



STM MEDIA KIT

Now more than ever, STM defines life and style in WA.

STM, WA's hottest glossy magazine, is the place for great reading and style, bringing together world class design, quality like never before and editorial that excels in relevance on both a local and international stage.

STM more than ever

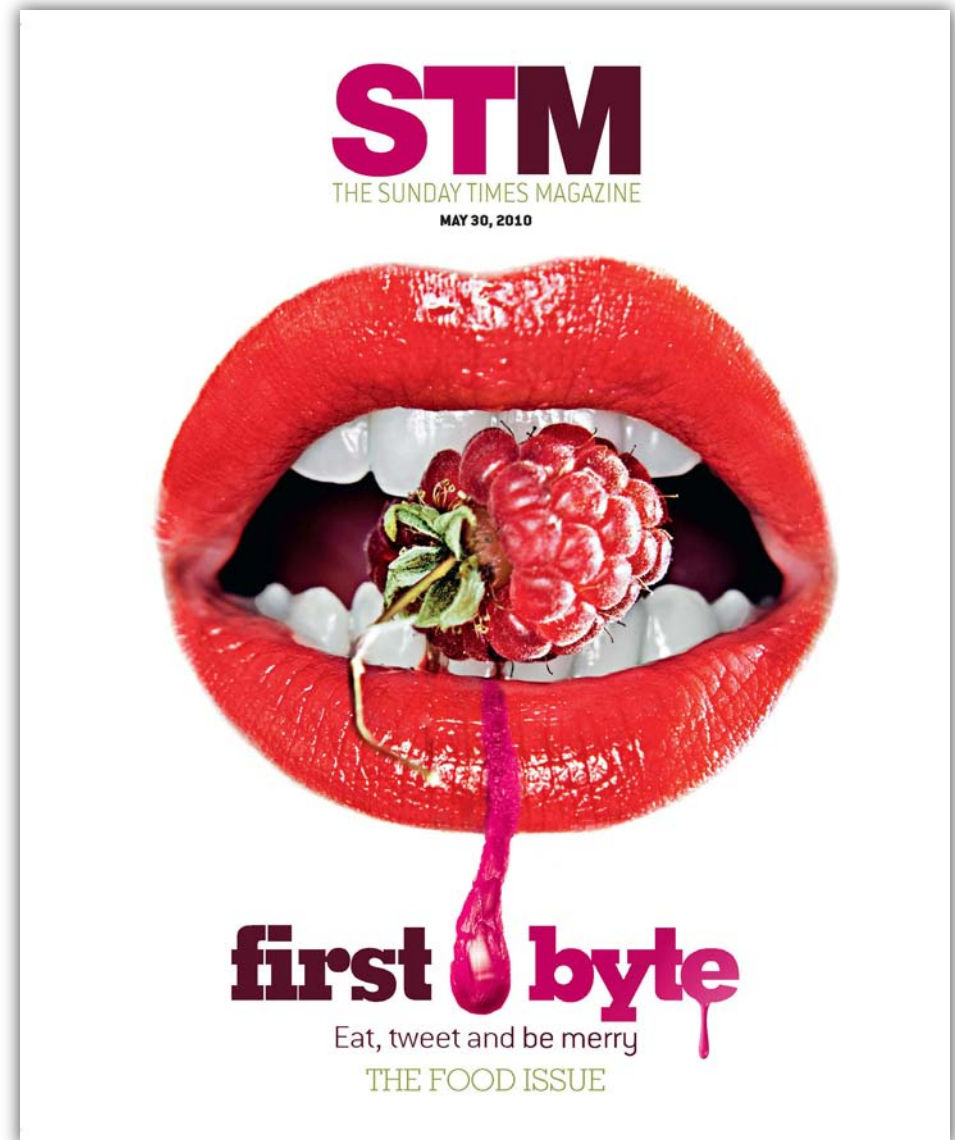
STM is Western Australia's only newspaper inserted glossy lifestyle magazine, defining life and style in WA.

