

SUNDAY *life*

Body. Mind. Inspiration.



Overview

August 2013

Sunday Life

Overview

Sunday Life's one big goal is to inspire. Inspire your body, inspire your mind.

With this in mind, *Sunday Life* creates beautiful, lively and inspirational pages in food, home, fashion, travel and health & wellbeing. With every single page, we want to motivate – whether it's with a new idea or thought, a trend or tip, a profile, a real-life story, or a drive to purchase or activity.

Every week, *Sunday Life* aims to celebrate two of the best things in the world: women and Sundays.

Why Advertise*

- Our readers are **84%** more likely to be women in the social grade A quintile.
- **683,000** or **68%** of readers have purchased clothes in the last 4 weeks, spending on average \$119.
- **540,000** or **1-in-2** readers have travelled domestically for leisure in the last 3 months.
- **274,000** or **1-in-4** readers have renovated or redecorated their house in the last 3 months.
- **177,000** or **1-in-5** readers are frequent diners, going to a BYO restaurant at least once a fortnight.
- Our readers are **48%** more likely to have undertaken Yoga or Pilates in the last 4 weeks#.
- **625,000** or **62%** of our readers disagree their weekends are filled with nothing but chores and housework.



Profile*

Key Stats

Readership: 1,007,000*



Advertising Contact Information

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or adcentre.com.au

Deadlines

Booking Deadline: 15 working days prior

Material Deadline: 6 working days prior

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. *Read Sunday Life NSW /VIC. Based on NSW/ACT/VIC. # More likely than average NSW/ACT/VIC population.

SUNDAYlife

Our Editorial Team



Pat Ingram

Pat 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!



Michelle Bridges

High profile 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.



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.

Our Editorial Team



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.



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.



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.

What's Inside



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.



HEALTH & WELLBEING

Michelle Bridges dishes out fabulous tips as well as offering mouth-watering healthy recipes. Jacqueline Pascarl dispenses her unique advice in her agony aunt column. An Essential Family spread will also align closely with the much-loved Essential Kids and Essential Baby products online.



TRAVEL

Sunday is the perfect time to plan, scheme ... or just daydream about travel, so *Sunday Life's* dribble-inducing regular travel section is also about inspiration. Well-known travel writer Ute Junker takes us into her pick of lust-have locations.



FEATURE STORIES

Combining in-depth profiles with lifestyle pieces, trends, stories and fly-on-the-wall and first person reads, we peek into the photo albums and lives of celebrities with several very personal pages. All our stories will aim to interest and inspire, to provoke debate and to produce "aha" and read-out-loud moments.

What's Inside



FASHION

Not only will *Sunday Life* showcase creative fashion shoots, beautiful models and interesting locations, we will also cover real advice for real people.



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..



HOME

Famed interior stylists Heather Nette-King and Andrea Jones will be peering inside some of the countries most gorgeous homes. We'll be discovering the most precious possessions of our most stylish people, then learning how to steal the look with real product ideas. Beautiful.

fit and FABULOUS



SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.

As we age, our bodies and minds need more care and attention. At Sunday Life we celebrate older women, many of whom are showing more and more how to keep their vitality and health in peak form.

Our Fit and Fabulous special will include:

- Eating right for your 40s, 50s, 60s
- Keep moving... exercise options and how to stay motivated
- Mind over matter.... how to keep you mind active

- Peace of mind.... the benefits of true relaxation and how to achieve them

A perfect partnership opportunity for a female health-related product.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

contact **YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

WHY ADVERTISE?

- Sunday Life reaches **484,000** women 40 + years each week[^].*
- **368,000** or 76% of our readers have participated in some form of exercise within the last 3 months~.*
- Our readers are **80%** more likely to regularly participate in yoga or pilates.*
- **229,000** or 47% of our readers have purchased vitamins or herbal products within the last 4 weeks.*
- **441,000** or 91% of our readers are taking steps now to stay healthy in the future.*

Source: *emmaTM conducted by Ipsos MediaCT, for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership. ^Filter: Women aged over 40 years. ~When compared to the average NSW/VIC target audience population.

your PET

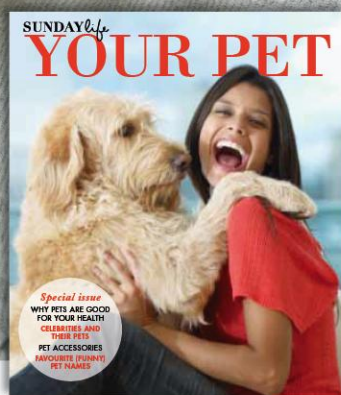
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We know that pets are huge business in Australia and our love and concern for them stretches from what we feed them to even what they wear!

