

SUNDAY

life

Body. Mind. Inspiration.



2013

MEDIA
KIT

MORE THAN
ONE MILLION READERS
EVERY WEEK

who WE ARE

Welcome to *Sunday Life*. Every week our aim is to entertain, inform and inspire you.

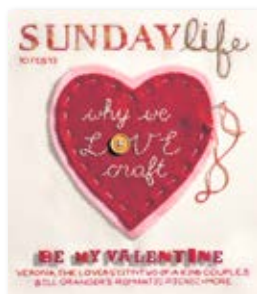
We will bring you beautiful, stylish pages on food, fashion, homes, travel, beauty, health and well-being, plus in depth profiles on the people you want to read about and stories to challenge you, touch you and make you laugh.

Our pages will tempt and motivate you too – whether it’s a trend or a tip, a new idea or ideology, a call to action or a drive to purchase.

Sunday is a special day of relaxation and fun with family and friends. We aim to make your Sunday even more special with a must-read magazine that’s positive and engaging, and both aspirational and inspirational.

Pat Ingram

EDITORIAL DIRECTOR



about the editors

PAT INGRAM

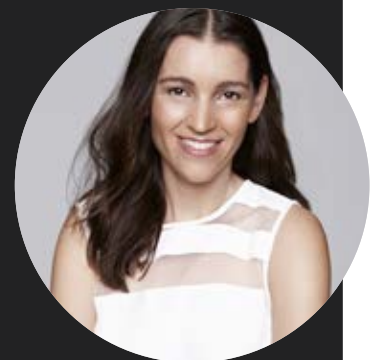
Pat Ingram has worked in magazines for more than 30 years. She started her working life as a news reporter on NZ’s national daily The Dominion but moved into magazines soon after coming to Australia. She edited *Cosmopolitan* and *Harper’s Bazaar*, was Editorial Director, then Publishing Director of ACP’s women’s titles for 10 years during which time she launched *SHOP Til You Drop*, *Madison* and *Grazia*.



DANIELLE TEUTSCH

Editor Danielle Teutsch has worked at Fairfax for 12 years, as a journalist, health writer and editor. Danielle’s more recent roles have been deputy travel editor and senior editor at *The Sun-Herald* and locum editor of *Extra* and *S*.

She also has two young children and describes herself as a typical working mum, trying to balance it all!



our reader is



The *Sunday Life* reader is aged between 25-49. She is educated, intelligent and busy juggling different aspects of her life.

She strives to be the best she can be in everything she does — to look stylish, to take care of her body, to look out for her loved ones and to have a fulfilling life. She is interested in the world around her and wants to better understand her place in it as well as all of the issues that directly impact on her.

Female

63% or 634,000 of *Sunday Life's* readers are female.

Social Grade A or B

51% or 322,000 of *Sunday Life's* female audience are in the social grade A or B segments.

A High Income Earner

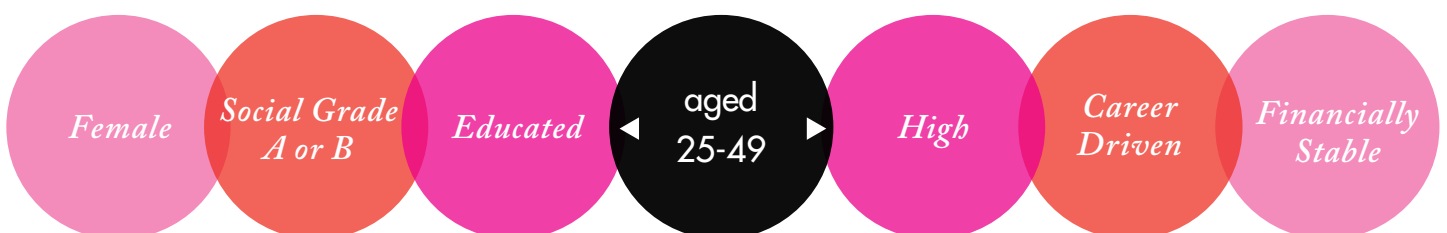
1-in-3 or 47,000 of *Sunday Life's* female readers who are employed full-time earn a personal income of \$70,000+, 45% more likely compared to the population average.