Over the last 6 years STM has enjoyed great success, both with readers and advertisers alike. In celebration of this success and in support of STM's continuous improvement philosophy, STM has undergone some exciting developments.

As a result of observing global magazine trends, and closely critiquing the best magazines in the world, we have taken the "best of the world" and brought it to STM.

STM has taken international trends and local editorial direction to take it to the next level with design improvements and content changes which have been tested through qualitative independent research.

IT'S TIME TO
GET EXCITED
ABOUT STM



Format

STM has evolved into a new format (275mmD x 230mmW). The new STM is appealing to readers with most saying the design and content changes make STM look more professional and more like a stand alone magazine. This has potential benefits by increasing the life of the magazine with many saying they would keep it on their coffee table all week.

Style Developments

The pages in STM have been given a more consistent look with new section headers and colour scheme on the regular features. New fonts have been added to make the headlines and body copy more readable and new graphic elements have been introduced. These changes give STM a stronger identity as a gloss magazine.

See page 14 for exact STM page and advertising specifications.

Reader Feedback

“If I didn’t read STM it wouldn’t feel like it was Sunday”

“Because I read STM I can read about the high end fashion.”

Source: Synovate STM Focus Groups, April 2010

FORMAT & STYLE DEVELOPEMENTS



EDITORIAL CONTENT

FEATURES

Sunday is the ideal day to relax and enjoy a good read. Every week STM provides readers with a range of inspiring and insightful articles about local issues and people, along with topical stories from further afield. From entertainment to art, from fashion to society, STM has the stories that people love to read.

FASHION

Fulfills the appetite for glamour and style. With more and more West Australian fashion designers making a name for themselves across the globe, it is not surprising that the Perth fashion scene is sizzling. STM keeps both men and women up to date with the hottest looks and tells them where they can be found. It's fashion with local flavour and style.

BACK CHAT

A new relationship column has been introduced to the back page of STM. This contains in-depth relationship advice on a specific topic each week.

BEAUTY

Introduces readers to some of the newest products to hit the market. From large national brands to small exclusive offerings, we've got them covered.

PERTH CONFIDENTIAL

Perth Confidential is all about fun, flair and style. It's about combining those things we love – a great party, fantastic outfits and interesting people. STM brings Perth's hottest events to life every week. Glamour and gossip. It's all in Perth Confidential.

DONNA HAY

To tempt the taste buds in all of us, Donna Hay recipes are designed to work and to work with ease.

WINE

Where do West Australians turn to find out about the latest wine releases? STM. With wine reviews by Australian Wine Communicator 2009 Award Winner, Peter Forrestal, STM places wine in context with all the other good things in life.

STARWATCH

Jonathan Cainer brings star predictions into life and love, with insights into your fortunes for the coming week.



STM...THE PASSION

The regular team behind the creation of content for the heart, mind and soul.



Claire Davies:
Fashion Editor



Peter Forrestal:
Wine Writer



Donna Hay:
Food Writer



Gail Williams:
Feature Writer



Jan Hallam:
Deputy Editor



Wendy Caccetta:
Perth Confidential
Reporter



Haley Thompson:
Social Writer

"I love STM for myself and so many of my friends it's the first thing you look for in the paper. It's not a Sunday morning unless you're relaxing somewhere flipping through the fashion and social pages getting your weekly dose of glamour and goss! Perth is such a fun, vibrant and fashionable city-it's great to have a magazine that reflects that."

Wendy Caccetta

"I have been writing for STM since the first edition five years ago and have loved the opportunities it has given me to do some profile pieces on an amazing assortment of people -both high profile and those who just do interesting things. Some of the highlights have been boxer Danny Green, cricketer Justin Langer, Barry Gibb and theartist Marcus Beilby. STM gives us the space to promote local issues and identities – and it's a fun place to work."

