

sport

The Sydney Morning Herald



Overview

Sport

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The Sydney Morning Herald Sport print products consistently deliver comprehensive coverage of every sporting code from rugby league to Australian Rules, from volleyball to basketball and from triathlons to Formula 1 - all accompanied by award-winning commentary and spectacular photography. Readers rely on *The Sydney Morning Herald* for unbiased reporting from a team of sports journalists acknowledged as the finest in Australia

Why Advertise*

- Our readers spend on average of over **9 minutes** reading *SMH Sports Day* and **13 minutes** reading *SMH Weekend Sport*^
- Our readers are **78%** more likely to have attended a professional sports game within the last 3 months
- **227,000** or **31%** of our readers have played a sports game within the last 3 months (ix:133)
- **395,000** or **54%** of our readers have consumed an alcoholic beverage within the last week; of which 186,000 or 47% of readers have consumed beer (ix: 121)
- **195,000** or **1-in-4** readers intend to purchase a car within the next 2 years
- Our readers are **39%** more likely to have used a TAB, bookmaker or the internet to place a bet within the last 3 months#

Readership:

Last 4 Weeks Net: 735,000*

Last Week: 618,000**



The Sydney Morning Herald

Profile*



64%



35%
ix: 157



85%



Syd Metro
75%



Ave
49 yrs



Ave PI FT
\$92k



Big Spenders
40%



Tertiary Education
52%

Deadlines

Weekend Sport Bookings: 2pm, Wednesday prior
Weekend Sport Material: 12pm, Friday prior
Sports Day Bookings: 2pm, two working days prior
Sports Day Material: 12pm, one working day prior

Advertising Contact Information

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Sources: *emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending Jun 2013. *Read SportsDay or Weekend Sport in SMH net L4W. **Read SportsDay or Weekend Sport in SMH Net L4W vs DT Sport LW. ^GfK Bluemorn Readerscope Report, June 2013. #More likely than the average NSW population. ix=Index.

What's Inside Sports Day



Cycling
Majority of Cycling content is centred around Tour De France and the Tour Down Under which takes place in South Australia during January.



League
Throughout the week we provide the best insights into the issues that are facing Rugby League and on Thursday we name all the teams, give tips and run previews for the weekends matches.



Football (A-League)
We preview all the A-League matches that are taking place over the weekend as well as commentary on the major Soccer leagues from around the world.



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

What's Inside Sports Day



Basketball

Content is focused on previewing the upcoming round of the NBL basketball competition as well as covering any major stories from the NBA.



Horse Riding

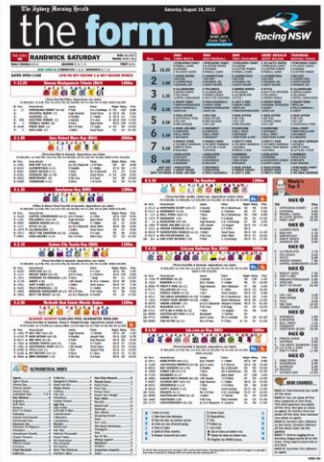
On Thursday and Friday we provide previews of the weekends racing. Coverage increases during the Autumn Carnival in Sydney and Spring Carnival in Melbourne.



Golf

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

What's Inside Weekend Sport



The Form
Every Saturday we produce an 8 page Form guide lift-out which provides fields, analysis and tips for the major race meetings around the country.



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.



Boxing
Our content for Boxing is limited. We will run stories when there is a major bout in Australia or an Australian is boxing overseas.



Tennis
We focus our tennis coverage on the major tournaments being the Australian Open, French Open, Wimbledon and the US Open.

What's Inside Weekend Sport



League

Throughout the week we provide the best insights into the issues that are facing Rugby League and on Thursday we name all the teams, give tips and run previews for the weekends matches.



Football (A-League)

We preview all the A-League matches that are taking place over the weekend as well as commentary on the major Soccer leagues from around the world.



Horse Racing

On Saturday our experts provide previews of Saturday racing. Coverage increases during the Autumn Carnival in Sydney and Spring Carnival in Melbourne



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.