



# Overview

Digital

# life & style

## Overview

The very best feature writing from across the Fairfax network meets a lively, brilliantly informed group of bloggers and guest contributors at *Life & Style*.

Fast-reacting news stories and trend-driven features sit alongside diet tips, relationship advice and top fashion scoops, with a focus on providing women with relevant, helpful, upbeat, thoughtful and balanced insights.

From the topics that deeply affect women to those that add light-hearted colour to the day, our loyal and established *Life & Style* has been a key section of the mastheads for over 6 years.

## Why Advertise\*

- *smh.com.au – Life & Style* is ranked **within the top 10** sites in the multi-category-family & lifestyles and has held this position YOY..
- **1-in-2 (546,000)** of our audience have undertaken formal exercise within the last 3 months, with one-third (341,000) agreeing they love to do as many sports as possible.
- Our audience are **15% more likely** to have purchased cosmetics within the last 4 weeks; 41% more likely to have spent \$50+.
- **56% (617,000)** of our audience agree its important to look stylish or fashionable.
- **36% (400,000)** of our audience agree they like to keep up to date with new ideas to improve their home.

## Monthly Key Stats\*:

**Unduplicated Unique Audience (UAs):** 953,000

**Page Views:** 5,296,000



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## Profile^

**AGE** 25 – 49 yrs  
60%

**\$** Ave PI FT  
\$88k

**f** 27,999  
SMH/AGE Fans``

**GB** 65%

**METRO** 70%~

**t** 186,649  
SMH/AGE Fans`

## Advertising Contact Information

**Natalie Hodges 8596 4052**  
nhodges@fairfaxmedia.com.au  
or Adcentre.com.au

## Deadlines

**Rich Media:** 5 days prior **eDM's:** 2 Weeks prior  
**Standard Media:** 3 days prior

Source: \* Nielsen, Netview, total traffic audience panel measurement, Australia, 1-31 Mar 2013.

^Roy Morgan Research, Dec 2012. Based on smh/age.com.au-life&style, wt, bt sites visited last 7 days.

`Audience reach from Twitter profile, `` Audience reach from Facebook profile. ~Refers to Sydney, Melbourne, Perth or Brisbane.

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# Our Editorial Team

*The best lifestyle feature writers from across Fairfax sit alongside a vibrant group of contributors to bring the best of breaking lifestyle news, opinion and commentary from Australia and the world.*



Shelly Horton

Shelly appears on Channel Seven giving a female perspective on everything from national news to gossip and pop culture. For the past six years she's been Editor of the section "S" in the Sun Herald attending 1500 champagne soaked A-list events. Now she's found a new home as the Editor of Life&Style and also writes a weekly blog called Shell Shocked.



Katherine Feeney

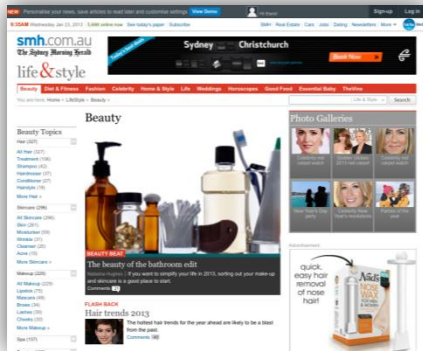
Smart, passionately participatory and nakedly truthful, the CityKat blog with Katherine Feeney is where sex isn't taboo, it's a talking point. With a mind open to every modern love, seduction and relationships dilemma you care to confess, join Kat every week for one of the most explicitly enticing conversations on the web.



Jenna Clarke

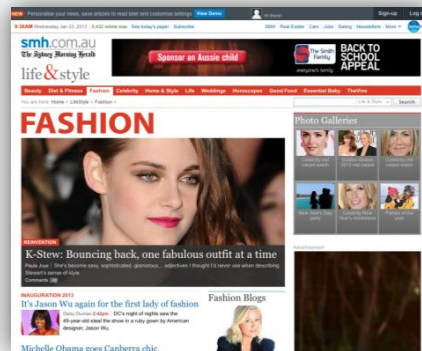
Jenna is your Gen Y gyroscope, zeroing in on the latest fashion trends, relationship dramas and funky happenings. Join her as she navigates her way – or at least tries to plot a steady course – through the sometimes murky waters of new age living, loving, drinking, eating and social networking.

