

澳财经  
AFN

AUSTRALIAN FINANCIAL NEWS

# MEDIA KIT / 2021

[www.afndaily.com.au](http://www.afndaily.com.au) | [info@afndaily.com](mailto:info@afndaily.com)

# ***ABOUT US***

Australian Financial News (AFN) is an Aussie-Sino business-focused, Chinese-language international daily news platform based in Sydney.

Along with daily news review on both website and mobile WeChat account. AFN hosts and provides discussion panels and business conferences associated with real estate, wealth management, tax strategies, etc.

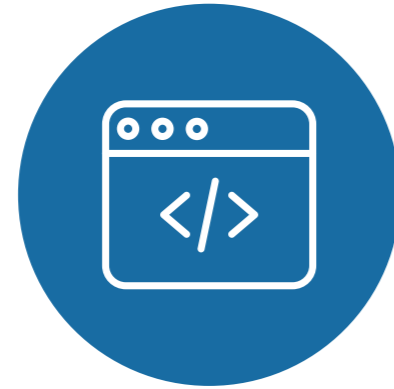
AFN becomes an essential daily read for executive decision makers, sophisticated investors and those who promote national prosperity.

澳财经  
AFN



**OFFICIAL ACCOUNT**

ID: AFNdaily



**WEBSITE**

CN: [www.afndaily.com](http://www.afndaily.com)  
EN: [www.afndaily.com.au](http://www.afndaily.com.au)



**WEIBO**

@澳洲财经见闻



**EVENT**

ID: AFNdaily



**APP**

澳财经



**NEWSLETTER**

Subscription: 5 times / week

# ***MAIN BUSINESS***

Australian Financial News is a knowledge-based information service platform, providing audiences with professional report contents, including:

- Real-Estate Reports
- Australian Stock Market Analysis
- Macro Economic Analysis
- Australian Infrastructure Report
- Australian Construction Report, etc

Through the unique business and finance database, AFN helps investors make decisions.



# AFN THINK-TANK

The AFN think-tank is led by prominent Australian leaders in political, business and legal professional. They provide subscribers the most comprehensive and in depth analysis in Australian financial market. It is the solid foundation for an exclusive high quality article in Australian's finance and economics.



**WARWICK SMITH**

Mr. Smith is Senior Managing Director and Chairman for Australia and New Zealand Banking Group Limited (NSW and ACT); Chairman, ANZ China. He is Chairman, Advisory Board of Australian Capital Equity, which holds diverse interests in broadcasting, construction machinery and investment across Australia and Asia. He also serves on a number of Boards in Australia and China.



**CRAIG EMERSON**

Dr. Craig Emerson is an eminent economist with 35 years' experience in politics and public services. He is now Managing Director of Emerson Economics Pty Ltd, providing professional services to the business community.



**JANE LIU**

Jane Liu is a senior consultant of the top international law firm Honghu (Bird & Bird), expertised in corporate law. She has fifteen years' experience in international investment and financing corporate reconstruction and corporate governance. Liu is also a close partner of a large number of Chinese enterprises to carry out overseas investment projects.

# OUR INFLUENCE

---



## AFN WEBSITE

- The most complete market trend information
- The most accurate government policy interpretation
- The fastest Australian news and updates
- The most profound business insights and analysis report



## AFN WECHAT

- Daily original in -depth articles and financial analysis
- Morning Australian Financial News voice report
- Provide high quality and time saving news for users

# AFN WECHAT READER

High-end/Loyal/High-Conversion

120,000+

AFN Wechat Followers

300,000+

Agency Predicated Active Followers

3,000+

AFN Followers Growth

12,000+

Average Headline Views

Single Article Forward Rate:

