

Entertainment



Overview

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Watch the latest movie trailers, recap last night's television programming or read about the next big musical, in our *Entertainment* section across all five mastheads online.

Through our quality reviews that cover movies, television, music, arts, stage and books, we provide a platform for advertisers to engage with our broad *Entertainment* audience.

Why advertise*

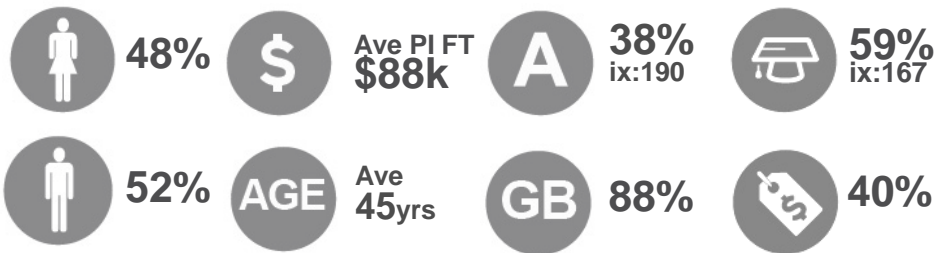
- *SMH/AGE Entertainment* audience spend an average of **16 minutes per person** on our sites each month~.
- **1-in-3 (527,000)** of our audience have attended a live entertainment show ^^ within the last 3 month; they're 20% more likely#.
- **57% (941,000)** of our audience have been to the movies within the last 3 months, with **1-in-4 (414,000)** attending at least once a month.
- **1-in-3 (530,000)** of our audience have visited an art gallery or exhibition within the last 3 months; they're 35% more likely#.
- **74% (1.2 million)** of our audience have read entertainment information online in the last 7 days; they're 37% more likely#.

Key Monthly Stats~

Unduplicated UAs: 1,617,000

Total Page Views: 11,733,000

Profile*



THE AGE
 The Sydney Morning Herald
 brisbanetimes.com.au
 WAtoday.com.au The Canberra Times

Advertising Contact Information

Toby Wiseman 02 9282 1865 twiseman@fairfaxmedia.com.au
 Yazmin Lucas 02 9282 3535 ylucas@fairfaxmedia.com.au
 Or adcentre.com.au

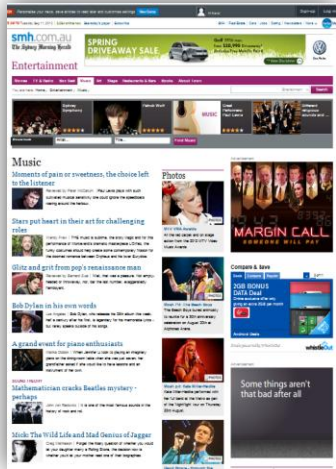
Booking and Material Deadlines

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

Source: ~Nielsen, Hybrid, July 2013. ^Fairfax Entertainment = smh-ent, theage-ent, canberratimes-ent, brisbanetimes-ent & watoday-ent. *emma™, conducted by Ipsos MediaCT, people 14+ for the period ending June 13, Nielsen Online Ratings, people 14+ for the period June 2013. # When compared to the average Australian population. ^^Live entertainment refers to live theatre, ballet/opera/classical performance or rock/pop/jazz concert.

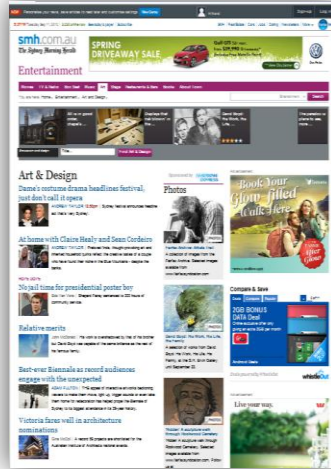
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Online Content



Music

The Music section spans a wide array of genres, from pop and rock to classical and jazz. It's where you will find our critics' reviews of concerts, critiques of new albums and exclusive video performances by major acts.



Art & Design

Art & Design is the one destination across all online publishers (not just Fairfax) that offers localised news and reviews on Australia's art and design community. This section attracts an audience with a specific interest in this world, who are vocal and active consumers.



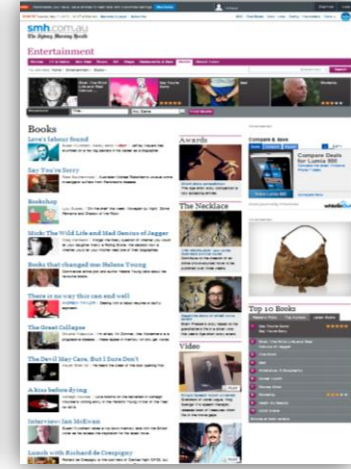
Stage

The Stage section is the place to keep abreast of live entertainment, including comedy, dance, opera, theatre and musicals. Complementing the stories by our stage experts are extensive photo galleries and videos.



Movies

The Movies section caters to occasional movie-goers through to film buffs. It includes movie news, latest trailers, actor profiles and director interviews from our team of film experts. There are also blogs dedicated to the world of film, including the popular "Get Flick'd", a week in review by Giles Hardie.



Books

The Books section features the latest news in publishing, both in Australia and overseas. It is packed with ideas of which books to read, with reviews of light reading to more serious tomes.

Editorial Team

Fairfax Media's Entertainment team comprises about 40 editors and journalists across Sydney, Melbourne and Canberra. They are passionate about arts and entertainment, and work together to deliver the best coverage in the country. The Entertainment team is led by Monique Farmer.



Monique Farmer

Monique's new role as National Entertainment Editor combines her passion for entertainment and the arts with her skills for leading a team and creating quality content. Monique Farmer has worked as a journalist and editor in a range of senior roles for *Fairfax Media* in Australia and New Zealand for more than 20 years.



Giles Hardie

A former television and film industry professional, Giles Hardie is the Entertainment Editor for *The Sydney Morning Herald* online as well as a film critic for *Fairfax* mastheads and a number of radio and television programs across Australia.



Natalie Hambly

A journalist and editor with more than 12 years experience, Natalie joined *Fairfax* in 2007 and has worked across news, technology and entertainment. Passionate about all things film, television and pop culture, Natalie is the entertainment editor for *The Sydney Morning Herald* online.



Matthew Burgess

Matthew Burgess joined *Fairfax* in 2007 and has worked as a journalist and sub-editor. He is currently Entertainment Editor for *The Age* online. Matthew has more than 10 years of industry experience and has a keen interest in film, TV, music and art.