
The Sun-Herald
Sport



Overview

Sun-Herald Sport

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Printed in The *Sun-Herald*, Sport covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis. Great writing, breaking news and spectacular photography are the elements that make Sport one of the most popular sections of the paper. Sport expertly covers all sporting arenas from three football codes to cricket, soccer, horse racing and motor racing.

Why Advertise*

- Our readers spend on average of over **10 mins** reading *SH Sport* every Sunday^.
- Our readers are **85% more likely** to have attended a professional sports match or event within the last 3 months.
- **504,000 or 77%** of readers have done some form of exercise within the last 3 months (ix:125).
- **340,000 or 52%** of readers have consumed alcohol at least once a week (ix: 126).
- Our readers are **87% more likely** to have placed a bet at the TAB or online within the last 3 months.
- **179,000 or 1-in-4** readers intend to purchase a new or used vehicle within the next 2 years.

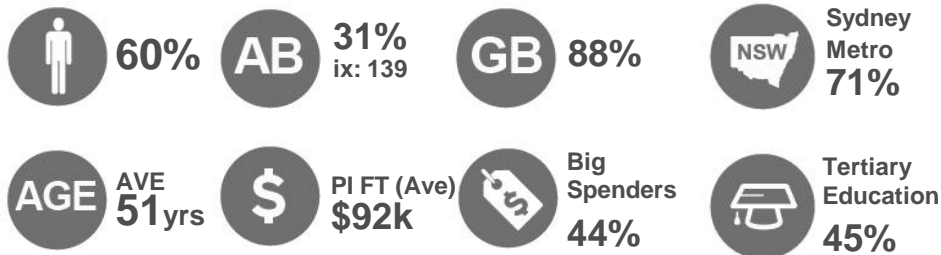
Readership*

Last 4 Weeks Net: 650,000*
Last Week: 398,000**



The Sun-Herald

Profile



Advertising Contact Information

NSW: Liam O'Meara 02 9282 4192
l.omeara@fairfaxmedia.com.au
VIC: Tyrell Russell 03 8667 2419
trussell@fairfaxmedia.com.au

Deadlines

Bookings Deadline: 2pm, Wednesday prior
Material Deadline: 12pm, Friday prior

Sources: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/ACT. *Read Sport in SH net L4W. **Read Sport in SH Net L4W vs SH LW.- GfK Bluemoon Readerscope Report, Mar 13. ix = index.

What's Inside

Comprehensive coverage of the world of sports, across the week. Sport provides award winning, commentary and information coupled with spectacular photography of every major sporting code.



Horse Racing

Our team review the major race meetings that took place around the country on Saturday with a particular focus on Sydney.



AFL

The AFL team proved a preview and review of all AFL matches across the weekend. They also provide commentary on the major issues in the game and pay particular attention to the Sydney Swans and Greater Western Sydney.



Rugby

Our award winning Rugby Union writers provide in-depth previews and reviews of every Super Rugby game. They also provide commentary on the big issues surrounding the game.



Golf

We pay particular attention to how Australian golfers are performing on the world stage as well as providing scores from international tournaments. The coverage beefs up over the Australian Summer of Golf.

What's Inside



The Form

Provides all the fields and tips for the major NSW race meetings each Sunday.



Motorsport

We follow all rounds of the V8 Supercars as well as the Formula 1 Grand Prix.



Cricket

Provides analysis of the Australian Cricket team whether they are playing in Australia or overseas. We also cover the scores from international matches.



Athletics

Coverage of all the athletics action from around Australia and around the world. Analysis is extended during the Australian Athletics Tour and World Championships.



League

Our class leading editorial team provide previews, reviews and opinion pieces on all the NRL action every Sunday.