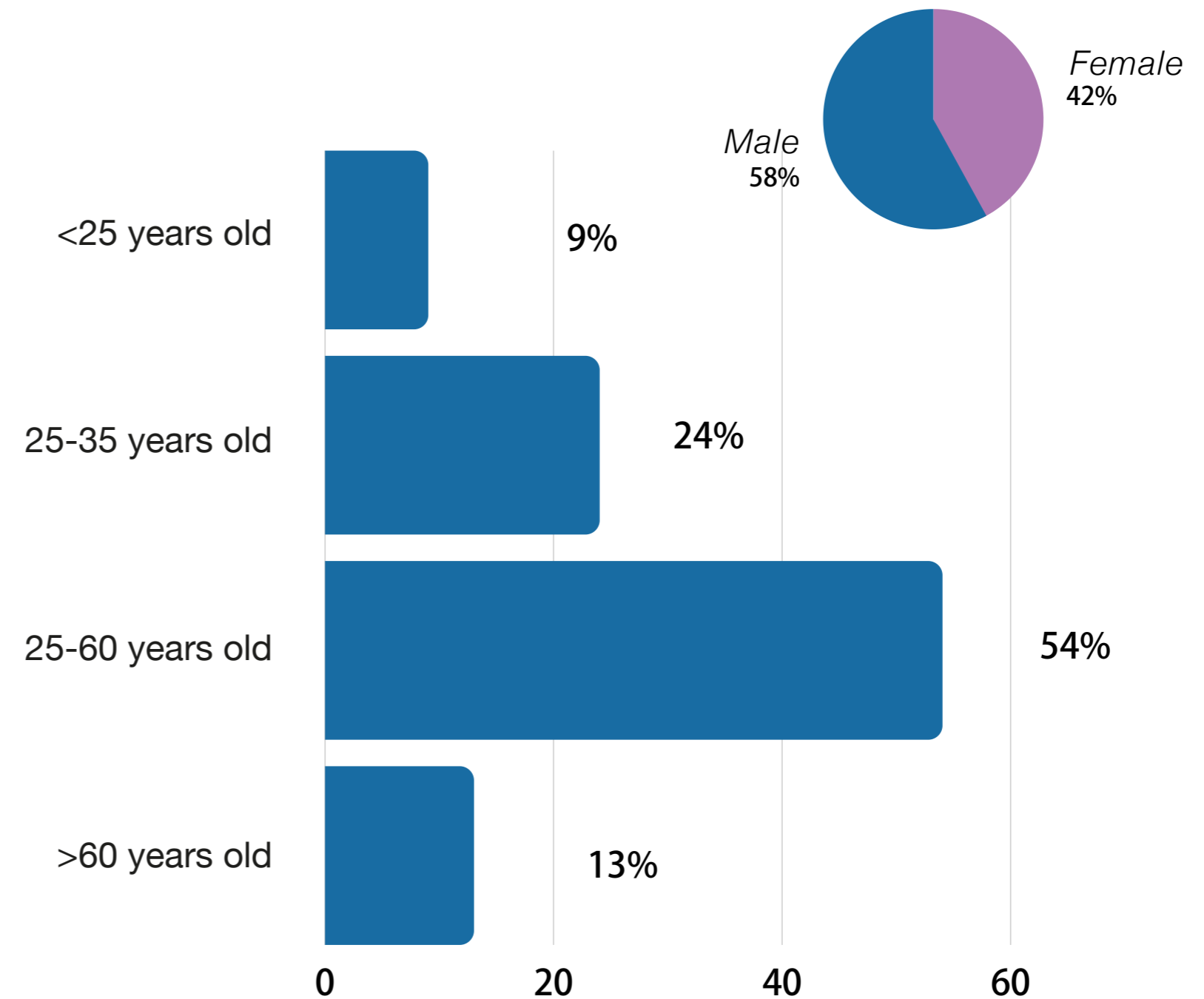
26%+

Single Article Click Rate:

30%+

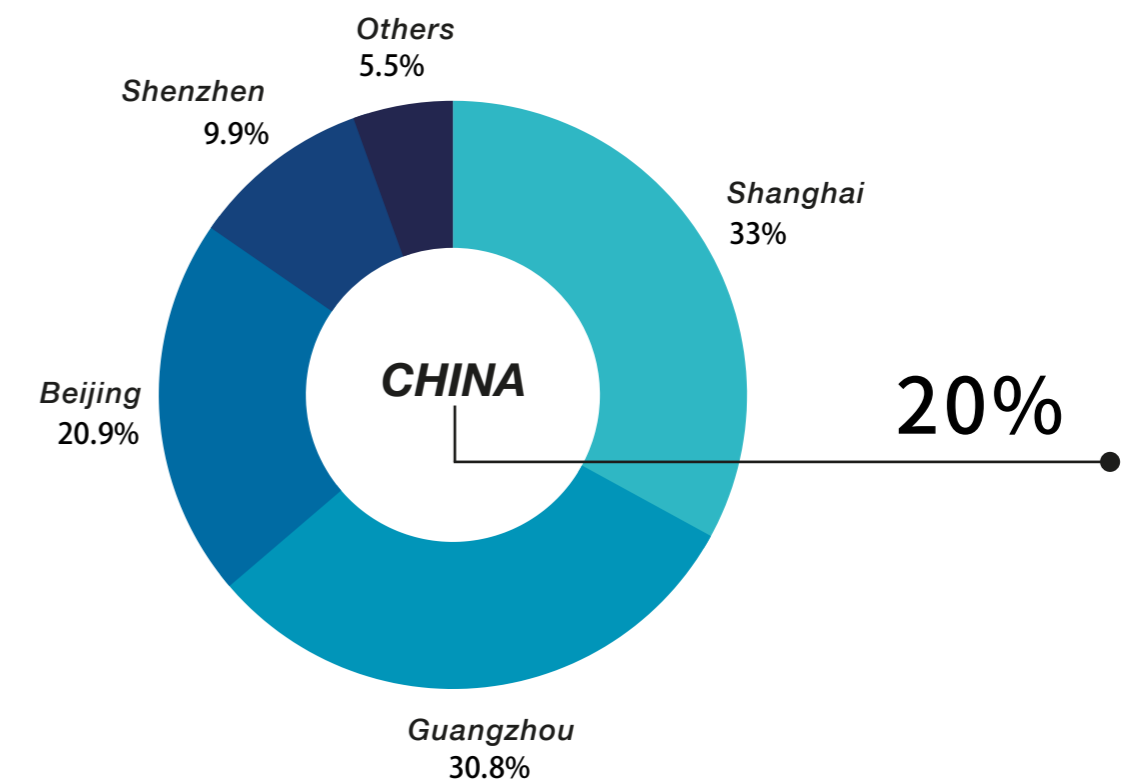
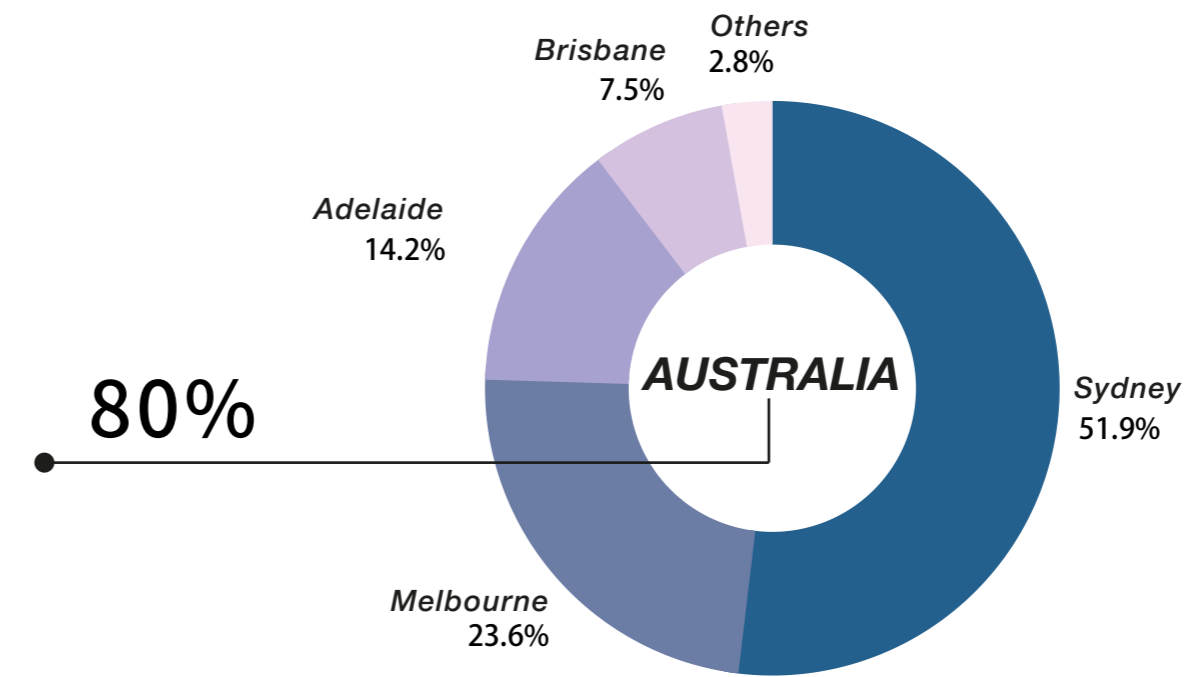
Original Article High Click Rate:

60%+



Young Professionals / Small Business Owners / Oversea Investors

## GEOGRAPHICAL DISTRIBUTION



# AFN WEBSITE BASIC DATA

**10,000+**

Daily News Article Views

**81,000+**

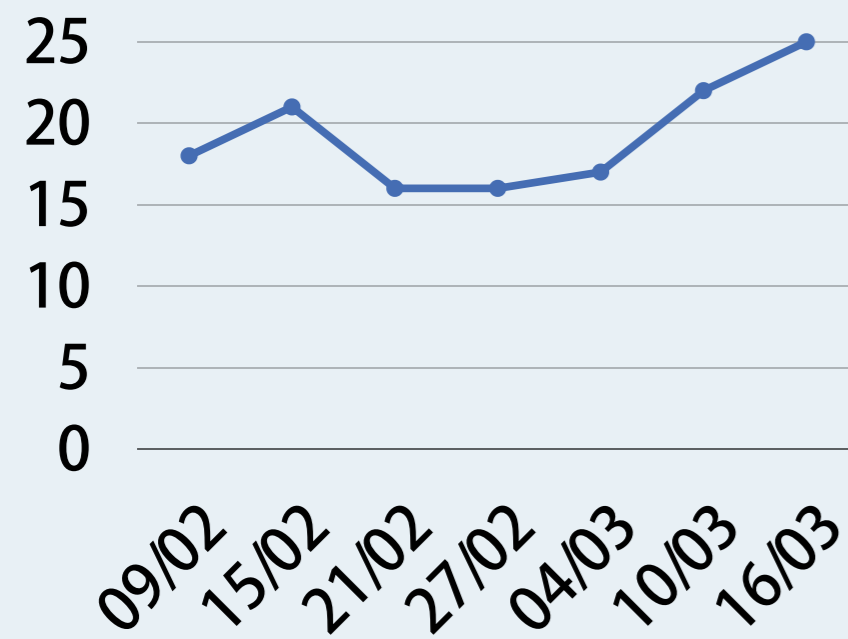
Monthly Unique IP Views

**16,900+**

Daily Active Users

**196,200+**

Average Monthly Views



← 16/03/2020 -- 22/03/2020

1. Browse	92,768
2. Visitors	50,607
3. Ave. Browsing Time	1.83
4. Published Articles	253

# ***AFN SERVICE***

AFN gained the recognition of readers and established its outstanding reputation among the Australia Chinese financial media with the best attitude.