Educated

48% or 307,000 of *Sunday Life's* female readers have a diploma or degree.

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

Filter=Women



CIRCULATION & Readership

CIRCULATION

National: 447,155
NSW: 275,900
VIC: 171,255

READERSHIP

National: 1,007,000
NSW/ACT: 573,000
VIC: 433,000

*Food, fashion, homes,
travel and great
reading Sunday Life
is the ideal start to a
perfect relaxed Sunday.*

Source: ABC Audit, June 2013.

emma™ conducted by Ipsos MediaCT,
People 14+ for the 12 months ending June 2013.
*Read Sunday Life NSW /VIC.



our contributors



Michelle Bridges

TV star, Australia's most successful weight-loss expert, cook, best-selling author, spokesperson. Michelle will offer tips and mouth-watering healthy recipes in her ever popular regular column based on health and well-being.



Bill Granger

Bill has always championed a relaxed approach to good food which makes his recipes perfect for Sunday reading and cooking. Bill opened his first restaurant in Sydney when he was 22 and now has restaurants in Sydney, Japan and London.



Heather Nette King

A respected Melbourne interior stylist and homes blogger, her eye for style is impeccable. Heather peeks inside the homes of our most stylish people and their treasured possessions, then shows us how to steal the look.



Penny McCarthy

Our fashion editor has worked as a fashion director at Harpers Bazaar, Marie Claire and Madison. She then joined Vogue as fashion editor. She is currently Fashion Editor of both *Sunday Life* and *the(sydney)magazine*.



Dr Joanna McMillan

Our nutrition expert gives great insight into healthy eating habits with her popular weekly column Day On A Plate. She says she loves food and cooking and her very simple philosophy is that a healthy attitude to food is as important as eating well for maintaining optimum health.



Stephanie Darling

Stephanie has had a long and impressive career in beauty journalism with some of the most prestigious magazines in the country. She has been Beauty Director of Vogue Australia, Harper's Bazaar and, most recently, Madison.



Giuseppe Santamaria

Alongside our gorgeous fashion pages, we run real-life fashion from our edgy photographer who's out and about snapping the best street style in Sydney and Melbourne. Giuseppe captures his subjects, whose dress sense speaks volumes about them in spontaneous and unexpected places.



Jessica Rowe

Each week our guest columnists delight readers with their personal views on life, love and family matters. Along with Jessica Rowe we showcase other high profile women such as Jane Caro, Kerri Sackville, Kate Langbroek, and Yumi Stynes and Jacinta Tynan.

our
women's network



Keep the conversation flowing throughout the week.

Daily Life

Fairfax Women's Network is a collection of 10 great brands with diverse female audiences.

Sunday Life is the leading print offering of the network and has a close affiliation with our online brand, *Daily Life*.

Sunday Life starts the conversations with readers every Sunday morning, and through *Daily Life*, we keep the conversation flowing throughout the week.

DAILY LIFE



regular features



FASHION

Not only does *Sunday Life* showcase stunning fashion shoots, beautiful models and interesting locations we also bring you stylish wearable clothes for real women.

From casual looks to investment dressing, we show the latest trends and how to wear them. How to be fashion forward, not a fashion victim. Clothes that are age and price appropriate.

Plus Giuseppe Santamaria hits the streets of Sydney and Melbourne for the very best in Street Style.

BEAUTY

What woman does not love a bit of beauty advice, whether it's the latest skincare information, the new beauty technological break-throughs or simply the best products for your lifestyle, skin and age.

