

The Sydney Morning Herald

THE GUIDE TV Liftout

The Sun-Herald



Covering TV across the week

The Guide

Overview

Every Monday with *The Sydney Morning Herald*

In industry circles, *The Guide* is seen as an essential source of breaking news, criticism and opinion. The key writers, Michael Idato (TV) and Doug Anderson (film), have many years of experience and have cultivated devoted followings. *The Guide* has a reputation for intelligent, independent television and radio criticism and its loyal following makes Monday one of *The Sydney Morning Herald's* most popular weekday editions.

Why Advertise*

- *The Guide* has the **highest influence on purchase** of the weekday newspaper~
- Reaches an engaged audience with our readers spending an average of **11 minutes** reading this section each week~
- **364,000** or **44%** of readers have been to a live theatre, music, opera or ballet performance in the last 3 months, making them 53% more likely#.
- **356,000** or **2-in-5** readers have been to an art gallery, exhibition or museum within the last 3 months, making them 69% more likely#.
- **136,000** or **1-in-5** readers intend to purchase a TV, DVD player, gaming console or home theatre system in the next 12 months.
- **451,000** or **55%** of readers think it's important to keep up to date with the latest gadgets.

Key Stats

Readership

Last 4 weeks Net: 824,000*

Last Week: 366,000**



Profile*



54%



Ave PI FT
\$90k



34%
ix:155



METRO
77%



Ave
50yrs



87%



57%

Advertising Contact Information

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Deadlines

Bookings Deadline: 3pm, Mon prior

Material Deadline: 3pm, Thur prior

Sources: *emma™, conducted by Ipsos MediaCT, people 14+ for the year ending Jun 2013. Base: NSW/ACT. Read The Guide in SMH M-F net L4W. **The Guide M-F net L4W vs SMH Monday LW. ~Gfk Bluemoon Readerscope SMH Report - Mar 2012. #When compared to the average NSW/ACT population. ix = index

The Sydney Morning Herald

THE GUIDE
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The Guide: What's Inside



Livewire

A contemporary sound and vision entertainment section, both technical and non-technical readers alike turn to for its authoritative voice on consumer technology.



TV News & Gossip

Features the latest TV news and gossip, Michael Idato's opinion piece, a wrap up of the previous week's ratings for free-to-air and pay TV and four of the best TV-related tweets of the past week.



Cover Story

Each week one of our writers will examine in depth a new show or an important industry trend or issue.



Q&A

Each issue features a question & answer session with an actor, writer or producer involved in a new or popular show.



Ask Doug

In this popular and long-running column Doug Anderson answers readers questions and helps readers get their hands on old and rare movies and shows.

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TV Liftout

Overview

Every Sunday in *The Sun Herald*

Provides readers with everything they need to plan a week's viewing: our picks for Show of the Week, plus previews of free-to-air and pay TV as well as DVD reviews and a round-up of sport on TV.

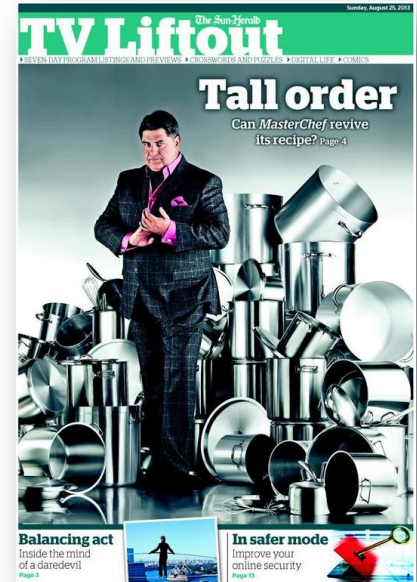
A *Digital Life* spread also covers the latest in games, gadgets, apps and trends in consumer technology, plus we have two pages of puzzles.

Why Advertise*

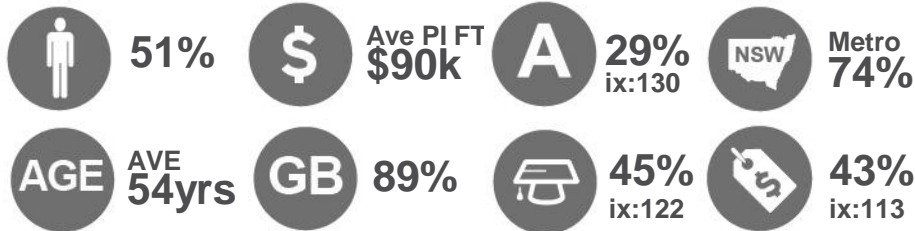
- **35%** of *The Sun-Herald* audience read *TV Liftout* each week~.
- Readers spend an average of **9 minutes** reading *TV Liftout* each week~.
- *TV Liftout* is the **most influential** section driving purchase of the Sunday paper~
- **413,000** or **46%** of masthead readers^ have purchased electrical or IT products in the last 4 weeks.
- **275,000** or **1-in-3** masthead readers^ have renovated or redecorated their home in the last 3 months.
- **488,000** or **54%** of masthead readers^ think it's important to keep up to date with the latest gadgets.

Key Stats*

Readership AIR (The Sun-Herald)^: 906,000



Profile*



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TV Liftout: What's Inside



Previews

An easy-to-use destination double page spread, giving readers recommendations around what to watch in the next seven days. Includes a newsy bite from David Dale looking at the ratings and also the pick of sport on free-to-air and Pay TV, DVD reviews and a Show of the Week review.



Square Eye

In the *Square Eye* column, hugely experienced entertainment writer Christine Sams, looks at hot upcoming shows, including cast interviews but also her observations on new shows and trends in television.



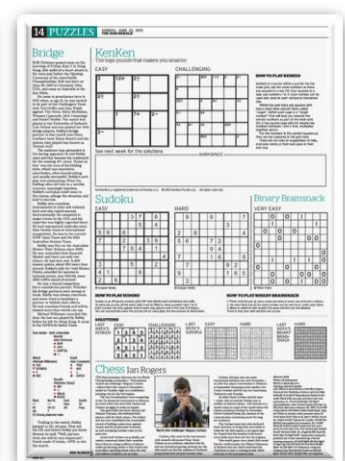
TV Preview

Daily TV previews listings pages



Digital Life

Digital Life features a broad selection of stories for anyone interested in evolving consumer technologies; a weekly comparison of two new products; a new release game review; a guide to the best smartphone apps and a short opinion piece from our *Digital Life* editor Lia Timson



Games and Puzzles

A great assortment of games and puzzles which our readers find engaging.