AFN WeChat official platform attracted tens of thousands of followers since establishing, and still growing with a remarkable rate.





1st Spot

2nd Spot

3rd Spot

# AFN SERVICE WECHAT PRICE

\* Price not included GST

POSITION	PRICE	COMMENTS
1st Spot	\$ 8,000	Not included writing service
2nd Spot	\$ 4,500	Not included writing service
3rd Spot	\$ 2,000	Not included writing service
Writing Service	\$ 600	AFN professional editors
Exclusive Interview	\$ 3,200	3rd spot with writing
Video Production	\$1,000/10mins	Insert video into exclusive interview

\* AFN interview can be synchronous transfer to other Chinese financial media channels, including NetEase, Sina Finance and Economics, Toutiao, Snowball, etc.

# WECHAT PRICE

\*Price not included GST



SIZE: 650PX \*150PX

POSITION	PRICE
1st Spot Top Banner	\$220/ time
2nd Spot Top Banner	\$180/ time
3-7 Spot Top Banner	\$150/ time



SIZE: 650PX \*150PX

POSITION	PRICE
1st Spot Mid Banner	\$240/ time



SIZE: 650PX \*370PX

POSITION	PRICE
1st Spot Top Banner	\$200/ time
2nd Spot Top Banner	\$180/ time
3-7 Spot Top Banner	\$150/ time

SIZE: 750PX \*1180PX

POSITION	PRICE
1st Spot Top Banner	\$220/ time
2nd Spot Top Banner	\$200/ time
3-7 Spot Top Banner	\$180/ time

# AFN WEBSITE

\*Price not included GST

POSITION	PRICE
----------	-------

Top Banner	\$600/week
Side Banner	\$500/week
Washing	\$1000/month
EDM	\$3000/month
Article Banner	\$800/week

TOP BANNER  
1200PX \* 140PX



WASHING



SIDE BANNER  
286PX \* 338PX



# AFN MONTHLY PROPERTY REPORT

\*Price not included GST

## **\$1,500/Month or Property Consulting Fee (Customized Research Service)**

- Monthly Property Market Update
- Monthly Macroeconomic Report
- Monthly Main Competitor Update
- Customized Property Research

## Monthly Property Information Update

*Real Estate Policy Update, Monthly Residential Vacancy Rate Update, Monthly Market Price Update*

## Monthly Property Market Analysis

*Residential, office, industrial, retail, hotels & hospitality, alternatives, government, education, agriculture*

## Monthly Property Trading Update

*Trading time, price, last trading price, yield*

## Projects under Construction or Approval; Project Development Schedule; New project Application Status

## Monthly Update of Property on Sale

## Monthly Market Forecast

# AFN EVENT REVIEW

## 2017

- Sino-Australia Families Fortune Office Roundtable Forum

## 2018

- Breaking Through the Ice Australia's Real Estate Market
- Conference on Tax Strategies for the High-net-worth Individuals
- Age Pension-How Much You Can Get?
- How does CRS impact High-net-worth individuals?
- Sydney International Money Fair

## 2019

- Planning to Win-2019 Australian Real Estate Forum
- Sydney Career Expo
- Sino-Australasian Entrepreneurs Summit
- AFN Awards Gala Dinner



# 2021

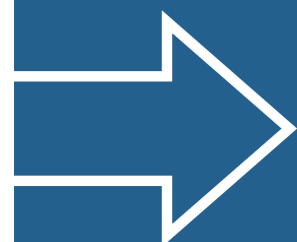
AUSTRALIAN FINANCIAL NEWS

info@afndaily.com

www.afndaily.com.au

## *AFN BUSINESS CLUB* *AFN MEMBER*

- — Free Paid Industrial Report
- — Free Tailored Industrial Report
- — Offline Event Invitation
- — Share Business Resources Docking
- — AFN Workshop



## CHINESE MEDIA PARTNERS



## COOPERATIVE PARTNERS





# CLIENTS

