

The Sydney Morning Herald | THE  AGE



GoodWeekend



Every
Saturday

2013

MEDIA KIT

Good Weekend

is the premiere magazine of quality journalism in the country. Every week our stories are the talking points at dinner parties throughout Sydney and Melbourne. They are stories that define the times we live in and are essential reading for those seeking to be on top of culture and debate.



“ Ben is unafraid to tackle controversial and important issues and is passionate about great words and great story telling.

”

Gary Linnell
Editorial Director,
Fairfax Media

RECOGNISED AS ONE OF THE FINEST editing talents in the country, Ben has shown a remarkable ability to commission some of Australia's best writers. He is unafraid to tackle controversial and important issues and is passionate about great words and great story telling.

Ben Naparstek earned degrees in Arts and Law from the university of Melbourne before taking up a graduate fellowship with Humanities Centre at the Johns Hopkins University in Baltimore. Writing for more than 40 publications since 2001, Ben returned to Melbourne in May 2009 and became editor of *The Monthly*. He is now editor of *Good Weekend*.

OUR CREDENTIALS

GOOD WEEKEND'S AWARD WINNING EDITORIAL, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians and provides readers with a magazine that engages and involves.

Our reputation for editorial credibility has built a valued relationship of trust and integrity. Reaching over 1.4 million Australians each week *Good Weekend* offers advertisers the opportunity to connect with readers in a relaxed and open weekend environment. Discerning and hard-to-reach, our readers rely on *Good Weekend* to inform, challenge and entertain them.



CIRCULATION*

437,088

National

233,335

NSW

203,753

Victoria

READERSHIP†

1,169,000

National

637,000

NSW

532,000

Victoria

WHY ADVERTISE?

- *Good Weekend* offers an audience of 1.2m readers each week giving advertisers the potential to build immediate reach.
- *Good Weekend* is the No. 1 magazine and newspaper inserted magazine in Australia for talking to the lucrative social grade A market.
- *Good Weekend* is the No. 1 newspaper inserted magazine in Australia for reaching readers in the educated ambition segment.
- *Good Weekend* is the No. 1 newspaper inserted magazine in Australia for reaching readers with a household income of \$120k+.
- Published each Saturday, *Good Weekend* connects with its readers when they're in a relaxed and open mindset.

For advertising enquiries or more information, please contact:

National: 02 9282 1254 or 02 9282 1064

READER PROFILE

46/54

Male/Female split

35years+
core target**79%**

Live in capital cities

60%

Have a diploma or university degree

423,000

Working as a Professional/Manager

410,000

Social Grade A

584,000

\$100K+ HHI

\$117,269Average HHI
(population average \$91,652)**40%**

Baby boomers

35%Light or do not read
news stand magazines**49%**Light listeners or do not listen
to commercial radioSource: emmaTM conducted by
Ipsos MediaCT, People 14+ for the
12 months ending June 2013.For advertising enquiries or more
information, please contact:

National: 02 9282 1254 or 02 9282 1064

THE WRITERS

AMANDA HOOTON has been a features writer for *Good Weekend* for 14 years. She has won a British Press Award and a Walkley award for her journalism, and in 2012 published a book, *Finding Mr Darcy*.

STEPHANIE WOOD is a features writer for Fairfax Media, also writes a food column for Fairfax Media's *Daily Life* website. She is a former deputy editor of *the(sydney)magazine*, and former editor of the *The Age Good Food Guide*. She spent four years with the Wall Street Journal Asia in Hong Kong as the editor of the paper's weekend section.

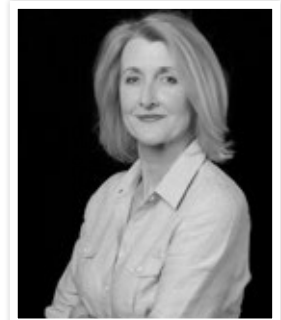
JANE CADZOW is a feature writer for *Good Weekend*. She has had four Walkley Award nominations, twice winning the Walkley for best magazine feature writing. She was highly commended in the 2004 Graham Perkin Award for Australian Journalist of the Year.

