

ANZAC Day Bumper Edition

Dear Newsagent,

This year, *The Australian Financial Review* will publish a special bumper edition over the ANZAC Day long weekend, on sale for 4 days. The bumper edition details are outlined below:

ANZAC Day Bumper Edition: On Sale Friday 23rd April until Monday 26th April 2010 (inclusive)

- All Mon – Fri subscribers to be delivered the ANZAC Day bumper edition on Friday 23rd April.
- All Mon - Sat subscribers to be delivered the ANZAC Day bumper edition on Friday 23rd April.
- All Weekend (Sat only) subscribers to be delivered the ANZAC Day bumper edition on Saturday 24th April.
- No subscriber deliveries on Monday 26th April.
- Newsagents with SAT ONLY direct drop sub-agents will need to be supplied stock through your own shop copies. NOTE: Shop supplies have been increased to allow for this.
- There will be no top-up deliveries during this period. All newsagents will receive their total supply on Friday 23rd April.

To maximise sales, please ensure:

- Copies are prominently displayed on your newspaper stand over the extended on sale periods.
- Headline posters are prominently displayed over the extended on sale periods.
- To avoid sell-outs, ensure all major sub agents have their **supply increased accordingly**.

For extra information

If you have any queries or require additional copies of *The Australian Financial Review* please contact The Financial Review Group office in your state.

Kind Regards



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