Our beauty pages will bring you all this plus the tips and tricks from make up experts that will keep you up to date with your beauty routine. We will also be talking regularly about hair, from the best products to the latest looks.

regular features



HEALTH AND WELL-BEING

Tips, tips and more tips. Michelle Bridges will dish them out – as well as offer a mouth-watering and healthy recipe in her column. Jacqueline Pascal will make us laugh and dispense her unique advice in an exciting, hilarious agony aunt column that will have the nation talking. Plus, thought-provoking reads on health, fitness, well-being, psychology, sex, relationships and more.

An Essential Family spread will align closely with the much-loved *Essential Kids* and *Essential Baby* products online, and feature great advice for families as well as reads from real people, experts and celebrities. And, of course, the weekly stars column.

FOOD

Every week we bring you mouth watering recipes from restaurateur and food writer Bill Granger. Bill's food philosophy is an easy approach and simple ideas for delicious healthy family eating. His laidback recipes are inspired by favourite everyday ingredients so cooking can be stress-free.

Our favourite quote from Bill "They say if you can't stand the heat get out of the kitchen. Some of us have to get dinner on the table so I say, stay in the kitchen and make something easy" reflects perfectly his *Sunday Life* pages.

You'll find delicious heathy food for easy family meals plus top fitness tips every week



