

Executive Style



Overview

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Whether it's how to deal with competition in the boardroom, the best place to practise your golf swing or the low down on the hottest restaurant in town.

Executive Style is published on Fridays in *BusinessDay* in *The Sydney Morning Herald* and *The Age* and appears across all the digital masthead platforms – SMH, The Age, Canberra Times, Brisbane Times and WA Today.

Why Advertise*

- Our audience are **2.2 times** more likely than average to earn \$130k+
- Our audience are **45% more likely** to say they fly first or business class than the average
- **99,000** of our audience have been to a racetrack in the past 3 months and are **27% more likely** to have done so.
- **Over 40%** more likely to have been to a professional sports event

Key Stats – Monthly Audience:

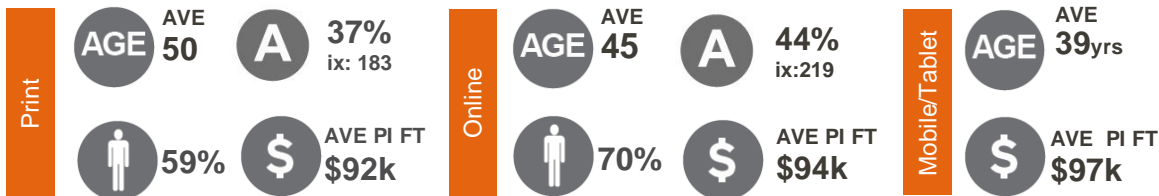
- Online UA: 236,000^
- Print (SMH/Age Business M-S L4W): 1.6m*
- Mobile/Tablet (SMH/Age L4W): 1.7m



The Sydney Morning Herald

THE AGE WA today
brisanetimes.com.au The Canberra Times

Profile*



Advertising Contact Information

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Adcentre.com.au

Deadlines

Online Material / Booking: 2 days prior
Print Bookings: 12pm, 2 days prior
Print Cancellation: 10am, 3 days prior
Print Material: 3pm, 1 day prior

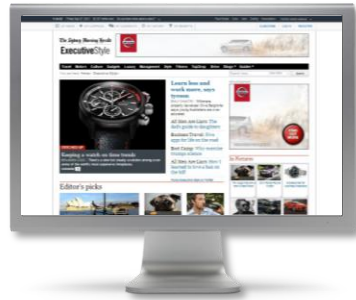
Platforms



Print

ExecutiveStyle runs every Friday within *Business Day* in *The Sydney Morning Herald* reaching 1.6m* readers each month.

Features regular columns on health and fitness, culture, fashion, travel, technology and business, *ExecutiveStyle* is the urban bible.



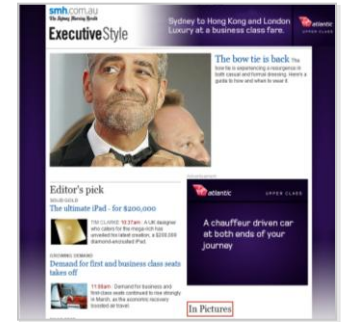
Online

The *ExecutiveStyle* web page is content rich with articles, videos and blogs. Reaching a large audience, the site has a UA of 236,000^ each month and 1.4m page views.



Mobile devices

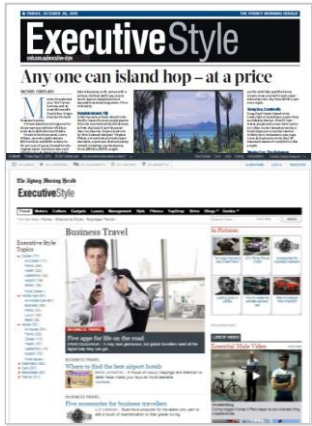
Over one third of *ExecutiveStyle* visitors (37%^{^^}) access it on-the-go via a mobile device.



Email

18,523 *ExecutiveStyle* emails are sent every Tuesday and Friday to our highly engaged subscriber audience, of which the majority have a salary of over \$70k+.

Content



Travel

Keeping you up-to-date with the latest on business travel – what to see, where to go and how to get there.



Motors

Featuring the latest news & reviews on luxury cars, *ExecutiveStyle* Motors focuses on prestige cars including European cars, classic cars, convertibles and more.



Culture

Get the latest on premium wines & fine dining, as well as interviews with celebrities, movie reviews and more.



Gadgets

The latest gadget news & reviews for executives. Includes Apple iPhones, Blackberries, home theatre systems, digital cameras and more.



Luxury

Covering all things luxury – from the watch you wear to the holidays you go on. *ExecutiveStyle* Luxury showcases the most luxurious products and experiences.

Editorial Team

ExecutiveStyle reflects the lifestyle of successful professionals.



Steve Colquhoun

Steve Colquhoun is editor of Executive Style. Prior to this role in mid 2012, he was a print and online reporter for Drive writing news, features and video to print editions.



Sam de Brito

Sam de Brito is a regular blogger commenting on the business of being a bloke. Outside of Executive Style he has spent more than a decade writing for TV, film and newspapers. His published books include "No Tattoos Before You're Thirty", "No Sex With Your Ex", "The Lost Boys" and "Hello Darkness".



Michael Jarosky

Michael Jarosky is a regular blogger for health and fitness. A (former) chubby strategy consultant from the US, he now works as a personal trainer in Sydney CBD and is the author of 40 Days as a City Caveman.

Fairfax Business Network



ExecutiveStyle is part of the Fairfax Business Network; a collection of Australia's most trusted business and personal finance brands.

Reaching **4.07 million*** ambitious and financially astute individuals each month, the Fairfax Media Business Network attracts diverse, engaged and highly sought-after audience segments.

FINANCIAL REVIEW

 THE AUSTRALIAN Financial Review Magazine

BOSS
FINANCIAL REVIEW

BusinessDay

Asset
FINANCIAL REVIEW

ExecutiveStyle



itpro

MySmallBusiness



smartinvestor

BRW.

moneymanager.com.au

Trading Room

 **InvestSMART**
Your Move

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, People 14+ only. Financial Review / Australian Financial Review [Brand] (Print & Comp/Tab/Mob Net) (L4W), BusinessDay in Sydney Morning Herald (M-F Net), Money (Wed) in Sydney Morning Herald (M-F L4W Net), Weekend Business in Sydney Morning Herald (Sat L4W Net), Money in Sun-Herald (L4W Net), BusinessDay in The Age (M-F Net), Money (Wed) in The Age (M-F L4W Net), BusinessDay in The Age (Sat L4W Net), ASX - Australian Stock Exchange [Brand], smh.com.au - Business [Channel], The Age - Business [Channel], The Age - ExecutiveStyle [Channel], smh.com.au - ExecutiveStyle [Channel], AFR Boss, AFR Magazine, Smart Investor



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