FRANK ROBSON is a well known journalist and author. He has won two Walkley Awards for feature writing, and has worked for a range of publications here and overseas, including *The Sydney Morning Herald* and *TIME*. For a number of years he was a full-time writer with *GW*.

TIM ELLIOTT is a senior feature writer for *Good Weekend*. A journalist for 22 years, Tim won a Best Feature Award at the National Magazine Awards and has written two books, including *The Bolivian Times*.

JANE WHEATLEY is a former deputy editor of *Good Weekend* and winner of an Australian Human Rights Award for Journalism. She went on to be an editor and feature writer for *The Times* in London and now contributes to *Good Weekend* from the UK and Europe.

BENJAMIN LAW is a journalist, columnist and TV writer. He is the author of two non-fiction books: *The Family Law* and *Gaysia: Adventures in the Queer East*.



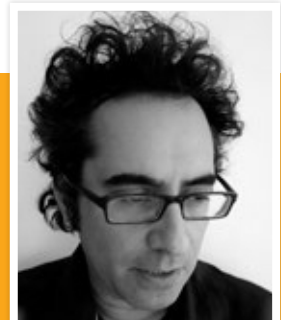
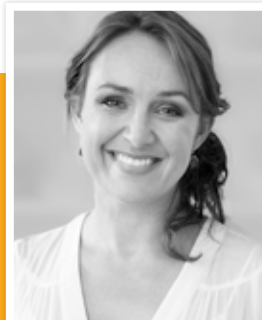
EDITORIAL

STRENGTH

MARK WHITTAKER is a Walkley Award-winning feature writer and author of a number of non-fiction books, covering topics from Australian place names to bravery award winners and serial killers.

DANNY KATZ is a newspaper columnist for *The Age*, *The Sydney Morning Herald* and *The West Australian*. He is also the author of the books *S.C.U.M.*, *Dork Geek Jew* and the *Little Lunch* series for children.

NEIL PERRY is one of Australia's most influential chefs and the owner of multi-award-winning restaurant *Rockpool*. Neil's passion for quality produce is evident in all his dishes and in the business projects he undertakes.



Editorial Sections



“ OFTEN DEEPLY MOVING AND ALWAYS FASCINATING, THIS COLUMN GENERATES LETTERS TO THE EDITOR EVERY WEEK... ”

STARTERS

A fun introduction to the magazine and your weekend, with funny, moving and provocative short pieces that define trends and offer snapshots of metropolitan Australian life. Danny Katz brings his sage advice to the dilemmas of 21st century life in Modern Guru; Jacqueline Maley defines and explains new things, terms and trends in Dictionary for the Modern World.

TWO OF US

One of the best-loved and best-recognised columns in Australian media, Two of Us profiles a relationship between two Australians – brothers and sisters, husbands and wives, parents and children, and friends from countless walks of life. Often deeply moving and always fascinating, this column generates letters to the editor every week and remains a page readers nominate as one of their favourite reads.

FASHION

Our guide to the latest looks takes a current catwalk trend and shows you the clothes available here that fit the trend. With our stylists' tips on how to pull the look together and a web wish that you can buy from your laptop or phone as you read the magazine.

WEEKENDER

Your guide to how to spend your weekend. The best of food, fashion, and ideas. We profile the restaurants, cafes and bars everyone is talking about; show you objects of desire to buy for your home and dream destinations to book for your next weekend away. There are new exercise trends, or the latest craze your children will soon be asking for. There's an app of the week, and The List – great things to buy that weekend, at every price point.

FOOD

Renowned chef Neil Perry interprets his signature style in relaxed, inspiring recipes full of fresh flavours. Neil provides tips on ingredients and techniques, as well as wine recommendations that will match the food.

THE QUIZ

Test your wits against your partner, family and friends with our famous quiz.



Special Issues



FATHER'S DAY GIFT GUIDE

A comprehensive guide to finding the perfect Father's Day gift, whether it be clothes or wine, BBQ tools or fragrances. All the latest boys' toys to make your dad wish it was Father's Day every day.