Our special will include:

- Why pets are so good for your health
- Celebrities show us their pets
- Pet accessories
- Favourite and funny pet names

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WHY ADVERTISE?

- **573,000** or 57% of readers own a pet[^].
- **452,000** or 79% of pet owners[^] bought dog or cat food within the last 4 weeks.*
- **220,000** or 39% of pet owners are big spenders.*
- **91,000** or 16% of pet owners[^] paid for pet care services within the last 4 weeks.*
- **180,000** or around one-third of pet owners have children under 18 living at home.*

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership

home LIFE

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Whether they are home-owners or renting, our readers love their homes. And they love decorating and improving them. Home decorating has now become an extension of our personal style and like all things in fashion the trends change.

Our special Homes issue can focus on:

- The hottest new ideas in decorating
- Easy simple ways to update your place

- Inspirational homes
- Best celebrity decorating tips

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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WHY ADVERTISE?

- **788,000** or 78% of our readers own or are paying off their home.
- **489,000** or around half of readers have purchased furniture or homewares within the last 6 months.
- **400,000** or 40% of readers are big spenders.
- **314,000** or 31% of readers have been shopping at a home interiors store.
- **274,000** or 27% of readers have done renovations or redecorated their house or apartment within the last 3 months.

Source: *emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership..



baby LIFE



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Our *Sunday Life* special is a baby bible everything you need to know for a healthy, happy baby and will cover the following:

- Eating right
- The good sleeper
- Learning to play
- What's in a name – the top favourites for boys and girls

PLUS

- Baby fashion and toys

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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WHY ADVERTISE?

- **86,000** of our readers have children aged between 0-4 years.*
- **73,000** or 86% have purchased from an Australian based online internet site.*
- Our readers are 58% more likely to have a HH income \$100k+.*
- **51,000** or 60% have purchased music, books or DVDs within the last 4 weeks.*
- **40,000** or 47% are big spenders, making them 19% more likely-.

Source: *emmaTM conducted by Ipsos MediaCT, for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership. ^Filter: Children 0-4 years in household. ~More likely when compared to the average target audience population

travel EXTRA

SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.

Our exciting travel round-up will cover a variety of tastes and budgets, and cater for couples, families and singles.

This issue will cover:

- What to do for the school holidays?
- Where's a retreat for just ME alone?

Because we are focussing on just one week of travel, our destinations are centred around Australia and the countries in our own backyard – New Zealand, the Pacific and Asia.

They will cover road, rail, sea and air travel under the following categories:

- Adventure
- Family
- Couples / Luxury
- Singles time out

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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WHY ADVERTISE?

- **873,000** or 87% of readers are planning to take a trip within the next 12 months.
- **851,000** or 85% of readers travelled domestically within the last 12 months.
- **701,000** or 70% of readers have travelled by air within the last 12 months.
- **280,000** or 28% of readers have travelled 4+ times within the last 12 months.
- Our readers are **22%** more likely to have stayed in 5 star accommodation.

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership



Food SPECIAL

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Sunday Life's food is eagerly waited for every Sunday, all year round. Our food specials can include the following:

COMFORT FOOD – this covers the hearty dishes of autumn and winter casseroles, soups and favourite old-fashioned puddings. Plus the wines to accompany them.

SUMMER EATING – delicious and flavoursome dishes perfect for an Australian summer covering salads, light lunches and dinners and the best hot weather desserts.

Other food options which could be tailored to your products are:

- Baking
- Cooking for kids
- Summer Entertaining
- Italian Cooking

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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WHY ADVERTISE?

- **806,000** or 80% of readers entertained friends or relatives within the last 3 months.
- **436,000** or 43% of readers held a dinner party within the last 3 months.
- **729,000** or 73% of readers like to eat Italian cuisine.
- **833,000** or 83% of readers agree they believe in using the best quality ingredients.
- **474,000** or 47% of readers agree food is one of their passions.

