

GW
Good Weekend

The Sydney Morning Herald | THE SATURDAY AGE

Overview



Good Weekend

Overview

Good Weekend's award-winning editorial, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians. Our reputation for editorial credibility has built a valued relationship of trust and integrity. Reaching almost 1.2 million Australians each week *Good Weekend* offers advertisers the opportunity to connect with readers in a relaxed and open weekend environment. Our readers rely on *Good Weekend* to inform, challenge and entertain them.

Why Advertise*

- Our readers spend an average of **15 minutes** reading *Good Weekend* each week~.
- **762,000** or **66%** of our readers have purchased clothes in the last 4 weeks, with 210,000 or almost 1-in-5 spending over \$200.
- **719,000** or **62%** of our readers have entertained friends or held a dinner party in the last 4 weeks.
- **341,000** or **1-in-3** readers have renovated or redecorated their home in the last 3 months.
- Our readers are **36%** more likely to go to a BYO restaurant at least once a fortnight when compared to the average NSW/VIC population#.
- *Good Weekend* provides an exclusive hard to reach audience; **704,000** or **61%** of our readers don't read mass women's or women's fashion magazines.



Profile*

Key Stats*

Readership: 1,152,000



Advertising Contact Information

Lauren McIntyre: 9282 1064
lauren.mcintyre@fairfaxmedia.com.au

Deadlines

Bookings Deadline: 16 working days prior
Material Deadline: 7 working days prior

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC/ACT. Based on read Good Weekend NSW /VIC. #When compared to the average NSW/VIC/ACT population. **Mass women's or fashion magazines refers to Harper's Bazaar, InStyle, Marie Claire, Vogue Aus, Frankie, Famous, New Idea, NW, OK!, Take 5, That's Life, Who, Woman's Day, AWW, Cleo, Cosmo, Dolly, Girlfriend, Shop Till you drop. ~ GfK Bluemoon Readerscope Report, SMH/AGE, September 13.



Our Editorial Team

Good Weekend's award winning editorial, combines intelligent coverage of topical issues with heart - warming stories of ordinary Australians providing readers with a magazine that engages and involves.



Ben Naparstek

Ben is editor of *Good Weekend*. He has written for more than 40 publications since 2001, and was previously the editor of *The Monthly*. Recognised as one of the finest editing talents in the country, Ben has shown a remarkable ability to commission some of Australia's best writers.



Frank Robson

Frank is a well known journalist and author. He has won two Walkley Awards for feature writing, and has worked for a range of publications here and overseas, including *The Sydney Morning Herald* and *TIME*. For a number of years he was a full-time writer with *Good Weekend*.



Stephanie Wood

Stephanie is a features writer for Fairfax Media, who also writes a food column for our *Daily Life* website. She is a former deputy editor of *the(sydney)magazine*, and former editor of the *The Age Good Food Guide*. She spent four years with the *Wall Street Journal Asia* as the editor of the paper's weekend section.



Jane Cadzow

Jane is a feature writer for *Good Weekend*. She was awarded a Walkley Award for best magazine feature and was highly commended in the 2004 Graham Perkin Award for Australian Journalist of the Year.

Our Editorial Team



Amanda Hooton

Amanda has been a feature writer for *Good Weekend* for 13 years. In 2005 she was awarded a Walkley award for best coverage of sport for a feature article.



Tim Elliot

Tim is a senior feature writer for *Good Weekend*. A journalist for 22 years, Tim won a Best Feature Award at the National Magazine Awards and has written two books, including *The Bolivian Times*.



Jane Wheatley

Jane is a former deputy editor of *Good Weekend* and winner of an Australian Human Rights Award for Journalism. She went on to be an editor and feature writer for *The Times* in London and now contributes to *Good Weekend* from the UK and Europe perspective.



Mark Whittaker

Mark is a Walkley Award-winning feature writer and author of a number of non-fiction books, covering topics from Australian place names to bravery award winners and serial killers.



Danny Katz

Danny is a newspaper columnist for *The Age* and *The Sydney Morning Herald*. He is also the author of the books *Spit the Dummy*, *Dork Geek Jew* and the *Little Lunch* series for children.

What's Inside



STARTERS

Danny Katz brings his sage advice to the dilemmas of 21st century life in Modern Guru; Jacqueline Maley defines and explains new things, terms and trends in Dictionary for the Modern World.



TWO OF US

One of the best loved and best-recognised columns in Australian media, Two of Us profiles a relationship between two Australians – brothers and sisters, husbands and wives, parents and children, and friends from countless walks of life.



WEEKENDER

Your guide on how to spend your weekend. From food, fashion, exercise trends, home wares of desire and dream destinations for your next weekend away. There's an app of the week, and The List – great things to buy that weekend, at every price point.



FOOD

Renowned chef Neil Perry interprets his signature style in relaxed, inspiring recipes full of fresh flavours. Neil provides tips on ingredients and techniques, as well as recommendations on wine that will match the food.



FASHION

Our guide to the latest looks takes a current catwalk trend and shows you the clothes available here that fit the trend. With our stylists' tips on how to pull the look together and a web wish that you can buy from your laptop or phone as you read the magazine.

Special Issues Calendar 2014



Issue Date	Special Issue	Booking Deadline	Material Deadline
August 30, 2014	Father's Day Gift Guide	August 8	12pm August 15
October 26, 2014	52 Weekends Away Issue	October 3	12pm October 17
December 6, 2014	Festive Issue	November 14	12pm November 28

For advertising enquires or more information, please contact:
Lauren McIntyre: 9282 1064 lauren.mcintyre@fairfaxmedia.com.au