

THE  AGE

# INSIGHT



**Overview**

# Insight

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Insight gives readers a well-rounded perspective on local, national and international stories.

*Insight* is the second news section in *The Saturday Age* and provides a deeper analysis of local and international events.

With longer feature articles enabling stories to be explored in more detail, *Insight* adds substance to recent news and events.

Also featured is the popular Letters and Opinion page and articles by regular and popular columnists.

## Why Advertise\*

- 516,000** or **83%** of readers believe quality is more important than price.
- 456,000** or **73%** are financially stable.
- 183,000** or **29%** of readers go out of their way to learn everything about technology.
- 452,000** or **73%** of readers live a full and busy life.
- 320,000 (52%)** are 'Big Spenders'.

## Key Stats

Readership: <sup>14+</sup> 621,000  
Circulation: 234,414<sup>^</sup>



## Profile



52%



38%  
ix:183



PI (F/T mean)  
\$90.08k



METRO  
84%



48%



69%



AVE  
53.97

## Advertising Contact Information

Call (03) 8667 2000 or visit [Adcentre.com.au](http://Adcentre.com.au)

## Deadlines

**Bookings Deadline:** 10am, Thursday prior  
**Material Deadline:** Noon, Friday prior

# What's Inside

*Insight gives readers a well-rounded perspective on local, national and international stories.*



## Stories and Analysis

Insight brings the latest local and international stories to life through a deeper in-depth analysis.



## Forum

Forum contains letters and opinion pieces from our readers and contributors.

# Our Editorial Team

*Contributors of Insight are passionate about the events that shape our society.*



Duska Sulicich

Duska is editor of *Insight*. Prior to this role, Duska was editor of the daily news feature page, *Focus*, for almost four years, and deputy editor of *The Age's* Education section. She joined *The Age* in June 1999 as a sub-editor for the Business section.



Michael Gordon

Michael joined *The Age* as a 17-year-old cadet. As a measure of his journalism integrity, Michael won the 2005 Graham Perkin Award for Journalist of The Year. Michael is currently national editor of *The Age*.



Karen Kissaneb

Karen began as a cadet at *The Age*. In 1994 Karen was appointed to write news, features and editorials. Karen has won several awards.