



## MEDIA RELEASE

### THE SYDNEY MORNING HERALD AND THE AGE PROVIDE COMMUNITY WITH FREE ONLINE COVERAGE OF NSW BUSH FIRES

**October 22, 2013:** *The Sydney Morning Herald* and *The Age* are providing free online coverage of the NSW bushfire and emergency services situation, temporarily suspending the successful metered digital subscription model for these stories.

Coverage of the situation on the [smh.com.au](http://smh.com.au) and [theage.com.au](http://theage.com.au) websites, and mobile sites for the NSW and Environment sections will not be counted as part of a reader's normal 30 free articles a month while there is a state of emergency in place in NSW.

"As of last Thursday afternoon, we've made all our bushfire coverage free as a community service to the people and communities of NSW affected by bushfires. Our readers rely on *The Sydney Morning Herald* and *The Age* to provide timely bushfire alerts and information to keep them informed in a rapidly evolving emergency situation," Fairfax Media Director, News Media Garry Linnell said.

"Our plan is to keep our bushfire coverage free until the weather emergency is over."

Fairfax Media Chief Product Officer Sigrid Kirk added: "There are many communities across NSW severely affected by the terrible bushfires and we believe it's important to provide this community service. Our editorial team is working around the clock to provide the country's best, most comprehensive coverage of the fire situation."

– Ends –

#### **About Fairfax Media**

Fairfax Media is a leading multi-platform media company in Australia and New Zealand. The group comprises metropolitan, rural, regional and community mastheads that offer high-quality, independent journalism and dynamic venues for commerce and information. Fairfax operates five business divisions: Australian Publishing Media, Domain, Digital Ventures, Fairfax Radio and Fairfax New Zealand. Australian Publishing Media has four publishing units – News Media, Business Media, Life Media and Australian Community Media – that generate content across all media platforms for major mastheads *The Sydney Morning Herald*, *The Age*, *The Land*, *The Australian Financial Review*, *The Canberra Times*, [brisbanetimes.com.au](http://brisbanetimes.com.au), [WAtoday.com.au](http://WAtoday.com.au), among many others, as well niche websites such as [essentialbaby.com.au](http://essentialbaby.com.au) and [thevine.com.au](http://thevine.com.au). The APM division also produces prestigious conferences and events that attract large-scale, highly-engaged audiences and community participation.

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