



## Overview

Digital

# life & style

## Overview

The very best feature writing from across the Fairfax network meets a lively, brilliantly informed group of bloggers and guest contributors at *Life & Style*.

Fast-reacting news stories and trend-driven features sit alongside diet tips, relationship advice and top fashion scoops, with a focus on providing women with relevant, helpful, upbeat, thoughtful and balanced insights.

From the topics that deeply affect women to those that add light-hearted colour to the day, our loyal and established *Life & Style* has been a key section of the mastheads for over 6 years.

## Why Advertise\*

- *smh.com.au* – *Life & Style* is ranked **within the top 10** sites in the multi-category-family & lifestyles and has held this position YOY<sup>^</sup>.
- **63% (1 million)** of our audience have shopped online in the last 7 days; they're 35% more likely<sup>#</sup>.
- **63% (1 million)** have purchased clothes in the last 4 weeks; they're 15% more likely to have spent \$200+
- **59% (953,000)** of our audience undertake some form of exercise at least once a week; they're 23% more likely to undertake yoga or pilates<sup>#</sup>.
- **1-in-3 (531,000)** of our audience have renovated or redecorated their home in the last 3 months.

## Monthly Key Stats<sup>^</sup>:

Unduplicated UAs: 1,223,000

Page Views: 9,366,000



## Profile\*

**AGE** 25 – 49 yrs  
49%

**\$** Ave PI FT  
\$88k

**f** 27,999  
SMH/AGE Fans<sup>''</sup>

**GB** 89%

**METRO** 68%~

**t** 186,649  
SMH/AGE Fans<sup>''</sup>

## Advertising Contact Information

Alicia Melville (02) 8596 4071  
amelville@fairfaxmedia.com.au  
or Adcentre.com.au

## Deadlines

**Rich Media:** 5 days prior **eDM's:** 2 Weeks prior  
**Standard Media:** 3 days prior

Source: s<sup>^</sup>Nielsen, hybrid, July 2013. \*emma<sup>™</sup>, conducted by Ipsos MediaCT, all people 14+ for the period June 2013, Nielsen Online Ratings, all people 14+ for the period June 2013. Based on smh/age-life&style (channel) or bt/wt/ct sites (brand) L4W. `Audience reach from Twitter profile, '' Audience reach from Facebook profile. ~Refers to Sydney, Melbourne, Perth or Brisbane. # More likely when compared to the average Australian population.

life & style

# Our Editorial Team

The best lifestyle feature writers from across Fairfax sit alongside a vibrant group of contributors to bring the best of breaking lifestyle news, opinion and commentary from Australia and the world.



Simone Mitchell

Simone has been a journalist for 10 years, and has been lucky enough to indulge her passion for all the fun stuff (celebrity, fashion, beauty and entertainment). She helped launch *TheVine.com.au*, and went on to edit the entertainment section of *The Age* online. She was recently a staff writer on the *Daily Life* before taking on the role of National Editor for *Life&Style*.



Shelly Horton

Shelly appears on Channel Seven giving a female perspective on everything from national news to gossip and pop culture. For the past six years she's been Editor of the section "S" in the *Sun Herald* attending 1500 champagne soaked A-list events. Now she's found a new home as the Editor of *Life&Style* and also writes a weekly blog called Shell Shocked.



Katherine Feeney

Smart, passionately participatory and nakedly truthful, the CityKat blog with Katherine Feeney is where sex isn't taboo, it's a talking point. With a mind open to every modern love, seduction and relationships dilemma you care to confess, join Kat every week for one of the most explicitly enticing conversations on the web.

# Our Editorial Team



Andrew Hornery

Senior journalist Andrew Hornery is the man behind The Sydney Morning Herald's Private Sydney column, keeping tabs on everyone from socialites to social climbers. If they are worth knowing about, you can bet they are on the PS radar.



Jo Casamento

Jo's name is synonymous with Sydney's celebrity scene, where for five years she broke and covered hundreds of Sydney's most read stories. Her column was a must read for those inside and outside of the industry.



Sarah Berry

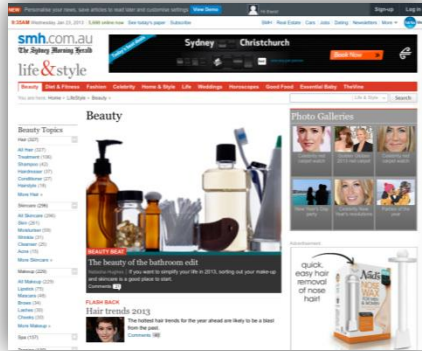
Sarah is a human guinea pig for all things health, wellness, life and love. Sarah has a masters degree in journalism and a background as a yoga teacher and features writer.