August 24, 2013
Booking deadline: August 1, 2013

52 WEEKENDS AWAY ISSUE

Australia's number 1 independent guide to the best short breaks in Australia and New Zealand.

October 26, 2013
Booking deadline: October 3, 2013

FESTIVE ISSUE

Good Weekend helps you navigate your way through Christmas with our famous annual Christmas Gift Guide.

December 7, 2013
Booking deadline: November 14, 2013



Note: Special Issues are subject to change

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National: 02 9282 1254 or 02 9282 1064

Beyond the Page

THE GOOD WEEKEND BRAND HAS PROVEN ITS COMMITMENT TO innovation and client specific solutions. *Good Weekend* is published as part of the *SMH* and *The Age* iPad app each week and has a growing Facebook following who regularly extend their 'conversation' with the brand online.

Good Weekend has the capacity to publish bespoke stand alone editorially driven *Good Weekend* extras that accompany *The Sydney Morning Herald* and *The Age* alongside the regular issue of *Good Weekend*. The extras can be tailored to answer specific client briefs or as an extension of our reader favourites such as:

- Two of Us
- Great Australian Drives
- 52 Weekend Recipes
- The Best of Modern Guru
- The Best of the Quick Quiz

GOOD WEEKEND ON THE SMH & AGE IPAD APPS

Good Weekend is accessible via the *SMH* and *Age* iPad Apps, which represent the benchmark in global iPad news publishing.

The SMH and *The Age* iPad app is the number one news app in Australia with over 1.1 million downloads*

THE EXTRAS CAN BE TAILORED TO ANSWER SPECIFIC CLIENT BRIEFS OR AS AN EXTENSION OF OUR READER FAVOURITES...



IPAD EDITION SPONSORSHIP

OPTION ONE:

Good Weekend iPad sponsorship is available on a monthly basis and includes 100 per cent share of voice across the weekly section including:

- Full page creative execution that sits within the indexes of *Good Weekend* (interstitial)
- In article advertisements across all pages within the section

OPTION TWO:

- In article advertisements across all pages as a stand alone option

OPTION THREE:

- Advertorial placements across the *Good Weekend* section

IPAD APP*

48%

of our audience earns over **\$100K** and **24%** earns **\$150K+****

99%

use their iPad at least daily, with 59% using their device frequently throughout the day**

1.2 Million

page views per month***

OPERA IN THE VINEYARDS

S PONSORSHIP IS ALSO AVAILABLE FOR *Good Weekend's* much-loved Opera in the Vineyards. Since this event began in 1996, it is regarded as one of Australia's hallmark arts events. Attracting fine wine, food and opera enthusiasts to our premier wine region in NSW for a magical night of entertainment the event appeals to even the most opera-shy! *Good Weekend* can work with clients to offer a co-sponsorship package of the October event including advertising in media in *Good Weekend* and brand engagement at the event.

Source: *Appfigures Feb 2013; ** Fairfax Media Tablet Research, June 2012; ***Google Analytics, July 2013.

READER PROFILE

National

Base = National	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
Total	1,169	12	100	100
Sex				
Male	540	11	46	49
Female	629	12	54	51
Age				
14-17	24	4	2	6
18-24	71	6	6	12
25-34	87	5	7	17
35-49	259	10	22	26
50+	728	18	62	39
Social grade				
A	410	19	35	21
B	309	15	27	21
Occupation				
Prof/manager	367	16	31	23
White collar	473	14	40	35
Personal income				
\$50,000+	323	15	28	21
\$60,000+	271	16	23	17
\$70,000+	225	16	19	14
\$80,000+	180	17	15	11
\$100,000+	107	19	9	6
\$130,000+	49	21	4	2
Household income				
\$100,000+	313	17	27	19
Average household income: National Good Weekend Reader: \$111,135 National Population: \$88,148				
Value segments				
Educated ambition	273	37	23	7
Social creatives	104	14	9	7
Serene seclusion	109	15	9	7
Business/Lifestyles Indicators				
Business decision makers	228	11	20	20
Big spenders	455	13	39	36
Grocery buyers	1,054	12	90	84
Own/paying off home	923	14	79	65
Have any investment	875	13	75	65
Use a credit card	1,067	13	91	84
Have smartphone or tablet in home	781	12	67	66
Travelled o/s last 12 mths for business	76	17	7	5
Travelled o/s last 12 mths for leisure	438	15	37	28
Intend to travel next 12 mths	1,011	12	87	81
Intend to travel (domestic next 12 mths)	930	12	80	75
Intend to travel (overseas next 12 mths)	493	15	42	32



Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC.