Gail Williams

"STM places wine in context with all the other good things in life. It vibrantly encapsulates what living in the West is all about."

Peter Forrestal



READER PROFILE... REFLECTING WA

	% WA Population	% of The Sunday Times Readership
Men	50%	52%
Female	50%	48%
Professional/Manager	21%	22%
Income \$130,000+	5%	6%
AB Quintile	22%	21%
C Quintile	22%	21%
Big Spenders (Discretionary Expenditure)	36%	36%
Medium Spenders (Discretionary Expenditure)	35%	36%

Source: Roy Morgan Readership Survey, March 2010. Base: West Australians 14+



STM...WE KNOW OUR READERS

Who is reading STM

The Sunday Times STM reaches 707,000 Western Australians through over 303,581 copies sold every week.*

The core audience for STM is 25-44 year olds.

25-44 year olds:

- Are more likely to buy The Sunday Times just to get a copy of STM.
- Spend more time reading STM.
- Have much greater associations with the magazine than those in other age groups.

What do our readers think

- 57% of readers keep STM for 4 days or more.
- 78% agree "STM always has something of interest to me."
- 74% of readers agree "STM has strong WA content."
- 70% of readers agree "STM is more like a magazine than The Saturday West magazine."
- 59% agree "STM is even better now it is a glossy magazine."

Source: Roy Morgan, Readership Survey, June 2010. ABC Audit, March 2010

*Based on host publication; Synovate STM Evaluation, June 2007.



STM... ADVERTISING INVESTMENT

Set Size Display Advertisements

Double Page Spread \$38,385.98 + \$3,838.60 GST = \$42,224.58

Single Page \$19,685.12 + \$1,968.51 GST = \$21,653.63

Half Page \$10,826.82 + \$1,082.68 GST = \$11,909.50

Third Page \$7,874.05 + \$787.41 GST = \$8,661.46

Stars Panel \$5,624.32 + \$562.43 GST = \$6,186.75

Positional Loading

30% Outside Back Cover

20% First and second right hand pages.

STM...STRATEGIC PARTNERSHIPS

STM is not only an effective advertising medium but also offers advertisers the opportunity to integrate their message in a unique manner to engage their target audience. STM works very closely with our clients to deliver new and innovative solutions while ensuring the integrity of the STM brand.



After spending \$300 million on a two-year redevelopment program, Burswood Entertainment Complex turned to STM to deliver the message that it was now more than just a casino – a place for all West Australians to be entertained. STM came up with the creative concept for a 16-page liftout, within the magazine, based on 24 hours at Burswood.

BURSWOOD

STM...STRATEGIC PARTNERSHIPS



Experience Perth was a cross media promotion stretching over STM and PerthNow. Experience Perth featured in STM on Sunday, September 14th, 2008. It featured all the latest news, from Experience Perth-Explore it, Taste it, Relive it. Go East and discover the secret of Perth's river, Hills and Valleys.

EXPERIENCE PERTH

STM...STRATEGIC PARTNERSHIPS



STM has been the Perth Fashion Festival's Chief Media Sponsor for over five years. The Festival's management works closely with STM editorial and advertising teams to produce the annual Festival Supplement. Featuring designer, celebrity judge and model profiles, Spring/Summer fashion forecasts and the event calendar, the supplement is a valuable marketing tool which gave readers a comprehensive summary of the Festival.

