

The Sydney Morning Herald

THE GUIDE

Overview



The Guide

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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*

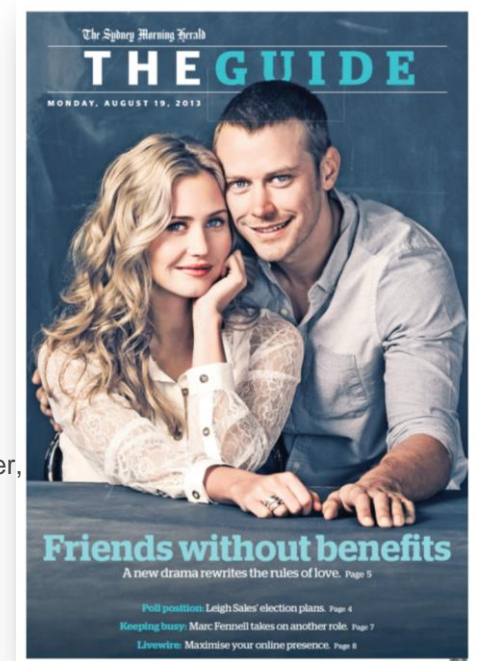
- *The Guide* has the **highest influence** on purchase of the weekday newspaper~
- Reaches an engaged audience with our readers spending an average of **11 minutes** reading this section each week~
- **364,000** or **44%** of readers have been to a live theatre, music, opera or ballet performance in 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.

THEGUIDE

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.

Our Editorial Team

The Guide exists to celebrate television in its infinite variety. Our writers genuinely love television and take their role as critics seriously. It is why we are the most respected critical voice in the country.



Scott Ellis

Scott has been reviewing, making and writing about television for 25 years through multiple newspapers, magazines, radio and television networks. Our National Television Editor is a former judge for The Logies and panelist at The ProMax Awards. Scott regularly travels the world to visit television studios and interview the stars. Scott



Greg Hassall

Greg has worked on *The Guide* for 13 years, eight of them as editor. He has been a television reviewer for *The Sydney Morning Herald* for 14 years. He believes that the most important qualification as a TV critic is a love of TV and that there should be no such thing as a guilty pleasure.



Michael Idato

Michael has worked previously at The Daily Telegraph, and at The Sunday Telegraph between 1995 and 1999 as a writer and columnist. Between 1992 and 1996 he was also the film critic for Australian Penthouse Magazine. He joined The Sydney Morning Herald in 2000.



Doug Anderson

Doug has been writing for *The Guide* since it launched 30 years ago. He is one of the Herald's most-loved contributors, with a unique and irreverent take on the world.