

THE  AGE

green guide



Overview

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Green Guide is in *The Age* every Thursday.

First published in 1949 as *The Age Radio Guide* and then expand into *The Age Radio and Television Guide* in 1956. The *Green Guide* remains a favourite with *The Age* readers who hold it in high regard for commentary, analysis and review of current and forth-coming television programs, as well as the reviews of CDs, DVDs, computer games and software.

Why Advertise*

- **Over 1 in 5** of Vic's Big Spenders have read the Green Guide in the last 4 weeks.
- Our readers are **50% more likely** to have been to a live theatre show within the last 3 months compared to the average Vic population.
- **414,000** readers have been to an art gallery, museum or exhibition within the last 3 months (ix:160 v Vic Pop'n)
- **Over 0.5m** readers that think it is important to keep up to date with the latest gadgets.
- 26% more likely than the average Vic to have attended a short course/seminar (not for work) in the last month.

Key Stats

Readership:

977,000 net Last 4 Weeks

(507,000 based on Green Guide L4W v The Age Thu)



Profile



53%



AGE AVE
47.6



PI FT (avg.)
\$81k



Major Metro
83%



47%



GB 85%



A 31%
ix:151 (vs
Vic)



Degree
34%

Advertising Contact Information

Call (03)8667 2000 or visit Adcentre.com.au

Deadlines

Bookings Deadline: Noon, Thursday prior

Material Deadline: Noon, Tuesday prior

What's Inside



Hindsight is a pointed, analytical look at the most talked about television event of the week, delivered with a sense of humour.



Cover Story is our in-depth look each week at a high-profile celebrity or a high-profile TV show about to hit the airwaves.



Reality TV gives readers insight into the latest fad on air TV and focuses on a particular show each time.



Livewire is a contemporary sound and vision entertainment section. Both technical and non-technical readers alike turn to *Livewire* for its authoritative voice on consumer technology.



Preview offers readers insight into the upcoming programs on both free to air and pay view.

Our Editorial Team

Contributors of Green Guide are passionate about delivering readers with information on the must-know programs that air on Australian TV.



Andrew Murfett

Andrew is the editor of the *Green Guide*, ensuring robust coverage of television trends, interviews, and reviews of upcoming television and radio programs and video releases.



Paul Kalina

Paul is a writer for *Green Guide*, specialising in film, arts and television. He not only writes features, interviews, profiles and film reviews for *Green Guide* but also covers arts and local filmmaking.