



 **NEWS LIMITED**
where ideas spread™



News Limited Sport 2011

We know you play to win. So do we.

Winning for News Limited is about finding new ways and places to connect and influence. Our new approach to sport is based on innovation; using our unrivalled coverage, talent, access and assets to continually raise the bar for sports coverage in Australia.

Our new team has the talent, experience and determination to cover every breaking story, every big event, from every angle, every minute of the day.

For the story behind the story, unmatched analysis and quality content, sports lovers turn to News Limited's brands.

In sport, a lot can happen. A lot will happen. The only certainty is that News will be covering it all.

A coordinated and centralised approach to showcasing News Limited's sports audience in an unprecedented manner.



THE GAME HAS CHANGED

For Australians, sport is more than just a game. It connects people. It drives conversations. It's a tribal force and cultural phenomenon.

While broadcasters bring the footage into people's homes, pubs and clubs, 2.16 million men turn to our Sunday sports pages. News Limited brings the game to life every week, fueling fans passions with everything that happens on and off the field, track, court or course.



NEWS LIMITED SPORTS NETWORK

The 2010 Ashes Test series marks the launch of News Limited's centralised approach to sport, delivering emotive, dramatic and authoritative content across print, website, phone and iPad platforms.

This new approach enables mutually beneficial relationships with core advertising partners,

going beyond the standard advertising exchange relationship.

News will provide innovative and expanded commercial opportunities to advertisers that have never been available before:

- High impact creative executions, integrated across all platforms
- Season long, multi-platform sponsorship solutions created around key sports and events
- Involvement in major consumer promotional initiatives
- Content creation and sharing
- Database exchanges
- Access to high profile journalists

The News Limited Sports Network is the new dominant multimedia provider of sport content and commercial products in Australia.

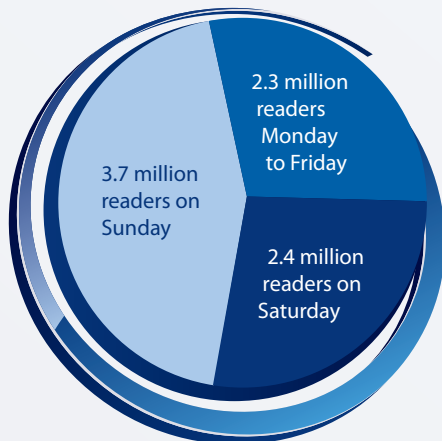


THE FANS

News Limited brands share a special bond with their audiences. We understand what sport means to them. We get them off the sidelines and into the action. We speak the language of sport and tell it like it is.

It's no wonder that more than two-thirds of weekday readers turn to the sport pages - with almost half rarely missing it.

News Limited metropolitan newspaper's sport sections reach the equivalent of the following readers (all people):



News digital sports websites:

- reach 4.6 million unique browsers each month
- engage for over 6.5 minutes per session*

While event TV delivers a large audience between kick-off and full-time, News Limited Sport consistently delivers a large audience across various platforms, every day of the year.

MEN LOVE THEIR NEWS LIMITED SPORT

When it comes to time spent reading, the sport section is only second to the news pages.

Men spend:

- 19 minutes reading the sport section on weekdays
- 22 minutes reading the sport section on Saturdays and Sundays

During the week:

- 65% of newspaper sport readers are male
- men make up 80% of those who always read the sport section

News Magazine sport titles reach 783,000 men.

News Limited Sunday sport coverage delivers more men than any of the top ten FTA televised sporting events**.

Men spend 22 minutes reading the sport section on Saturdays and Sundays



	AVE. DAILY REACH (MEN 18+)
NEWS LIMITED SUNDAY SPORT	2,160,000 ^
2010 AUS. OPEN MEN'S FINAL (TV COVERAGE)	1,928,377
2010 AFL GRAND FINAL (TV COVERAGE)	1,895,412
2010 AFL GRAND FINAL RE-MATCH (TV COVERAGE)	1,855,802

*From November 2009 – November 2010. **FTA TV: OzTAM Arianna, Ave. Daily Reach Live (Cons - 5min+) M18+ 5 city metro. Source: News Limited Sectional. Research Nov 2009. News Limited Sport Study Nov 2010. ^Source: News Limited Sectional and readership data Sept 2010.

SECURE A TRIBAL FOLLOWING FOR YOUR BRAND

The new Sports Network simplifies the buying process for advertising partners. You'll be able to access a mass and consistent audience of passionate sports lovers across all sporting codes.

Under the new model, our approach to product development and advertiser engagement will shift from the historic, shorter newspaper deadlines, to longer term strategic planning; ensuring our content and product offering are the clear market leaders.

This enables us to start conversations earlier with prospective advertising partners, ensuring your brand can connect with our audience in a manner not seen before.

There are a limited number of News Limited Sports Network Premium Packages available, so please contact your News Limited representative, or visit www.NewsSpace.com.au/Sport to join the tribe and get your brand inside the action.

THE LINE UP

Our new centralised approach brings the vast editorial and commercial resources from across News Limited to deliver the best in sport, led by:



Tom Salom
Network Sports
Publisher



Toni Hetherington
Network Sports
Editor



Sean Atkinson
National Sports
Director



Mike Sheahan
Chief AFL
Writer



Rebecca Wilson
Sports Columnist



Mark Robinson
AFL Football
Writer



Robert Craddock
Senior Sport
Writer



Phil Rothfield
Daily Telegraph
Sports Columnist



Paul Kent
Senior Sport
Writer



Adrian Dunn
Chief Racing
Writer



Ray Thomas
Daily Racing
Editor

The Daily Telegraph

The Sunday Times

The Advertiser

SPORT
CONFIDENTIAL

Sunday Mail

THE WEEKEND AUSTRALIAN

AUSTRALIAN
Football
WEEKLY

Big
League

mx

Australian
Golf Digest
MAGAZINE

The Courier Mail

NT News
YOUR VOICE IN THE TERRITORY

ALPHA
MAD ABOUT SPORT!

MERCURY
THE VOICE OF TASMANIA

Herald Sun

NT News
Sport

THE AUSTRALIAN

THE Sunday Telegraph

Herald Sun
Sunday

SUNDAY
Territorian

Sunday Mail

FOOTY
CENTRAL

Herald Sun TAC
SUPERCOACH™

Sportsman

