

Executive Style



Overview

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Executive Style is a sub-section of Business Day. *Executive Style* is published on Fridays in *The Sydney Morning Herald* and *The Age* and appears across all the digital masthead platforms – SMH, The Age, Canberra Times, Brisbane Times and WA Today.

Whether it's how to deal with competition in the boardroom, the best place to practise your golf swing or the lowdown on the hottest restaurant in town. *Executive Style* is the urban bible.

Why Advertise*

- Our audience are **over 2 times** more likely to have \$500,000+ in savings and investments#
- **848,000** or **over half (52%)** of our audience consider themselves big spenders.
- The *Executive Style* website has a **loyal following** with 93% of its audience being frequent visitors and over three-quarters (78%) visiting at least weekly***
- **Over two-thirds** of the *Executive Style* audience cannot be found on any other competing lifestyle website***

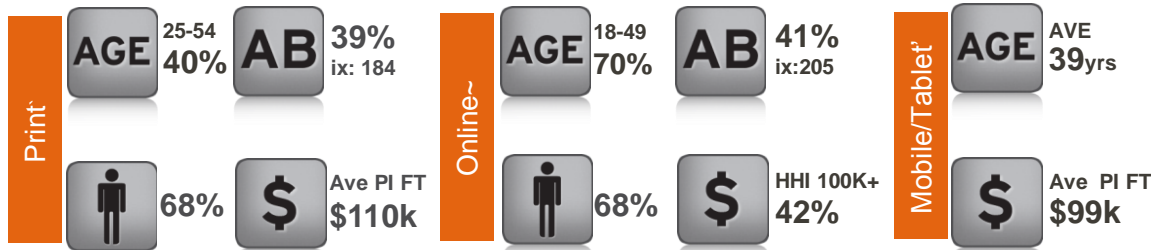
Key Stats

- **Online UAs:** 488,000*
- **Print Readership:** 575,000*
- **Mobile Ave Daily UBs:** 48,190**
- **Tablet App Users last 4 weeks** 388,000*



The Canberra Times
 THE AGE WAtoday
 brisbanetimes.com.au The Sydney Morning Herald

Profile*



Advertising Contact Information

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Deadlines

Online Material / Booking: 2 days prior
 Print Bookings: 12pm, 2 days prior
 Print Cancellation: 10am, 3 days prior
 Print Material: 3pm, 1 day prior

Sources: *Roy Morgan Research, Dec 2012. Based on ~Print= smh,age (M-F ave) readership - usually read about business (NSW/VIC) - Online - smh,age- business, wat, bt visited site last 7 days. ~Mobile/Tablet: smh,age, wat, bt accessed website/used app via tablet/mobile last 4 weeks. ^Nielsen Online ratings, Jan 2013, smh,age, BT - executive style. ^^Nielsen Site Census, Feb 2013. smh,age, wat, bt-business mobile sites. ~ Omniture Site Catalyst/ Google Analytics, Sept 2012, smh,age ipad app. ix=index. ~ Executive Style Credentials and survey results, Oct 2012. #Compared to the average Australian population.



ExecutiveStyle

Platforms



Print

ExecutiveStyle runs every Friday within *Business Day* in *The Sydney Morning Herald* 575,000* readers each week.

Featuring regular columns on health and fitness, culture, fashion, travel, technology and business *ExecutiveStyle* is the urban bible.



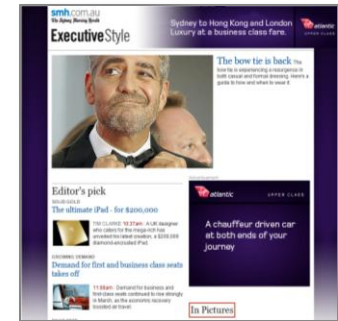
Online

The *ExecutiveStyle* web page is content rich with articles, videos and blogs. Reaching a large audience, the site has 488,000^ UAs each month, an average of 39,576** daily unique browsers and 70,768** daily page impressions



Mobile devices

Over one third of *ExecutiveStyle* visitors (37%) access it on-the-go via a mobile device.



Email

18,523 *ExecutiveStyle* emails are sent every Tuesday and Friday to our highly engaged subscriber audience, of which the majority have a salary of over \$70k+.

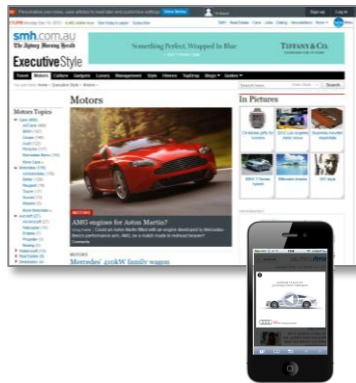
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^Nielsen Online ratings, Feb 2013, smh,age - executive style. **Nielsen Site Census, Feb 2013, Mobile UBs & Page Impressions
smh,age,wat,bt - businessday/executive style. ^^Google Analytics, March 2013, smh,age ipad app & smh,age/bt/wat mobile sites.
Executive Style Credentials and survey results, Oct 2012. ` Executive Style Credentials and survey results, Oct 2012.

Content



Travel

Keeping you up-to-date with the latest on business travel – what to see, where to go and how to get there.



Motors

Featuring the latest news & reviews on luxury cars, *ExecutiveStyle* Motors focuses on prestige cars including European cars, classic cars, convertibles and more.



Culture

Get the latest on premium wines & fine dining, as well as interviews with celebrities, movie reviews and more.



Health and Fitness

Executive Style fitness section brings you information on men's fitness and health news, nutrition, diet and weight-loss and tips to stay healthy.



Technology

The latest gadget news & reviews for executives. Includes Apple iPhones, Blackberries, home theatre systems, digital cameras and more.

Editorial Team

*ExecutiveStyle
reflects the lifestyle
of successful
professionals.*



Steve Colquhoun

Steve Colquhoun is editor of Executive Style. Prior to this role in mid 2012, he was a print and online reporter for Drive writing news, features and video to print editions.



Sam de Brito

Sam de Brito is a regular blogger commenting on the business of being a bloke. Outside of Executive Style he has spent more than a decade writing for TV, film and newspapers. His published books include "No Tattoos Before You're Thirty", "No Sex With Your Ex", "The Lost Boys" and "Hello Darkness".



Richard Hughes

Richard Hughes is a regular blogger writing on all things style and grooming. A journalist for 20 years, and a man for longer, Richard Hughes would never, ever use canned shaving foam. But waxing? well that's another story.

Editorial Team



Michael Jarosky

Michael Jarosky is a regular blogger for health and fitness. A (former) chubby strategy consultant from the US, he now works as a personal trainer in Sydney CBD and is the author of 40 Days as a City Caveman.



David Flynn

David Flynn is a regular blogger reporting on the highs and lows of business travel. He is a business travel expert and the editor of Australian Business Traveller.



Simon McGoram

Simon McGoram is a regular blogger on cocktails, spirituous liquor and bar room antics. He currently works as a drinks writer, bar consultant and bar tour guide.

Fairfax Business Network



ExecutiveStyle is part of the Fairfax Business Network; a collection of Australia's most trusted business and personal finance brands.

Reaching **2.12 million*** ambitious and financially astute individuals each month, the Fairfax Media Business Network attracts diverse, engaged and highly sought-after audience segments.

FINANCIAL REVIEW

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money

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Trading
Room

InvestSMART