

Overview

Digital Life

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Our audience are both technology savvy and hungry as we deliver a wide variety of information for casual enthusiast - who has just bought a new smartphone and are figuring out how to use it, and the more serious tech head that makes time to stay up-to-date with the latest news and reviews.

Your daily dose of *Digital Life* available online, through our m-site, smartphone app or print within the TV Liftout in *The Sun-Herald*.

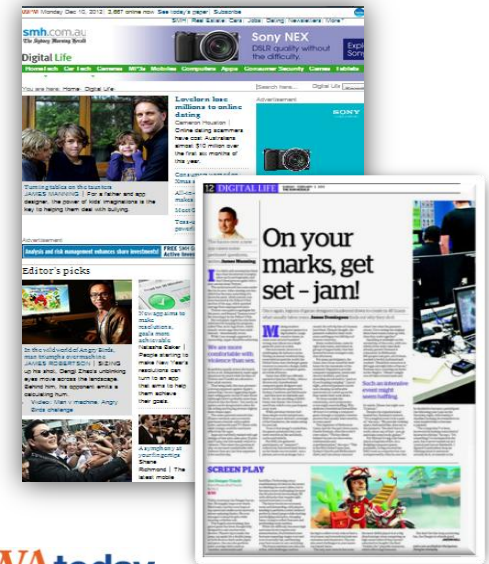
Why Advertise*

- **3 million** or **88%** of our audience are responsible for telecommunication decision within their household.
- Our audience are **33% more likely** to have made an IT business decision in the last 12 months #.
- **1.2 million** or **1-in-3** of our audience have purchased IT products in the last 4 weeks; they're **14% more likely** to have spent \$200+ #.
- Our audience are **21% more likely** to intend to purchase a tablet device in the next 12 months #.
- **1.3 million** or **2-in-5** of our audience are big spenders.
- **1.9 million** or **56%** of our audience agree its important to keep up to date with all the latest gadgets.

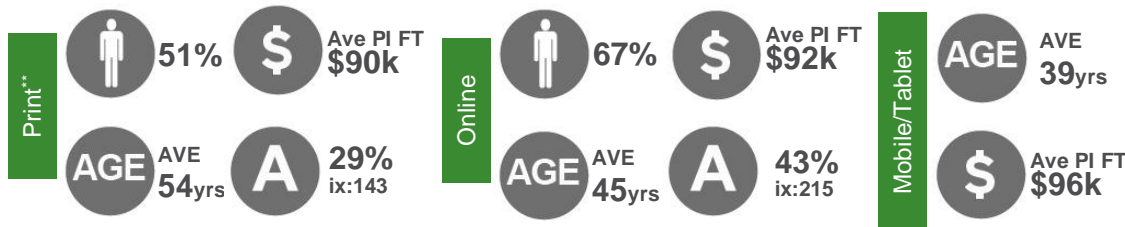
Key Stats

- Print Readership 14+ AIR**:
- Online Unduplicated UAs:
- Print/Digital Audience:
- M-Site Ave Daily UBs:
- Tablet App (SMH/AGE) used L4W :

906,000`
1,215,000^
3,417,000*
37,309^^
508,000^^^



Profile*



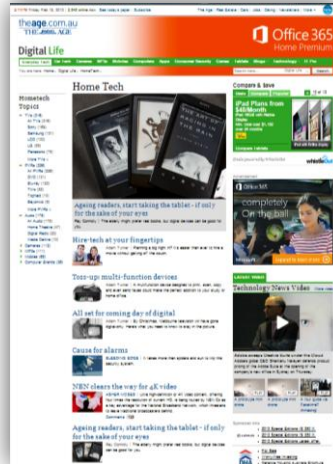
Advertising Contact Information

Alex Sheath 8596 4063
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Booking and Material Deadlines
 Rich Media: 5 days prior eDM's: 2 Weeks prior
 Standard Media: 3 days prior
Print Booking and Material:
 12pm Wednesday prior to publication

Source: *emmaTM, conducted by Ipsos MediaCT, all people 14+ for the period ending Jun 2013, Nielsen Online Ratings, all people 14+ for the period ending Jun 2013. Based on Print: SH AIR, Online: smh/age-technology sites L4W or Mob/Tab:smh/age/bt mob/tab net L4W, ^^ Tab App: smh/age tab app L4W. ^ Nielsen Hybrid, Jul 2013, smh/age/bt/wt-technology. ^^Nielsen Market Intelligence, Aug 13. Based on smh/age/bt/wt-technology access via mob. **NB: Digital Life not measured in emma, print stats based off host paper. #When compared to the average Australian population.

