st		15th					
AFR Magazine (FRI)			30th				28th			
AFR Smart Investor (FRI)		On sale 23 <sup>rd</sup> Sept				On Sale 28 <sup>th</sup> Oct				
Your Money		On sale 9 <sup>th</sup> Sept		On Sale 7 <sup>th</sup> Oct			On Sale 4 <sup>th</sup> Nov			
Asset				On Sale 7 <sup>th</sup> Oct						
<b>ONLINE</b>										
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		



# TV Spot Schedule : SYDNEY TV signal w/c 18 September

## PRIMARY STATIONS



Sunday	07:00-10:00	Weekend Sunrise
Sunday	17:30-18:00	New Zealand On A Plate
Mon-Fri	09:00-11:30	The Morning Show
Mon-Fri	09:00-11:30	The Morning Show
Mon-Fri	09:00-11:30	The Morning Show
Mon-Fri	16:30-17:30	Seven News At 4.30
Mon-Fri	16:30-17:30	Seven News At 4.30
Mon-Fri	16:30-17:30	Seven News At 4.30
Mon-Wed	18:30-19:00	Today Tonight
Wednesday	20:30-21:30	Criminal Minds
Thu-Fri	18:00-18:30	Seven News
Saturday	07:00-09:00	Weekend Sunrise
Saturday	17:00-17:30	What's Up Down Under



Sunday	07:00-10:00	Weekend Today
Friday	18:30-19:00	A Current Affair
Friday	19:30-21:45	NRL Finals
Saturday	14:30-16:30	Speedway
Saturday	19:30-21:45	NRL Finals
Saturday	21:45-23:45	Rugby World Cup 2011
Tuesday	23:00-00:00	Top Gear
Sunday	13:00-15:30	The Professionals
Sunday	15:30-16:30	Farmer Wants A Wife
Sunday	15:30-16:30	Farmer Wants A Wife
Friday	21:45-23:45	Rugby World Cup 2011
Wednesday	22:00-23:00	Who Do You Think You Are?
Friday	21:45-23:45	Rugby World Cup 2011



Sunday	16:30-16:59	LIVING BLACK SERIES 15
Monday	19:30-20:29	MYTHBUSTERS SERIES 4
Tuesday	18:30-19:29	WORLD NEWS AUSTRALIA 2011
Thursday	16:30-17:29	PBS NEWSHOUR 2011
Friday	13:30-14:29	INSIGHT 2011
Friday	18:30-19:29	WORLD NEWS AUSTRALIA 2011
Friday	21:30-21:59	WORLD NEWS AUSTRALIA LATE 2011
Sunday	09:30-10:30	Britannia High

Updated: Thursday 15<sup>th</sup> September, 2011





# TV Spot Schedule : SYDNEY

## w/c 18 September

*Supported by Digital Channels for incremental reach and cost-efficiency*



Sunday	09:30-10:30	Britannia High
Sunday	09:30-10:30	Britannia High
Sunday	22:30-23:00	Escape To The Country
Mon-Fri	18:00-19:00	Bargain Hunt
Mon-Fri	18:00-19:00	Bargain Hunt
Monday	20:30-22:30	Heartbeat
Monday	22:30-00:00	Catherine Cookson
Monday	22:30-00:00	Catherine Cookson
Tuesday	20:30-21:30	Keeping Up Appearances
Tuesday	22:30-23:30	Homes Under The Hammer
Tuesday	22:30-23:30	Homes Under The Hammer
Wednesday	19:30-20:30	Heartbeat
Wednesday	21:30-22:30	Ruth Rendell
Wednesday	21:30-22:30	Ruth Rendell
Saturday	12:00-13:00	Great South East
Saturday	13:00-17:00	Passport To...
Saturday	13:00-17:00	Passport To...
Saturday	17:00-17:30	The Great Australia
Saturday	17:30-18:00	Men Behaving Badly
Saturday	19:30-20:30	Heartbeat
Saturday	19:30-20:30	Heartbeat
Saturday	22:30-23:30	That's My Boy



# Pay TV Spot Schedule : National w/c 18 September



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



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