regular features

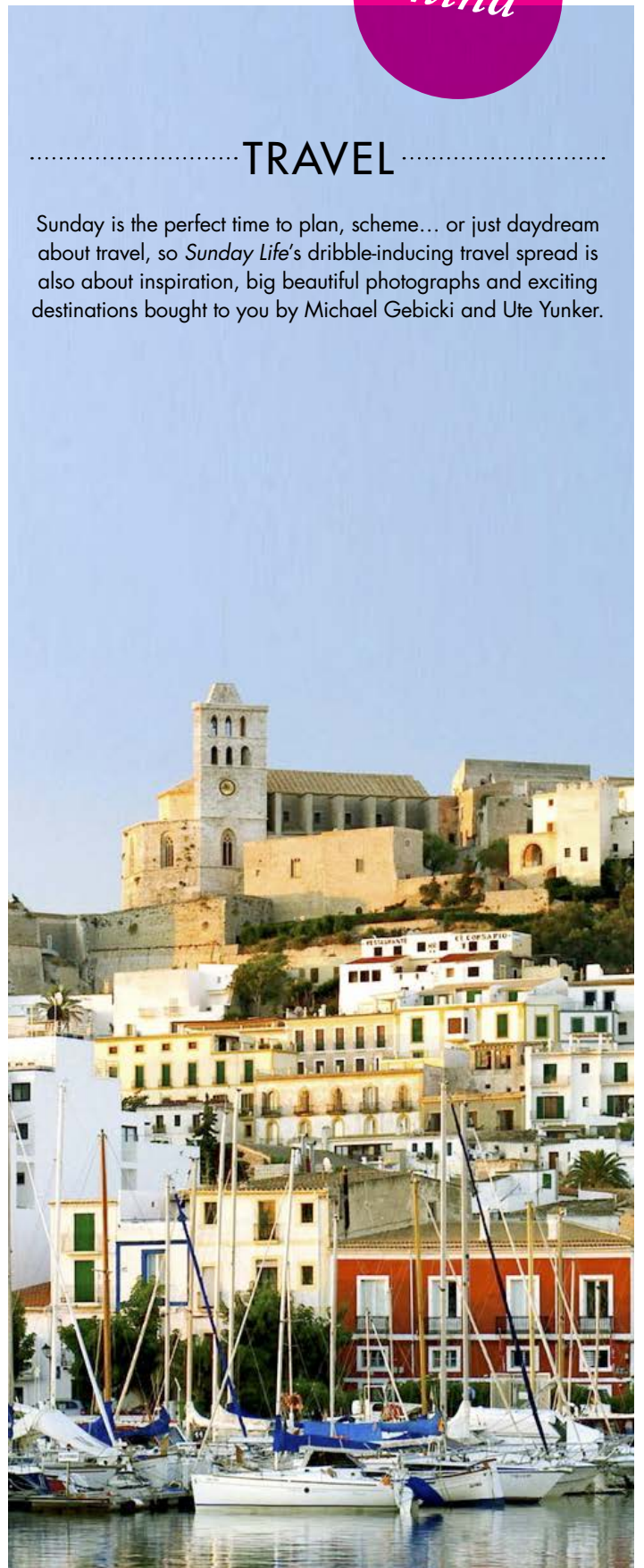


HOME

Famed interior stylists Heather Nette-King and Amanda Talbot peer inside some of the country's most gorgeous homes, especially for *Sunday Life* readers. We discover the most precious possessions of our most stylish people, then learn how to steal the look with real product ideas. Beautiful.

TRAVEL

Sunday is the perfect time to plan, scheme... or just daydream about travel, so *Sunday Life's* dribble-inducing travel spread is also about inspiration, big beautiful photographs and exciting destinations brought to you by Michael Gebicki and Ute Yunker.



special OPPORTUNITIES 2013

Sunday Life has proven its commitment to innovation and client specific solutions, working with clients to publish bespoke editorially-driven reverse back special issues.



BABY LIFE

Everything you need to know for a healthy, happy baby from eating right, to sleeping well to baby fashion and toys.

TRAVEL EXTRA

Our exciting travel round-up will cover a variety of tastes and budgets across the countries close to home. Whether its adventure, family, luxury or singles, this special issue will cover it.

SCHOOL LIFE

A back-to-school special feature covering the essentials for happy school kids and parents — coping with First Day Fears, what's in my lunchbox and simply making friends.

YOUR PET

Pets are huge business in Australia and this special covers why pets are good for your health, some celebrity pets, some cool pet accessories as well as funny pet names.

FIT AND FABULOUS

We celebrate older women, showing them how to keep fit and healthy and in peak form. Eating the right food, doing the right exercise and maintaining strong mental health will be the core principles.

HOME LIFE

Our readers love their homes — whether it's improving or decorating them. This special issue can focus on the hottest new decorating ideas, simple ways to update your place, a view into some inspirational homes and great celebrity decorating tips.

FOOD SPECIAL

Our food specials can focus on a variety of great food ideas — from Comfort Food which cover the warm hearty winter dishes to the delicious and flavoursome lighter Summer Eating meals.

SUMMER READING

Reading is an essential part of our summer. This special issue will be packed with short stories and quick reads from top authors and latest releases.

SUMMER ISSUE

In this special summer issue, we will be covering everything that's hot under the sun - the best summer fashion, keeping cool beauty, delicious summer eatings and even the best beach holidays.

BRIDE ISSUE

Everything the beautiful bride needs to know for that special day — the dress, the location, the look and the important finishing touches.

deadlines 2013

MONTH	COVER	BOOKING DEADLINE	MATERIAL DEADLINE -12PM	CANCELLATION DEADLINE
<i>January</i>	20 January	17 December	11 January	20 December
	27 January	24 December	18 January	2 January
<i>February</i>	3 February	14 January	25 January	7 January
	10 February	21 January	1 February	7 January
	17 February	28 January	08 February	14 January
	24 February	4 February	15 February	21 January
<i>March</i>	3 March	11 February	22 February	28 January
	10 March	18 February	1 March	4 February
	17 March	25 February	8 March	11 February
	24 March	4 March	15 March	18 February
<i>April</i>	31 March	11 March	22 March	25 February
	7 April	18 March	29 March	4 March
	14 April	25 March	5 April	11 March
	21 April	1 April	12 April	18 March
<i>May</i>	28 April	8 April	19 April	25 March
	5 May	15 April	26 April	1 April
	12 May	22 April	3 May	8 April
	19 May	29 April	10 May	15 April
<i>June</i>	26 May	6 May	17 May	22 April
	2 June	13 May	24 May	29 April
	9 June	20 May	31 May	6 May
	16 June	27 May	7 June	13 May
<i>July</i>	23 June	3 June	14 June	20 May
	30 June	10 June	21 June	27 May
	7 July	17 June	28 June	3 June
	14 July	24 June	5 July	10 June
<i>August</i>	21 July	01 July	12 July	17 June
	28 July	8 July	19 July	24 June
	4 August	15 July	26 July	1 July
	11 August	22 July	2 August	8 July
<i>September</i>	18 August	29 July	9 August	15 July
	25 August	5 August	16 August	22 July
	1 September	12 August	23 August	29 July
	8 September	19 August	30 August	5 August
<i>October</i>	15 September	26 August	6 September	12 August
	22 September	02 September	13 September	19 August
	29 September	9 September	20 September	26 August
	6 October	16 September	27 September	2 September
<i>November</i>	13 October	23 September	4 October	9 September
	20 October	30 September	11 October	16 September
	27 October	7 October	18 October	23 September
	3 November	14 October	25 October	30 September
<i>December</i>	10 November	21 October	1 November	7 October
	17 November	28 October	8 November	14 October
	24 November	4 November	15 November	21 October
	1 December	11 November	22 November	28 October
<i>December</i>	8 December	18 November	29 November	4 November
	15 December	25 November	6 December	11 November
	22 December	2 December	13 December	18 November

