
spectrum



Overview

Spectrum

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Spectrum captures the cultural life of Sydney & Melbourne with a thought-provoking and entertaining mix of stories and reviews on film, music, books, performing and visual arts, television, food and design.

Why Advertise*

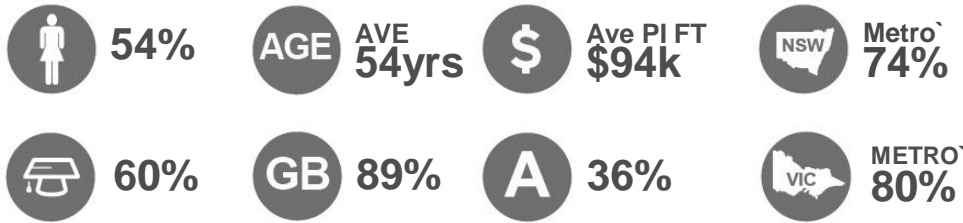
- **727,000** or **75%** of readers have read a book in the last 4 weeks, making them 24% more likely #.
- **623,000** or **64%** of readers have been to an art gallery, ballet, opera, music or live theatre show in the last 3 months, making them 61% more likely #.
- Our readers are frequent diners, with **279,000** or **1-in-4** going to a licensed restaurant at least once a fortnight.
- **299,000** or **1-in-3** readers have purchased furniture or home ware items in the last 4 weeks ;they're 22% more likely to have spent \$300+ #.
- **657,000** or **68%** of readers disagree their weekend are filled with nothing but chores.
- **624,000** or **64%** of readers agree they feel confident about their financial situation.

Key Stats

Readership*

National Readership	974,000	(Ave Issue Read: *
NSW Spectrum Readership	538,000	(Ave issue read)
VIC Spectrum Readership	435,000	(Ave issue read)

Profile*



Advertising Contact Information

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Adcentre.com.au

Deadlines

Booking: 12pm, Wed prior | Material: 5pm, Wed prior



The Sydney Morning Herald
THE  AGE

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Dec 2013. Base: NSW/ACT/VIC. Read SMH/Age Sat – Spectrum/Life&Style L4W Ave. #More likely when compared to the average NSW/ACT/VIC Population.

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What's Inside

The cover of the Visual Arts section of Spectrum magazine features a large photograph of John McDonald. The main headline reads "Reflections of a genius" with a sub-headline "A biographical exhibition of a master's work backs the trend for historic crowd-pullers". Other smaller headlines include "The artist's life" and "The artist's work".

Culture

Visual Arts + Film + Music + Theatre

A must-read every weekend, with the latest in film, music, performing arts and visual arts. From in-depth interviews to behind-the-scenes stories, written by some of the country's best entertainment writers.

The cover of the Food section of Spectrum magazine features a large photograph of a burger. The main headline reads "Breakfast Shifting sands" with a sub-headline "The best of breakfasts makes the perfect brunch". Other smaller headlines include "Lunch" and "Dinner".

Life

Weekend Guide + Beyond

The most comprehensive and accurate guide to what's on that weekend and beyond, with tailored content for readers in Sydney and Melbourne. Includes the weekend planners, plus food, recipes, home, style, shopping and fashion.

The cover of the Books Review section of Spectrum magazine features a large photograph of a man playing a guitar. The main headline reads "A superstar in any language" with a sub-headline "REVIEW BY MICHAEL DENTON". Other smaller headlines include "The resistance man" and "A wrong turn at the office".

Books

Interviews + Reviews + Puzzles + TV Guide

Interviews, reviews and columnists covering a range of popular genres including fiction, crime, memoir and children's books, as well as the top 10 bestsellers.

Editorial Team - SMH

Spectrum is NSW's most trusted and comprehensive guide to culture, life and books. *Spectrum* provides the latest arts and entertainment news and reviews, including the 'what's on' guide to plan your weekend.



Louise Schwartzkoff

Louise has written extensively about the arts, entertainment and lifestyle, and worked as a television and restaurant reviewer. As *Spectrum* editor, she spends Monday to Friday curating a mix of compelling and entertaining reviews and stories about the people, events and issues in the arts.



John McDonald

Australia's best known and most respected art critic, John McDonald began writing for the *Herald* in 1983 and has been senior critic on three separate occasions. He covers art events in Australia and overseas, and his provocative opinions are widely discussed among artists, art dealers, curators and gallery directors.



Susan Wyndham

Spectrum's literary editor and Undercover columnist, Susan Wyndham, may be the best-read person at the *Herald*. As well as commissioning reviews, interviewing authors and writing about the publishing industry, she reviews books on ABC radio, judges awards, hosts literary events and is the author of *Life In His Hands*.

Editorial Team – The Age

The Spectrum editorial team for The Age are dedicated to bringing you the latest news and lifestyle trends.



Lindy Percival

Lindy has been a writer and editor for the past 25 years, specialising in the arts, and with a particular focus on the visual arts and architecture. She has studied literature, philosophy and creative writing and was nominated for a Walkley award in 2005.



Kerrie O'Brien

Kerrie has been a writer and editor for the past 20 years, the past 10 years with Fairfax. She has written about architecture and design, travel, food, business and the arts.



Jason Steger

Jason is literary editor of the Age. He has an honours degree in English and American Literature. He has been a regular panellist on ABC TV's The Book Club since it started (as The First Tuesday Book Club) in 2006.



Andrew Stephens

Andrew Stephens is a Fairfax senior writer, with a focus on the arts. His roles at Fairfax since 1987 have included reporting on social and consumer affairs, and he was chief sub-editor of The Sunday Age from 1999 to 2005. He holds a degree in fine art (VCA) and a postgraduate diploma in art history.

Contributors



Richard Glover

Richard Glover writes about chin plants, eroticised housework and the strange jog people do when sneaking their rubbish into a neighbour's bin. He'll also describe how Jane Austen can help you escape a punch-up on the bus. When not being funny in the pages of *Spectrum*, Richard is busy on radio on ABC 702



Sandra Hall

A film critic for *Spectrum* and the *Herald's* arts page, Sandra Hall is also a past winner of the Pascall Prize for critical writing. She has written two novels, a history of Australian television and a biography of Ezra Norton, one of Australia's pioneers in the dark art of tabloid journalism.



Paul Byrnes

Paul Byrnes has been a film critic for the *Herald* for 20 years. He was director of the Sydney Film Festival for 10 years, and is also a curator and freelance film programmer. In 2007, he was awarded the Pascall Prize for critical writing, the highest award in the Australian media for critics in any genre.



Ruth Ritchie

Ruth Ritchie has reviewed the week in television for *Spectrum* for the last 14 years. This job has rendered her a tragic shut-in, but a highly prized member of trivia teams. Although possibly unprofessional, Ritchie prides herself on never having watched either *The Bill* or *The Footy Show* (both codes). Even TV critics have standards.