PERTH FASHION FESTIVAL

STM...UPCOMING FEATURES

FEBRUARY 28

BRIDAL ISSUE

MARCH 21

WINTER FASHION PREVIEW

MAY 2

MOTHER'S DAY GIFT GUIDE

MAY 30

FOOD ISSUE & DONNA HAY SPECIAL

AUGUST 29

MEN'S ISSUE & FATHER'S DAY GIFT GUIDE

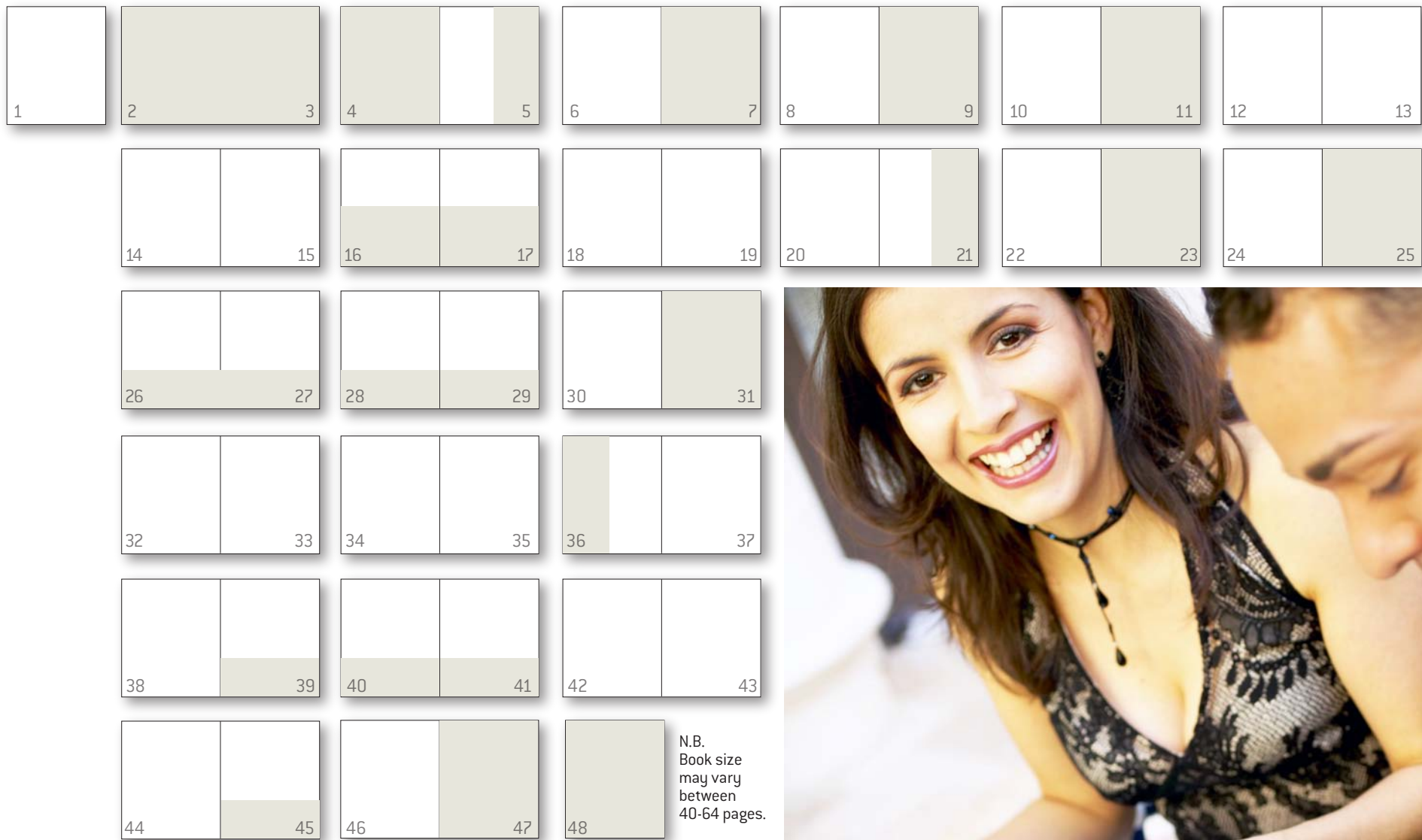
SEPTEMBER 5

PERTH FASHION FESTIVAL

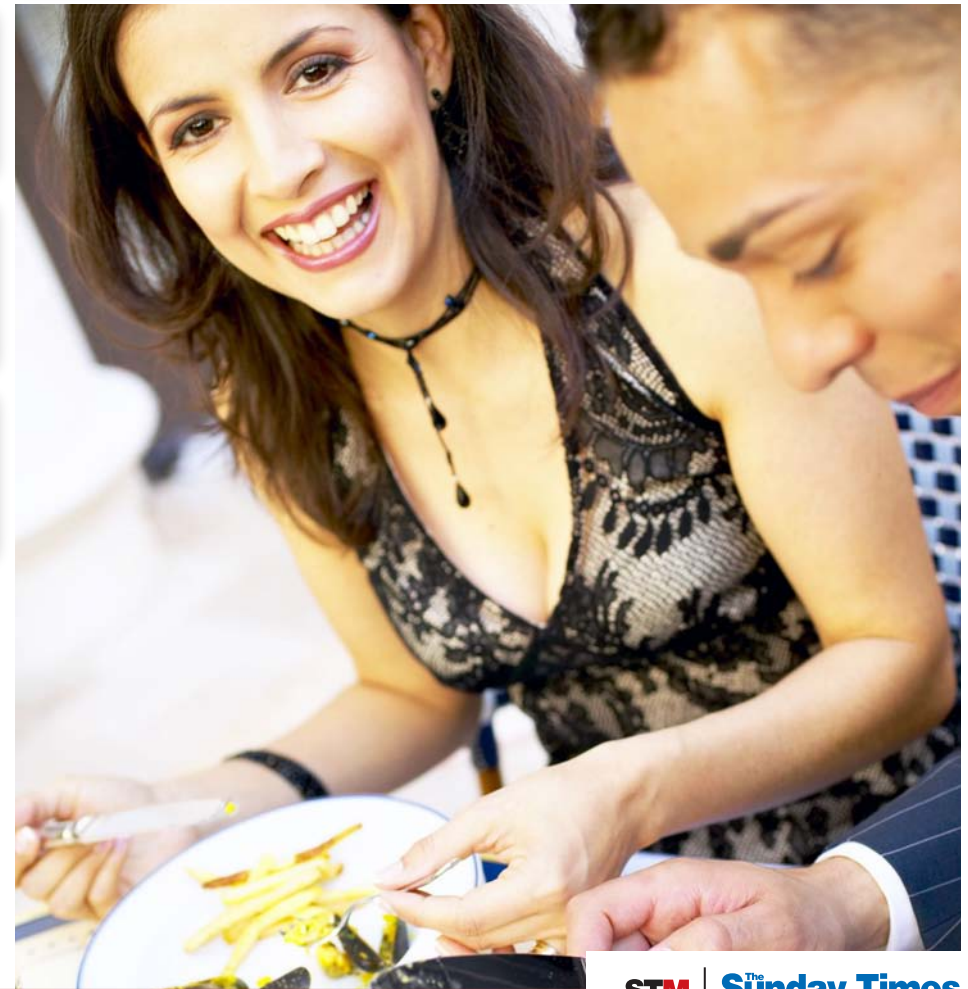
DECEMBER 12

CHRISTMAS FOOD ISSUE & DONNA HAY SPECIAL





N.B.
 Book size
 may vary
 between
 40-64 pages.



STM...PAGE LAYOUT

STM...SPECIFICATIONS

AD SIZES

Double Page Spread

Full Page

Half Page Vertical

*Half Page Horizontal

Third Page Vertical

*Third Page Horizontal

*Stars Panel

TRIM SIZE

275mm x 460mm

275mm x 230mm

275mm x 113mm

136mm x 230mm

275mm x 77mm

90mm x 230mm

50mm x 230mm

BLEED SIZE

285mm x 470mm

285mm x 240mm

285mm x 123mm

146mm x 240mm

285mm x 87mm

100mm x 240mm

60mm x 240mm

TYPE AREA

255mm x 440mm

255mm x 210mm

255mm x 93mm

126mm x 210mm

255mm x 57mm

80mm x 210mm

40mm x 210mm

DIGITAL DELIVERY

News Ltd requires the delivery of advertising material via Quickcut, Websend or Digital Ads.

