

THE  AGE

SPORT



Overview

Sport Print

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In general, Australians love their sport and *The Age* readers are no different. Our *Sport* section appears every day of the week and delivers the most comprehensive coverage of the latest triumphs, tragedies, twists and turns from the world of sport.

Sport in *The Age* means more results, more insights, more analysis, all written in an informative and entertaining way, a style that acknowledges our passion.

Why Advertise*

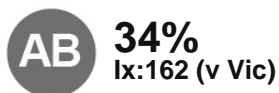
- **363,000** or **80%** of Age Sport readers believe quality is more important than price.
- **373,000** of Sport readers (**82%**) enjoy watching the AFL on TV.
- **235,000** or **52%** of Sport readers take part in some athletic activity.
- **235,000 (52%)** of Sport readers like to watch cycling on TV.
- Age Sport readers are 32% more likely than the average Victorian to be 'Big Spenders'.

Key Stats

Readership: 453,000



Profile*



Advertising Contact Information

Call (03) 8667 2000 or visit Adcentre.com.au

Deadlines

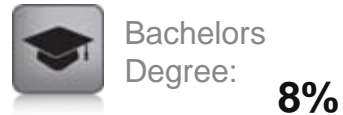
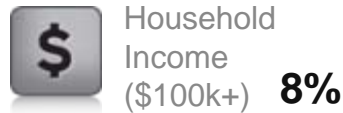
All deadlines vary. Please contact your Fairfax sales representative for further information.

Sport Digital

Key Statistics*

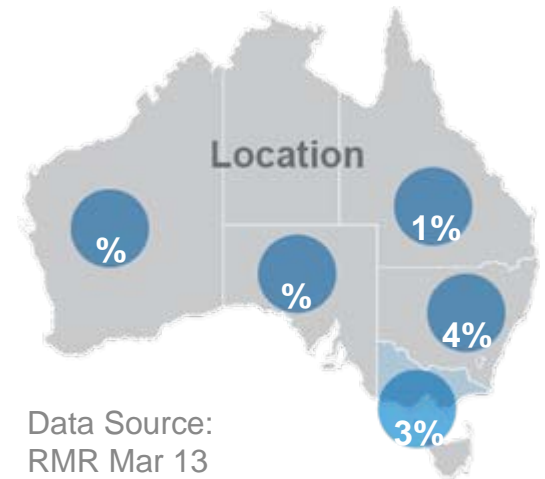


Profile^



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theage.com.au/sport covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis.



What's Inside Print



AFL Coverage

Australia's highest quality and comprehensive AFL media coverage. At the 2012 Australian Football Media Association awards, The Age won 5 awards for outstanding performance.



Summer of Tennis

Australia's most comprehensive and highest quality coverage of the Australian *Summer of Tennis*



AFL Friday Bible

Australia's must-read preview of each round in the AFL season



The Form

Australia's best form guide. For all the information you need to back a winner, *The Form* every Friday.

Online Content



Sport

Sport covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis.



Real Footy

Real Footy brings the latest news and views of Australia's favorite game.



Cricket

Cricket provides everything you need to know about what's happening in the world cricket in one place.



Soccer

From the latest draft information to breaking news on the clubfront soccer has the game covered.



Live Scores

For the latest scores in all sports live scores provides up to the minute games results.

Our Editorial Team



Alex Lavelle

Alex Lavelle joined *The Age* shortly before the Sydney Olympics. He Melbourne was appointed sports news editor of *The Age*, before becoming sports editor for *The Sunday Age* in November, 2005 and sports editor of *The Age* in 2008. Alex is currently executive sports editor.



Caroline Wilson

Caroline Wilson has been chief football writer for *The Age* since 1999. Caroline was the first woman to cover Australian Rules football on a full-time basis and the first woman to win the AFL's gold media award.



Rohan Connolly

Rohan Connolly is a senior football writer for *The Age*. He reports on and analyses AFL football in both the weekday and weekend editions of the paper as well as contributing a video preview of each round for *The Age's* football website "Realfooty".