READER PROFILE

NSW



Base = New South Wales	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
Total	623	11	100	100
Sex				
Male	296	11	48	49
Female	328	12	52	51
Age				
14-17	16	4	3	7
18-24	35	5	6	12
25-34	39	5	6	16
35-49	133	9	21	26
50+	400	18	64	40
Social grade				
A	206	17	33	21
B	168	15	27	20
Occupation				
Prof/manager	183	15	29	22
White collar	271	14	43	36
Personal income				
\$50,000+	172	14	28	22
\$60,000+	147	15	24	17
\$70,000+	124	16	20	14
\$80,000+	103	17	17	11
\$100,000+	64	19	10	6
\$130,000+	29	20	5	3
Household income				
\$100,000+	176	16	28	20
Average household income: NSW Good Weekend Reader: \$116,725 NSW Population: \$90,643				
Values Segment				
Educated ambition	140	38	22	7
Social creatives	57	14	9	7
Serene seclusion	53	13	9	7
Business/Lifestyles Indicators				
Business decision makers	123	11	20	20
Big spenders	266	13	43	38
Grocery buyers	570	12	91	84
Own/paying off home	490	14	79	64
Have any investment	466	13	75	65
Used a credit card	570	12	91	85
Have smartphone or tablet in home	409	11	66	66
Travelled o/s last 12 mths for business	44	17	7	5
Travelled o/s last 12 mths for leisure	238	15	38	29
Intend to travel next 12 mths	532	12	85	81
Intend to travel (domestic next 12 mths)	480	12	77	74
Intend to travel (overseas next 12 mths)	266	15	43	35

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW.

READER PROFILE

VIC



Base = Victoria	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
Total	532	12	100	100
Sex				
Male	238	11	45	49
Female	294	13	55	51
Age				
14-17	8	3	1	6
18-24	34	7	6	12
25-34	46	6	9	18
35-49	122	11	23	26
50+	322	20	61	38
Social grade				
A	197	22	37	20
B	139	26	26	21
Occupation				
Prof/manager	178	18	34	23
White collar	197	14	37	34
Personal income				
\$50,000+	144	16	27	21
\$60,000+	118	18	22	16
\$70,000+	95	18	18	12
\$80,000+	72	18	14	9
\$100,000+	41	21	8	5
\$130,000+	20	24	4	2
Household income				
\$100,000+	132	19	25	17
Average household income: VIC Good Weekend Reader: \$103,447 VIC Population: \$83,269				
Values Segment				
Educated ambition	130	37	25	8
Social creatives	44	14	14	7
Serene seclusion	55	18	10	7
Business/Lifestyles Indicators				
Business decision makers	104	12	20	20
Big spenders	183	13	35	34
Grocery buyers	472	13	89	85
Own/paying off home	422	15	79	66
Have any investment	399	15	75	64
Used a credit card	484	14	91	84
Have smartphone or tablet in home	362	13	68	67
Travelled o/s last 12 mths for business	29	17	6	4
Travelled o/s last 12 mths for leisure	220	17	36	27
Intend to travel next 12 mths	466	13	87	81
Intend to travel (domestic next 12 mths)	439	14	83	76
Intend to travel (overseas next 12 mths)	220	17	41	31

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: VIC.