# Online Content



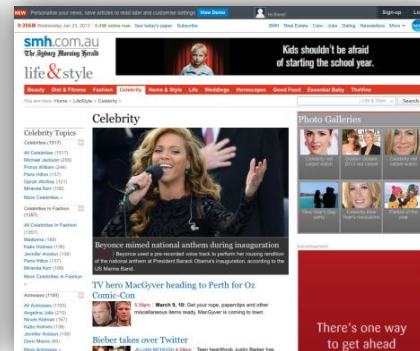
## Beauty

Whether testing a new product, looking at the latest hair trends or unpicking body image, *Life & Style* beauty delivers fresh, unbiased news and reviews from the world of make-up, skincare, hair care and body care. With access to a network of top industry insiders and practitioners, our beauty writers focus on the topics that mean the most to discerning women, away from the slick packaging and branded messages.



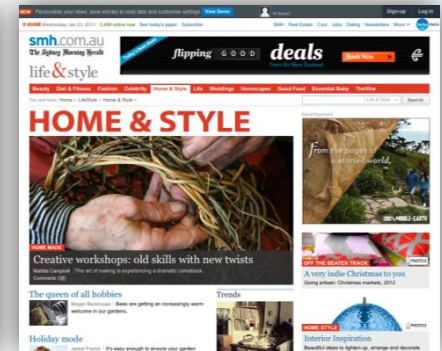
## Fashion

From the catwalks of Paris and Milan to the creativity of Melbourne's laneways, we meet the designers, models and fashion industry movers who really matter to Australians. Our fashion coverage is about finding the inside line on the hottest trends, looks and styles, uncovering the extraordinary visions behind some of our favourite fashion stalwarts and giving our readers the very best sartorial guides.



## Celebrity

Whether it's gossip from Rusty's latest film set or a wardrobe fail at one of Sydney's A-list parties, *Life & Style* stays on top of the very latest happenings from our favourite Aussie celebrities to the world's most influential glitterati. With Andrew Hornery, Shelly Horton and Jo Casamento not missing a beat, *Life & Style* delivers breaking news from around Australia, Tinseltown, London, New York and beyond.



## Home & Style

Our recently revamped home & style section brings you the best in beautiful living, delivering expert shopping advice, style manifestos and makeover tips for every home and garden. From wallet-friendly insights to sustainable retrofits, home and style is focused on the homemaker - never skimping on creative inspiration, practical how-to guides and artful touches to add light and life to any Australian home.

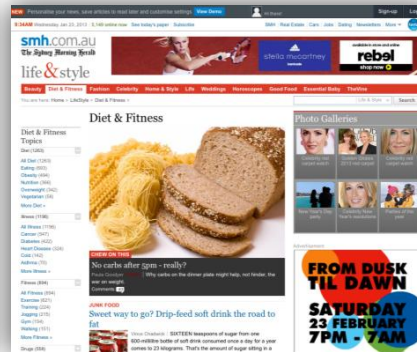


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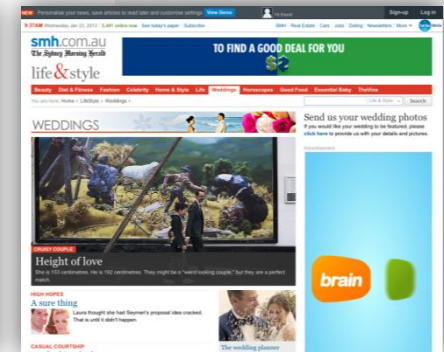
## Life

What do you do if a screaming child ruins your brunch? How can you boost spirituality in your hectic life? Where do you turn if your libido crumbles? We look at some of the more personal, but no less important, questions in life and write opinion, commentary and analysis that rarely judges, always informs and often rouses emotions and debate. With a panel of expert writers including sex therapists, psychologists, philosophers and medical professionals.



## Diet & Fitness

With its finger on the pulse of the latest trends and news in the world of diet and fitness, *Life & Style*'s hugely popular look at all things body beautiful and health related is firmly focused on the tried-and-tested approach. With the help of Paula Goodyer and Sarah Berry, we road-test diets, detox's and exercise regimes before judging and deliver in-depth, accessible analysis of the most up-to-date research in the world of wellbeing.



## Weddings

The cake, the church, the speeches, the DJ, the dress, the bridesmaids... with all the effort that it takes to organise a wedding, it's perhaps no surprise so many brides and grooms want to share their big day with a larger audience. Real couples, real photos and real interviews make our wedding section a favourite with readers who check in each week to see our picks of real-life nuptials as well as features for those planning - and dreaming of - the big day.