For further information please phone the Quality Control Manager on (08) 9326 9135.

** Please see page 15 of this document for type area positionals*

STM...MATERIAL REQUIREMENTS

COLOUR ADVERTISING MATERIAL MUST MEET THE FOLLOWING FOUR COLOUR REQUIREMENTS:

All images must be scanned at 300dpi to accommodate 133 lines per inch printing.

Colour enhancement techniques must be applied to all CMYK images.

Any typeface less than 9 points should not be used for reverses.

Small typefaces with fine serifs should be avoided to avoid filling in on the press.

Maximum total shadow end density is not to exceed 280% with a black tone limit of 85%.

NOTE: These limits are for halftone reproduction only. Display type and background tints can use solid colours provided the total ink weight does not exceed 280% for background and text.

When using solid black backgrounds a combination of 20% Cyan, Magenta and yellow with 100% Black is recommended.

5mm of bleed is required on all sides of a bleed advertisement to cater for right or left hand positioning.

LAYOUT CONSIDERATIONS:

Type should be kept within the bounds of the type/image area parameters. Very small type, keylines of less than 0.25pt and small design elements should be reproduced in one ink colour to avoid registration problems. Only headlines of very large type should be spaced across a gutter of a double page spread. Important images and product shots should always clear the spine.

STOCK

Cover: 85gsm Centrefold Gloss (Front 4 and Back 4 Pages)

Inside: 57gsm LW Coated

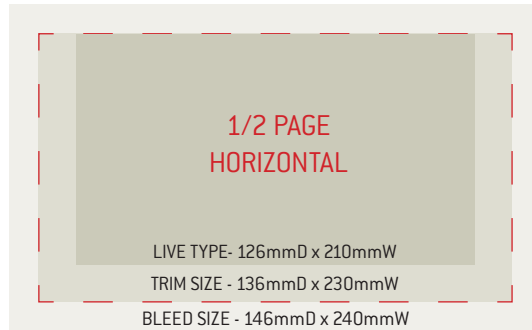
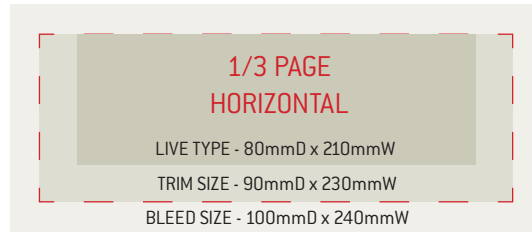
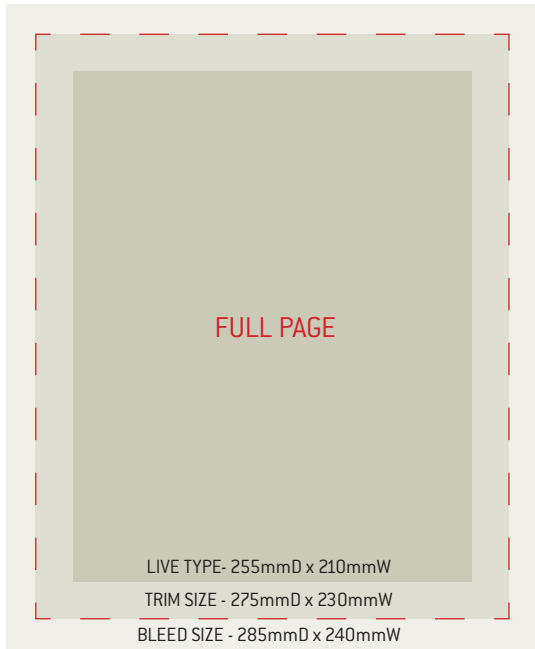
PRINTING PROCESS




Four Colour Web Offset

STM...DEADLINES

BOOKING DEADLINE Friday, 16 days prior to publication. **CANCELLATION DEADLINE** Monday, 13 days prior to publication.