Online Content

With information on the hottest product launches, the best new gadgets and apps, Digital Life is designed to keep you informed, entertained and better equipped to take control of your digital life.



Home Tech

As your lounge room is transformed into a media centre, we cover all you need to know about TVs (HD, smart TV, OLED, 3D), home network working, PVRs, audio-visual. And more.



Mobiles

The latest news, reviews, tips and scandals surrounding smartphones, with all major operating systems (iOS, Android, Windows, Blackberry) and manufacturers (Apple, Nokia, Samsung, Motorola, etc) covered .



Consumer Security

No longer just about PC protection, consumer security now covers smartphones, social networking, apps and online banking shopping security and privacy.

Online Content



Games

We cover the major news, reviews and gossip around games, from casual smartphones games, consoles (Xbox, Sony Playstation, Nintendo) and PC gaming.



Screen Play

Video games have evolved from a simple pastime into a cultural phenomenon. Join games blogger James Dominguez and the passionate Screen Play community as they discuss this phenomenon: the talented designers, the technology underlying them, and the place of games in our lives.



Gadgets on the go

Aussies love their gadgets. Mobiles phones, MP3 players, notebooks, GPS, if you can carry it, we'll buy it. Gadget guru Adam Turner embraces the way of the road warrior, hitting the open highway in search of all things mobile.

What's Inside Print

Digital Life features a broad selection of stories for anyone interested in evolving consumer technologies; a weekly comparison of two new products; a new release game review; a guide to the best smartphone apps and a short opinion piece from our Digital Life editor Lia Timson.



Screen Play

Read about the latest games releases from games expert Jason Hill. Jason covers the best in new games from first person shooters(FPS), sports, family, MMORPGs and more!



Toss Up

Don't know which smartphone or notebook buy? Confused about what cover to get your iPad? Each week our experts will compare a different gadget category and give their verdict.



Top apps

We delve into the millions of apps available for smartphones today and give you our picks of the week. Covering Apple, Android and Microsoft smartphones.

Editorial Team



Lia Timson

Lia has been working within the technology and Business sphere with Fairfax Media for over 3 years, working as Online producer, Technology Editor for My Business Magazine, Tech Editor for Sun herald and IT Pro. Lia is a huge asset to the team and her dedication to go above the call of duty is well received by her dedicated audience.



Ben Grubb

Ben's journalism career began when he wrote a tech blog that focussed on internet censorship and the national broadband network (NBN). As Fairfax Media's deputy technology editor Ben continues to focus on the NBN and also likes to cover security issues and government plans to gain more power over the internet.



James Dominguez

Video games have evolved from a simple pastime into a cultural phenomenon. Join games blogger James Dominguez and the passionate Screen Play community as they discuss this the talented designers, the technology underlying them, and the place of games in our lives.

Editorial Team



Calum Wilson Austin

Calum has been writing games for the *smh.com.au* since 2010. Having vowed to stay indoors until he completes the Water Temple, games journalism seemed like a natural fit. Calum has also worked at the Sunday Times and appeared on a variety of texts and video blogs.



James Manning

Since using the Apple Macintosh Classic from age 4, James has been obsessed with technology in all its varied forms. James began working for Fairfax Media in 2010 during the final year of his journalism degree at the University of Technology, Sydney. As a technology reporter, he enjoys covering consumer technology and security issues, as well as games and apps.



Adam Turner

Adam was formerly Melbourne deputy editor of Next, the business IT section of Fairfax's *The Age* and *Sydney Morning Herald*. After seven years at *The Age*, Adam left in 2005 to pursue a freelance career. He now contributes news, features, reviews and opinion to various consumer and business technology publications. Adam's specialty areas include mobility and the "digital lounge room".