Rate Card

EFFECTIVE FROM JANUARY 1, 2013

EXPENDITURE		\$148,820	\$293,200	\$430,980	\$563,122	\$689,894	\$925,260	\$1,139,400
National Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	39,300	38,320	37,750	36,990	36,250	35,530	34,040	32,600
Full Page (incl. GST)	43,230	42,152	41,524	40,689	39,875	39,083	37,445	35,859
Double Page Spread	72,265	70,455	69,410	68,020	66,660	65,320	62,580	59,950
Double Page Spread (incl. GST)	79,491	77,501	76,351	74,822	73,325	71,851	68,838	65,945
Half DPS	54,315	52,940	52,165	51,115	50,110	49,110	47,030	45,050
Half DPS (incl. GST)	59,746	58,234	57,382	56,226	55,120	54,021	51,733	49,555
Half Page	24,690	24,060	23,710	23,240	22,780	22,320	21,380	20,480
Half Page (incl. GST)	27,159	26,466	26,081	25,564	25,058	24,552	23,518	22,528
Third Page	20,745	20,225	19,940	19,525	19,130	18,750	17,965	17,210
Third Page (incl. GST)	22,820	22,248	21,934	21,477	21,043	20,625	19,762	18,931
New South Wales Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	22,035	21,480	21,160	20,730	20,315	19,915	19,080	18,275
Full Page (incl. GST)	24,238	23,628	23,276	22,803	22,346	21,907	20,988	20,103
Double Page Spread	40,505	39,490	38,885	38,120	37,360	36,610	35,070	33,600
Double Page Spread (incl. GST)	44,555	43,439	42,773	41,932	41,096	40,271	38,578	36,960
Half Page DPS	30,440	29,675	29,170	28,640	28,080	27,520	26,365	25,260
Half Page DPS (incl. GST)	33,484	32,643	32,087	31,504	30,888	30,271	29,001	27,786
Half Page	13,840	13,495	13,290	13,020	12,765	12,510	11,985	11,480
Half Page (incl. GST)	15,224	14,845	14,619	14,322	14,041	13,761	13,184	12,628
Victoria Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	17,770	17,325	17,070	16,725	16,390	16,065	15,385	14,745
Full Page (incl. GST)	19,547	19,057	18,777	18,398	18,029	17,671	16,924	16,220
Double Page Spread	32,670	31,855	31,380	30,750	30,130	29,535	28,295	27,110
Double Page Spread (incl. GST)	35,936	35,040	34,518	33,825	33,143	32,489	31,125	29,821
Half Page DPS	24,555	23,950	23,585	23,105	22,640	22,200	21,265	20,375
Half Page DPS (incl. GST)	27,011	26,345	25,943	25,415	24,904	24,420	23,392	22,413
Half Page	11,160	10,885	10,720	10,505	10,290	10,090	9,666	9,265
Half Page (incl. GST)	12,276	11,974	11,792	11,555	11,319	11,099	10,632	10,191

Premium Position Loadings			
Inside Front Cover 1	25%	Consecutive FHRH per page	25%
Inside Front Cover 2	20%	Consecutive RHP per page	15%
Inside Front Cover 3	15%	1/2 pg spread FH per page	20%
Third Page on Contents	15%	Centrespread	20%
Half Page on Letters	15%	Opposite Weekender	10%
Opposite Starters - You do What?/Modern Guru	15%	Weekender - Food & Wine/Fashion	10%
Opposite Two of Us	20%	Weekender - The Getting of Wisdom/The Quiz	10%
FHRH	15%	Outside Back Cover	40%
FH or RH	10%	Specified Positioning	10%
RHP within Feature Story	10%		

State only broken space smaller than a half page is subject to availability. Cancellations made after deadline will be charged 100% of the insertion cost. Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.

IPAD ADVERTISING (NATIONAL)

For iPad advertising opportunities including Full page, In Article and monthly sponsorships please contact your Fairfax Media representative.