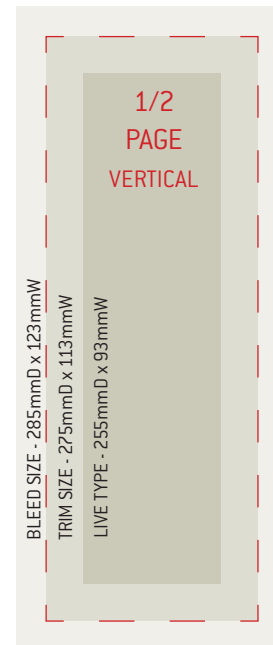
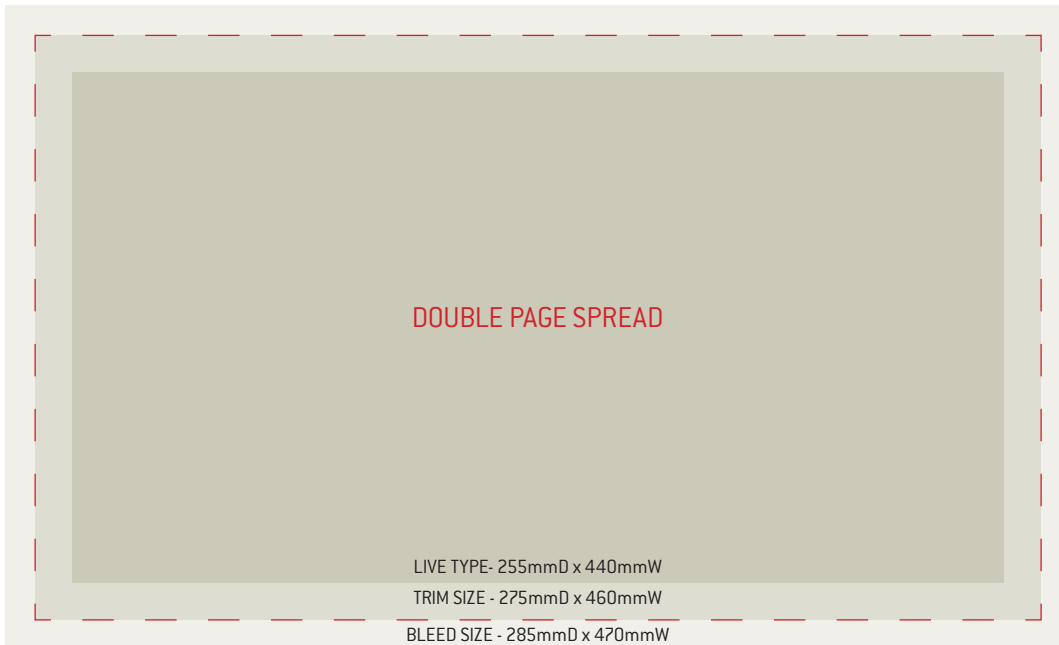
ELECTRONIC MATERIAL 12pm Wednesday, 4 days prior to publication. 12pm Tuesday, 5 days prior to publications (outer pages).



-  LIVE TYPE
ALL TYPE to fall within this area
-  TRIM AREA
NO TYPE in this area
Image area only
-  BLEED AREA
NO TYPE in this area
Image area only

Please Note:

- "Trim Size" is actual document size
- 5mm bleed is required on all sides of a bleed advertisement to cater for left and right hand positioning
- Enquiries/Questions
Phone (08) 9326 9135



AD SIZE SPECIFICATIONS



STM...CONTACTS

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The Sunday Times It's all wrapped up in The Sunday Times.

perth.now.com.au WA's No.1 news and entertainment website.

