

## Rainmaker Group Completes Acquisition of Money Magazine

**SYDNEY, March 21, 2019** – Financial services information publishing company Rainmaker Group announced today that it has completed its transaction with Bauer Media to acquire *Money* magazine.

Following the purchase, *Money* magazine will become Rainmaker's key consumer title under its media division, *Financial Standard*. It currently publishes five B2B titles, including its flagship newspaper, and three B2C titles: *The Good Super Guide*, *The Good Investment Guide* and *The Good Economics Guide*.

"This is our first major acquisition since our media division, *Financial Standard*, was established in 2003. While we have steadily built our business in trade media, this acquisition meets our longer-term objective of growing our consumer media platform," said Christopher Page, founder and group managing director of Rainmaker.

Following the deal, Rainmaker Group has announced new leadership roles:

- **Michelle Baltazar**, executive director of media at *Financial Standard*, will assume the role of editor-in-chief.
- **Darren Snyder**, editor of *Financial Standard*, will move to the role of managing editor of *Money*.
- **Jamie Williamson**, associate editor of Financial Standard's magazine *FS Advice – The Australian Journal of Financial Planning*, will move to the role of editor at *Financial Standard*.

*Money* editor Effie Zahos and deputy editor Maria Bekiaris will provide Rainmaker Group and *Financial Standard* with their editorial services to assist with the transition. However, they have chosen not to continue past the transition period.

"We hold Effie and Maria in high regard and wish them well in their future endeavours. Effie's strong leadership and editorship has enabled *Money* to boast the loyal reader following that it has today," said Page.

The *Money* team, namely Ann Loveday (art director), Sharyn McCowen (online content producer), Bob Christensen (senior sub-editor), Debra Duncan (senior sub-editor) and Simon Park (brand manager) will move across to Rainmaker's offices, effective 25 March 2019.

Award-winning finance author and financial literacy advocate Paul Clitheroe AM will continue in his role as *Money*'s chairman and chief commentator.

“We’re excited to work with an incredibly talented and passionate group of people. They have built a solid foundation from which we can further grow Money’s reputation as the leading source of personal finance news and expert advice,” said Baltazar.

Established in 1999, *Money* is Australia’s longest running and most-read personal finance magazine.

For media interviews, please contact:

Julian Clarkstone  
[julian.clarkstone@rainmaker.com.au](mailto:julian.clarkstone@rainmaker.com.au)  
Ph. 02 8234 7514

### About Financial Standard

*Financial Standard* is the publishing division of Rainmaker Group. *Financial Standard* is focused on providing trade news and investment analysis for professionals in superannuation, financial planning and wealth management.

Established in 2003, Financial Standard also publishes *FS Advice - The Australian Journal of Financial Planning*; *FS Super – The Journal of Superannuation Management*; *FS Private Wealth – The Journal of Family Office Investment*; *FS Managed Accounts – The Journal for Managed Account Professionals*.

It also publishes three B2C titles: *The Good Super Guide*, *The Good Investment Guide* and *The Good Economics Guide*.

For more information visit [www.financialstandard.com.au](http://www.financialstandard.com.au)

### About Rainmaker Group

The Rainmaker Group was founded in 1992 and has established a reputation as a leading financial services information company in Australia providing market intelligence, industry research, media and publishing, events and consulting services.

Rainmaker produces strategic, tactical, and analytical information about the financial services industry predominantly for superannuation funds, investment managers financial planners and consumers.

The Rainmaker Group comprises: Rainmaker Information, Financial Standard, FS Aspire CPD, SelectingSuper, SelectAdviser and SuperGuard360.

[www.rainmaker.com.au](http://www.rainmaker.com.au)