Paula Joye

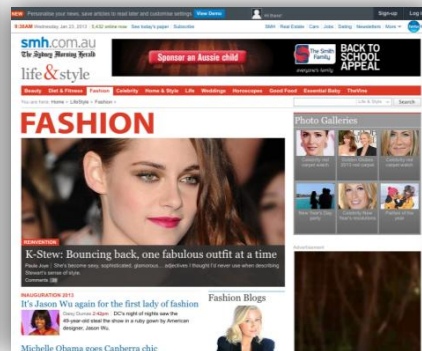
Paula is the Fashion Editor for Fairfax Media and writer of the Style Files in *Life & Style*. Paula has spent the last twenty years working in the fashion industry. The former editor of Cleo, Shop Til You Drop and Madison magazines she believes in the healing power of shoes and that leggings should never be worn as pants.

# Online Content



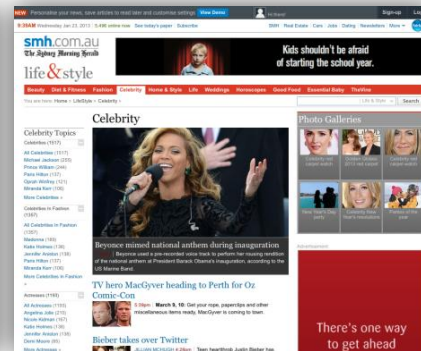
## Beauty

Whether testing a new product, looking at the latest hair trends or unpicking body image, *Life & Style* beauty delivers fresh, unbiased news and reviews from the world of make-up, skincare, hair care and body care. With access to a network of top industry insiders and practitioners, our beauty writers focus on the topics that mean the most to discerning women, away from the slick packaging and branded messages.



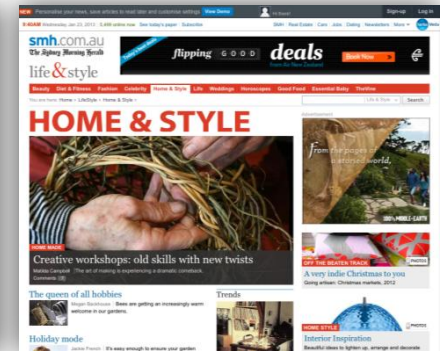
## Fashion

From the catwalks of Paris and Milan to the creativity of Melbourne's laneways, we meet the designers, models and fashion industry movers who really matter to Australians. Our fashion coverage is about finding the inside line on the hottest trends, looks and styles, uncovering the extraordinary visions behind some of our favourite fashion stalwarts and giving our readers the very best sartorial guides.



## Celebrity

Whether it's gossip from Rusty's latest film set or a wardrobe fail at one of Sydney's A-list parties, *Life & Style* stays on top of the very latest happenings from our favourite Aussie celebrities to the world's most influential glitterati. With Andrew Hornery, Shelly Horton and Jo Casamento not missing a beat, *Life & Style* delivers breaking news from around Australia, Tinseltown, London, New York and beyond.



## Home & Style

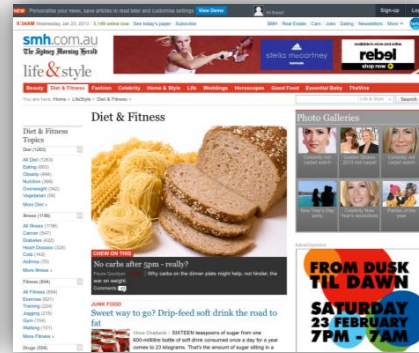
Our recently revamped home & style section brings you the best in beautiful living, delivering expert shopping advice, style manifestos and makeover tips for every home and garden. From wallet-friendly insights to sustainable retrofits, home and style is focused on the homemaker - never skimping on creative inspiration, practical how-to guides and artful touches to add light and life to any Australian home.

# Online Content



## Life

What do you do if a screaming child ruins your brunch? How can you boost spirituality in your hectic life? Where do you turn if your libido crumbles? We look at some of the more personal, but no less important, questions in life and write opinion, commentary and analysis that rarely judges, always informs and often rouses emotions and debate. With a panel of expert writers including sex therapists, psychologists, philosophers and medical professionals.



## Diet & Fitness

With its finger on the pulse of the latest trends and news in the world of diet and fitness, *Life & Style*'s hugely popular look at all things body beautiful and health related is firmly focused on the tried-and-tested approach. With the help of Paula Goodyer and Sarah Berry, we road-test diets, detox's and exercise regimes before judging and deliver in-depth, accessible analysis of the most up-to-date research in the world of wellbeing.



## Weddings

The cake, the church, the speeches, the DJ, the dress, the bridesmaids... with all the effort that it takes to organise a wedding, it's perhaps no surprise so many brides and grooms want to share their big day with a larger audience. Real couples, real photos and real interviews make our wedding section a favourite with readers who check in each week to see our picks of real-life nuptials as well as features for those planning - and dreaming of - the big day.