Deadlines

2013

Issue date	Cover	Booking deadline	Material deadline - 12pm	Cancellation deadline
January	January 19	December 20	January 10	December 20
	January 26	January 3	January 17	December 27
February	February 2	January 10	January 24	January 3
	February 9	January 17	January 31	January 10
	February 16	January 24	February 7	January 17
	February 23	January 31	February 14	January 24
March	March 2	February 7	February 21	January 31
	March 9	February 14	February 28	February 7
	March 16	February 21	March 7	February 14
	March 23	February 28	March 14	February 21
April	March 30	March 7	March 21	February 28
	April 6	March 14	March 28	March 7
	April 13	March 21	April 4	March 14
	April 20	March 28	April 11	March 21
May	April 27	April 4	April 18	March 28
	May 4	April 11	April 25	April 4
	May 11	April 18	May 2	April 11
	May 18	April 25	May 9	April 18
June	May 25	May 2	May 16	April 25
	June 1	May 9	May 23	May 2
	June 8	May 16	May 30	May 9
	June 15	May 23	June 6	May 16
July	June 22	May 30	June 13	May 23
	June 29	June 6	June 20	May 30
	July 6	June 13	June 27	June 6
	July 13	June 20	July 4	June 13
August	July 20	June 27	July 11	June 20
	July 27	July 4	July 18	June 27
	August 3	July 11	July 25	July 4
	August 10	July 18	August 1	July 11
September	August 17	July 25	August 8	July 18
	August 24	August 1	August 15	July 25
	August 31	August 8	August 22	August 1
	September 7	August 15	August 29	August 8
October	September 14	August 22	September 5	August 15
	September 21	August 29	September 12	August 22
	September 28	September 5	September 19	August 29
	October 5	September 12	September 26	September 5
November	October 12	September 19	October 3	September 12
	October 19	September 26	October 10	September 19
	October 26	October 3	October 17	September 26
	November 2	October 10	October 24	October 3
December	November 9	October 17	October 31	October 10
	November 16	October 24	November 7	October 17
	November 23	October 31	November 14	October 24
	November 30	November 7	November 21	October 31
December	December 7	November 14	November 28	November 7
	December 14	November 21	December 5	November 14
	December 21	November 28	December 12	November 21

Premium positions cancellation deadline: an additional 2 weeks notice is required for cancellations from premium positions.

Material deadlines subject to change for special execution editions (ie. insert bookings). Please contact your sales representative for more details.

Cancellation deadline 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Insert booking deadline 6 weeks prior to publication date.

Production specifications: Please refer to our specifications website: www.adcentre.com.au/good-weekend.aspx or email adprodunit@fairfaxmedia.com.au.

Please note that material received after deadline may be subject to strip-in fees.

Page Specs

Size	Type Area	Trim Size	Bleed Area
Full Page	335 x 258mm	355 x 278mm	365 x 288mm
1/2 Horizontal	153 x 258mm	173 x 278mm	183 x 288mm
1/2 Vertical	335 x 117mm	355 x 137mm	365 x 147mm
1/3 Horizontal	98 x 258mm	118 x 278mm	128 x 288mm
1/3 Vertical	335 x 74mm	355 x 94mm	365 x 104mm
Horizontal Strip 30mm	10 x 258mm	30 x 278mm	40 x 288mm
Short Cover Wrap	255 x 258mm	275 x 278mm	285 x 288mm

Spreads

Size	Type Area	Trim Size	Bleed Area
Double Page Spread	335 x 536mm	355 x 556mm	365 x 566mm
1/2 Spread	153 x 536mm	173 x 556mm	183 x 566mm
1/3 Spread	98 x 536mm	118 x 556mm	128 x 566mm
Horizontal Strip 30mm Spread	10 x 536mm	30 x 556mm	40 x 566mm
Short Cover Wrap Spread	255 x 536mm	275 x 556mm	285 x 566mm

- Measurements are given in millimetres and are as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with production.

CONTACT DETAILS

Advertising Production Unit, Fairfax Media
Lvl 4, 1 Darling Island Road, Pyrmont NSW 2009.

Phone: (02) 9282 3322

Email: adprodunit@fairfaxmedia.com.au

Disclaimer: Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs. Fairfax Media reserves the right to refuse any material that does not meet our specifications. Effective of June 2008, Fairfax Media Productions reserves the right to change the specifications without notice at any time.



National

Lvl 3, 1 Darling Island Rd,
Pyrmont, NSW, 2009

02 9282 1254 or
02 9282 1064

CONTACT