



FINANCIAL PLANNING  
ASSOCIATION *of* AUSTRALIA

**FPA Launch Media Activity**  
**Chapter: SOUTH EAST MELBOURNE (VIC)**

Updated: Thursday 15 September, 2011

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

# Media Schedule : SOUTH EAST MELBOURNE (VIC)



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 (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]								
<b>PRESS</b>										
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					
<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: 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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