

THE  AGE

**M**



**Overview**

# M Magazine

## Overview

*M* is a full-colour section appearing in *The Sunday Age* each week.

Written in a style that is ideally suited to the relaxed frame of mind of our Sunday readers, *M* is smart, fun and useful.

The focus of *M* is people: what they wear, where they go, what they do and therefore *M* covers fashion, food, health, the home, gardening, and entertainment.

For advertisers the diversity of *M* is appealing, as is the 7 day TV guide which ensures retention over the week and greater exposure for advertisers.

## Why Advertise\*

*M* readers are:

- 44%** more likely than the average Victorian population to be Big Spenders.
- 53%** more likely to have bought a book in the last month.
- 32%** more likely to have been to the cinema in the last month.

## Plus

- M* readers spent an average of **\$110** on clothing in the last 4 weeks; **\$18** more than the average Victorian.

## Key Stats\*

Readership: 374,000



## Profile\*



## Advertising Contact Information

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

## Deadlines

**Booking Deadline:** Noon Monday

**Material Deadline:** Noon Wednesday

Source:

\*Roy Morgan Research, March 2013 (Sunday Age : Sections Read – TV Listings, Movie Listings, Arts,Music,Books, Fashion+Beauty): Base: Victoria



# What's Inside



## Eight Days

Eight Days is your one stop guide to what's happening in and around Melbourne for the forthcoming week.



## Cover Story

Each week Cover Story takes an in-depth look at what's topical in the areas of culture, fashion, racing, food or travel.



## Savvy Shopper

When your looking for the latest in shopping trends then look no further than Savvy Shopper. With weekly features and Techknow there is something for even the most discerning consumer.



## Movies

All the latest movie news and reviews are covered each week in this popular reader section. Spotlight covers the latest feature films while new release rates what new to market.



## Travel

For those that like to get out and about Travel provides inspirational stories to help guide you in your decision making.

# Our Editorial Team

*M contributors are passionate about fashion, food and entertainment.*



John Mangan

John Mangan is editor of *M* magazine. He joined *The Age* in August, 1988, from Personal Investment magazine working on the business section for two years. Since then he has written for *Green Guide*, the arts section, news and many other sections.



Miranda Tay

Miranda edits the Homes section of *M* magazine. Miranda joined *The Age* in 1993 as a sub-editor and subsequently became deputy editor of the home weekly section.



Natalie Craig

Natalie Craig is one of our reporters on *M*. Previously, she was commercial property reporter for *The Age*, working within the business team and writing across the business and news pages.



Michael Lallo

Michael writes feature stories, profiles and reviews for the *Green Guide* and arts sections of *The Age*. He has also written for *The Sunday Age*, *Metropolis*, *Metro* and *Epicure*.