



FINANCIAL PLANNING
ASSOCIATION *of* AUSTRALIA

FPA Launch Media Activity
Chapter: MELBOURNE (VIC)
Updated: Thursday 15 September, 2011

MaTch⁺

Media Schedule : MELBOURNE (VIC)



Week Commencing	11 Sep	18 Sep	25 Sep	2 Oct	9 Oct	16 Oct	23 Oct	30 Oct	6 Nov	13 Nov
TV										
TV (Melbourne) <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]								
PRESS										
The Australian (MON: Business / WED: Wealth)		19th	28th		10th	19th				
The Aust. Fin. Review (MON: News)		19th	26th		10th	17th				
The Age (MON: BusinessDay section)			26th		10th					
MAGAZINES										
Good Weekend (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		



TV Spot Schedule: MELBOURNE TV signal w/c 18 September

PRIMARY STATIONS



Sunday	07:00-10:00	Weekend Sunrise
Mon-Fri	06:00-09:00	Sunrise
Mon-Fri	06:00-09:00	Sunrise
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
Thu-Fri	18:30-19:00	Today Tonight
Friday	20:00-23:00	AFL Preliminary Final
Friday	20:30-23:30	AFL Preliminary Final
Saturday	07:00-09:00	Weekend Sunrise
Saturday	17:00-17:30	What's Up Down Under



Sunday	14:00-15:00	Wildfire
Sunday	19:30-20:30	60 Minutes
Sunday	18:30-19:30	RBT
Sunday	18:30-19:30	RBT
Sunday	16:00-17:00	Farmer Wants A Wife
Sunday	16:00-17:00	Farmer Wants A Wife
Saturday	14:30-16:30	Speedway
Saturday	19:30-21:30	NRL Finals
Saturday	21:30-23:30	NRL Finals



Tuesday	19:30-20:29	INSIGHT 2011
Tuesday	21:30-21:59	WORLD NEWS AUSTRALIA LATE 2011
Wednesday	20:30-21:29	HOTEL SERIES 1 THE



TV Spot Schedule: MELBOURNE TV signal w/c 18 September

Supported by Digital Channels for incremental reach and cost-efficiency



Sunday	09:30-10:30	Britannia High
Sunday	21:30-22:00	Escape To The Country
Sunday	23:00-00:00	Living In The Sun
Mon-Fri	19:00-19:30	Harry's Practice
Mon-Fri	19:00-19:30	Harry's Practice
Monday	19:30-20:30	Heartbeat
Monday	20:30-22:30	Heartbeat
Monday	22:30-00:00	Catherine Cookson
Monday	22:30-00:00	Catherine Cookson
Tuesday	22:30-23:30	Homes Under The Hammer
Wednesday	19:30-20:30	Heartbeat
Thursday	20:30-21:30	William and Mary
Thursday	22:30-00:00	Gil Mayo Mysteries
Thursday	22:30-00:00	Gil Mayo Mysteries
Saturday	12:00-13:00	Great South East
Saturday	13:00-17:00	Passport To...
Saturday	22:30-23:30	That's My Boy
Saturday	13:00-17:00	Passport To...



Sunday	12:00-14:30	Documentary
Sunday	15:00-18:00	The Guns Of Navarone
Sunday	19:30-20:00	As Time Goes By
Saturday	12:35-15:00	Four For Texas
Saturday	15:00-18:00	Oliver!
Saturday	09:00-10:45	The Man In The White Suit
Saturday	15:00-18:00	Oliver!



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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