FOR FURTHER INFORMATION, PLEASE CONTACT 02 9282 1254 OR 02 9282 1064.

Production specifications: Please refer to our specifications website: www.adcentre.com.au/sunday-life.aspx or email adprodunit@fairfaxmedia.com.au.
Cancellation Deadline — 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Please note that material received after deadline may be subject to strip-in fees. Insert booking deadline 6 weeks prior to publication date.

rate card

effective JANUARY 1, 2013

EXPENDITURE LEVELS								
	2x	4x	8x	12x	16x	20x	28x	
	\$49,800	\$97,100	\$189,040	\$275,940	\$347,520	\$408,800	\$536,760	
NATIONAL RATES								
	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$27,105	\$26,420	\$25,750	\$25,065	\$24,400	\$23,040	\$21,680	\$20,340
Full Page (incl. GST)	\$29,815	\$29,061	\$28,325	\$27,572	\$26,835	\$25,345	\$23,850	\$22,371
Double Page Spread	\$51,495	\$50,210	\$48,925	\$47,630	\$46,345	\$43,775	\$41,195	\$38,620
DPS (incl. GST)	\$56,644	\$55,228	\$53,818	\$52,396	\$50,979	\$48,153	\$45,314	\$42,482
Half Double Page Spread	\$37,450	\$36,525	\$35,580	\$34,645	\$33,710	\$31,830	\$29,965	\$28,100
Half DPS (incl. GST)	\$41,196	\$40,176	\$39,134	\$38,108	\$37,083	\$35,010	\$32,959	\$30,908
Third Double Page Spread	\$31,470	\$30,700	\$29,900	\$29,110	\$28,315	\$26,745	\$25,185	\$23,600
Third DPS (incl. GST)	\$34,613	\$33,746	\$32,885	\$32,019	\$31,146	\$29,418	\$27,702	\$25,957
Half Page	\$17,030	\$16,605	\$16,170	\$15,750	\$15,330	\$14,470	\$13,620	\$12,770
Half Page (incl. GST)	\$18,728	\$18,264	\$17,788	\$17,324	\$16,859	\$15,919	\$14,984	\$14,049
Third Page	\$14,300	\$13,950	\$13,390	\$13,230	\$12,880	\$12,155	\$11,450	\$10,735
Third Page (incl. GST)	\$15,732	\$15,341	\$14,729	\$14,553	\$14,168	\$13,369	\$12,593	\$11,806
NEW SOUTH WALES RATES								
	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$17,620	\$17,175	\$16,740	\$16,290	\$15,860	\$14,980	\$14,090	\$13,220
Full Page (incl. GST)	\$19,380	\$18,890	\$18,411	\$17,922	\$17,443	\$16,474	\$15,502	\$14,541
Double Page Spread	\$33,470	\$32,635	\$31,800	\$30,960	\$30,125	\$28,455	\$26,780	\$25,105
DPS (incl. GST)	\$36,819	\$35,898	\$34,981	\$34,057	\$33,137	\$31,299	\$29,454	\$27,613
Half Double Page Spread	\$24,345	\$23,740	\$23,130	\$22,520	\$22,910	\$20,690	\$19,480	\$18,265
Half DPS (incl. GST)	\$26,777	\$26,115	\$25,437	\$24,770	\$24,104	\$22,756	\$21,423	\$20,090
Half Page	\$11,070	\$10,795	\$10,510	\$10,240	\$9,965	\$9,410	\$8,855	\$8,300
Half Page (incl. GST)	\$12,174	\$11,872	\$11,562	\$11,260	\$10,958	\$10,347	\$9,740	\$9,132
VICTORIA RATES								
	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$10,840	\$10,570	\$10,300	\$10,030	\$9,760	\$9,220	\$8,670	\$8,140
Full Page (incl. GST)	\$11,926	\$11,625	\$11,330	\$11,029	\$10,734	\$10,138	\$9,540	\$8,948
Double Page Spread	\$20,600	\$20,085	\$19,570	\$19,050	\$18,540	\$17,510	\$16,480	\$15,450
DPS (incl. GST)	\$22,658	\$22,091	\$21,527	\$20,958	\$20,392	\$19,261	\$18,126	\$16,993
Half Double Page Spread	\$14,980	\$14,610	\$14,230	\$13,860	\$13,485	\$12,730	\$11,990	\$11,240
Half DPS (incl. GST)	\$16,478	\$16,070	\$15,654	\$15,243	\$14,833	\$14,004	\$13,184	\$12,363
Half Page	\$6,810	\$6,640	\$6,470	\$6,300	\$6,130	\$5,790	\$5,450	\$5,110
Half Page (incl. GST)	\$7,491	\$7,306	\$7,115	\$6,929	\$6,744	\$6,367	\$5,994	\$5,620