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership. ^Red, White, Fortified or Champagne/Sparkling.



summer ISSUE

SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.

Be part of our fabulous summer special. We will be covering everything that's hot under the sun

- best summer fashion
- keep cool beauty
- delicious summer eating
- best beach holidays

PLUS

Best books for those indulgent beach reads. Our special will be prepared by our expert editorial team and will be presented with its own glamorous high summer cover.

Our special summer issue will also cover all of our readers' regular favourites, including stunning 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.

WHY ADVERTISE?

- **834,000** or 83% of readers read a book within the last 3 months.
- **733,000** or 74% of readers bought clothing, footwear, accessories or personal products within the last 4 weeks.
- **652,000** or 65% of readers have been to a licensed or BYO restaurant within the last 3 months.
- **718,000** or 71% of readers bought clothing or footwear within the last 3 months.
- **540,000** or 54% of readers have travelled domestically within the last 3 months.

Source: *emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership



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school LIFE

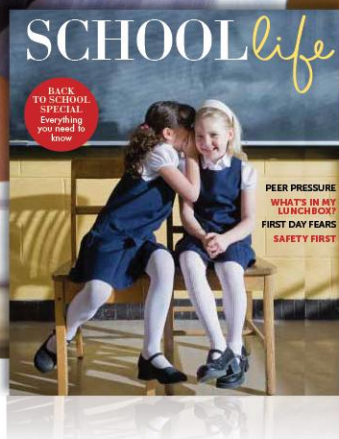
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A back-to-school special section covering the essentials for happy school kids and parents:

- Coping with First Day Fears
- What's in My Lunchbox?
- Safety Lessons
- Making friends

An invaluable guide for parents from what you give them to eat to the confidence you give them in the classroom and playground.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.



WHY ADVERTISE?

- **152,000** readers have children aged 5-12 years of age.*
- **137,000** or 90% of these readers are main grocery buyers.*
- **132,000** or 87% of these readers have bought snack products[^] within the last 4 weeks.*
- Our readers spend an average of **\$172 each** week on supermarket groceries.*
- **125,000** or 82% of these readers agree they believe in using the best quality ingredients.*

Source: *emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership. [^]Potato chips, Rice crackers, Savoury biscuits or crackers, Sweet biscuits or Corn chips

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bride ISSUE

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Everything you need to know for that special day:

- The dress – our fashion editor's choice of stunning bridal fashion
- The location – the hot new destinations to exchange your vows
- A beautiful life – our beauty editor's guide to looking fabulous on the day
- The finishing touches – all the perfect accessories that complete your look

Our beauty, fashion and travel editors will combine to make this a unique partnership for fashion, beauty or jewellery advertisers.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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WHY ADVERTISE?

- **234,000** of our readers have never married or are in a de-facto relationship.*
- **104,000** or 45% of readers intend to travel overseas in the next 12 months, making them 30% more likely~.*
- **82,000** or 35% of our readers are big spenders, making them 18% more likely~.*
- **60,000** or one-in-four readers have a household income of \$100k+.*
- **137,000** or 59% of our readers are heavy readers of newspapers and NIMs (7+ copies a week).*

Source: *emmaTM conducted by Ipsos MediaCT, for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership. ^Filter: Never married or de facto relationship. ~When compared to the average NSW/VIC target audience population.



summer READING

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Reading, whether it's on the beach, in the garden or on holiday anywhere, is an essential part of summer.

Our special summer reading issue will be packed with short stories and quick reads from top authors and latest releases. Keep it handy at home or pack it in your case, readers won't want to miss it.

A great partnership opportunity for a book publisher or book seller.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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WHY ADVERTISE?

- Our readers are **2 times** more likely to be heavy newspaper readers and light TV viewers[^]
- **834,000** or 83% of our readers have read a book in the last 3 months, with 706,000 or 85% having read at least one in the last month.
- **655,000** or 79% of our readers agree they have a rich vocabulary
- **651,000** or 78% of our readers agree they have an active imagination.

Source: *emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership.. -When compared to the average NSW/VIC population. ^ Heavy newspaper readers refers to 8+ issues of newspapers/NIMs per week, light TV viewers refers to less than 2hrs of TV per day.