PREMIUM POSITION

Inside Front Cover 1	10%
DPS prior Contents	5%
Half Page on Contents	10%
Half Page on Letters	10%
FHRH	15%
FH or RH	10%
Centrespread	10%
Consecutive FHRH per page	20%
Consecutive RH per page	10%
Inside Back Cover	10%
Outside Back Cover	30%
Specified Positioning	10%

Note: For detailed material specification information, please refer to the Adcentre website: www.adcentre.com.au. Details are in the 'specs and deadline' folder within *Sunday Life*. A 50% cancellation fee applies after cancellation deadline. Centre DPS and IFC will be pre-empted by creative production executions. Cancellation deadline Premium Positions (as listed) are 2 weeks prior to usual deadline.

mechanical specs

PAGE SPECIFICATIONS

Size	Type Area	Trim Size	Bleed Area
Full Pg	295 x 255mm	315 x 275mm	325 x 285mm
1/2 Horizontal	133 x 255mm	153 x 275mm	163 x 285mm
1/2 Vertical	295 x 116mm	315 x 136mm	325 x 146mm
1/3 Horizontal	80 x 255mm	100 x 275mm	110 x 285mm
1/3 Vertical	295 x 73mm	315 x 93mm	325 x 103mm
Horizontal Strip 30mm	10 x 255mm	315 x 86mm	325 x 91mm
Cover Spine Strip	325 x 15mm		

SPREADS

Size	Type Area	Trim Size	Bleed Area
Dble Pg spread	295 x 530mm	315 x 550mm	325 x 560mm
Hlf Pg spread	133 x 530mm	153 x 550mm	163 x 560mm
1/3 Pg spread	80 x 530mm	100 x 550mm	110 x 560mm
Horizontal Strip 30mm spread	10 x 530mm	30 x 550mm	40 x 560mm

- 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.

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 as of January 2013. Fairfax Media Publications reserves the right to change the specifications without notice at any time.

For more information...

National

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