
THE
SATURDAY PAPER

LAUNCH MEDIA KIT

**“A GOOD
STORY HAS
EITHER THE
FIRST WORD
OR THE LAST
WORD. THIS
NEWSPAPER
WILL HAVE
BOTH.”**

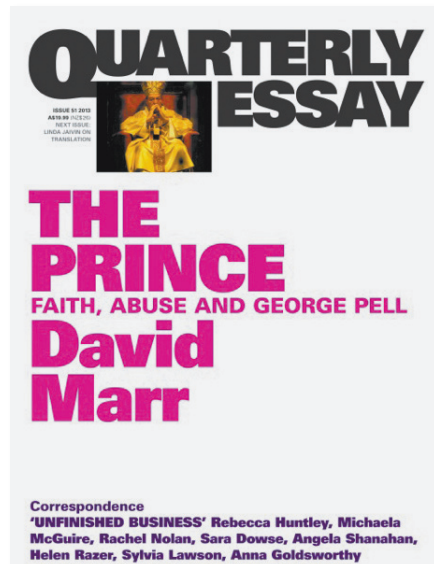
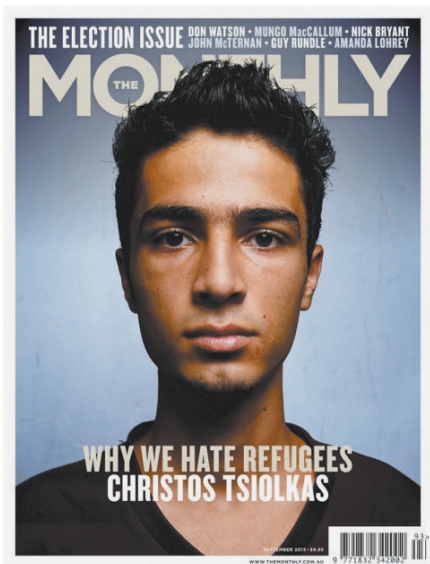
– Morry Schwartz, publisher

**“MORRY
SCHWARTZ’S
VISION HAS
BECOME AN
INSTITUTION
AND A
TRADITION.”**

– The Guardian

The Saturday Paper is publisher Morry Schwartz's first weekly venture. It joins other Schwartz titles including the *Monthly*, the country's leading current affairs magazine, and the agenda-setting *Quarterly Essay*. In a career spanning 40 years, Schwartz has built a reputation for publishing the highest quality journalism in the country. The *Monthly* has

twice won the Current Affairs, Business & Finance category at the Australian Magazine Awards. Alongside the *Quarterly Essay*, it has published a suite of Walkley Award-winning pieces. *The Saturday Paper* will do what readers have been asking for: provide more of this award-winning content, more often.



The Saturday Paper is a new way of doing news. We are a brave voice aimed at the most significant day in the newspaper cycle. The Saturday Paper is about finding the best people to work in the most innovative ways. We believe newspapers are not dead, they just stopped doing their job well.

We do what other newspapers can't: serious features, independent commentary, innovative lifestyle content. We use top writers to produce definitive accounts of the week's most important stories. We don't do

traffic accidents or cats up trees. We do sophisticated news for sophisticated readers. We look unlike any other paper. Everything about the newspaper has been envisaged to make it a luxury product, from its marquee contributors to its premium sustainable paper and crisp designs by Studio Round.

The Saturday Paper is about providing deeper engagement with a kind of reader that cannot be reached anywhere else. We are a weekly newspaper concise enough to be read on Saturday morning, but with content that will last all

week. Each issue is a statement of who our readers are.

In addition to the paper, we offer a fully responsive website and app – as well as a weekly eDM that aggregates key news from The Saturday Paper and other leading sources.

THE SATURDAY PAPER

SEPTEMBER 8 - 14, 2013

THE SATURDAY PAPER.COM.AU

\$3.00

ABBOTT'S GIFT

David Smyth looks inside his mind



8 HONEY WARS

Anna Holly on how major chains are destroying an industry

12

JANE BIRKIN

The actress tells about life after Serge



The Last Tycoon

The king of scandal is now his own headline: divorced, implicated in a love triangle, skirting criminal charges. James Rich reports.



It was the kind of weather where it felt dangerous to be wearing pants. A shock heatwave was pushing Bangkok's daily maximums towards the 40°C mark, and over in Siam, the city's main shopping district, anti-government protests were brewing again - the same ones that would spill over into carnage in a matter of weeks. But right now, it was hard to imagine anyone getting too violent. It was too hot to move, let alone fight. In the early morning, the air was already thick and warm like bathwater. By midday it was scorching. You could feel your skin singe when you stepped outdoors.

Earlier in the day, I'd phoned a woman named Kuan Lek who'd given me directions to meet her and her entourage at a place called the Si-Yak Bang-Na intersection. On my walk over, the scorching heat to fantasise about stripping out of my clothes to parade in the streets naked, sweating and screaming with my face melting off. But as much as it was horrible weather to walk around in, I was also concerned about how the heat would affect the busload of 28 glamorous young women Kuan Lek had organised for me to meet. I was particularly worried about what it'd do to their meticulously applied make-up and hair extensions. I hoped they'd brought tissues.

By the time I got there, I was sweating freely and had soaked right through my shirt. The "intersection" wasn't really an intersection at all, but a fat island of sticky dirt and gravel, an ugly patch of rubble in the middle of one of Bangkok's busiest traffic zones. Above and around us, cars, motorcycles, scooters and buses wove their way through a multi-level concrete braid of bypasses and turnpikes. Everything was loud and smelted of mould and exhaust fumes. It didn't exactly scream "glamour" to me.

In the middle of it all was a large chartered coach, parked with the engine still running. Unlike the city's regular ramshackle public buses, this coach was massive and sleek, an air-conditioned Greyhound beast with tinted, polished exteriors. It was inside that Kuan Lek said she'd be waiting for me, along with the finalists for Miss Tiffany's Universe, one of Thailand's most renowned beauty pageants.

Outside, a small crew of TV camera operators from the Thai broadcaster VTB milled about alongside publicists and photographers, gossiping and smoking cigarettes, all waiting for something to happen. Because I'd only just spoken to Kuan Lek on the phone, I thought I'd pop my head inside the coach to introduce myself. Before anyone could stop me, I climbed up the stairs and let the coach's sweet air-conditioning caress me. This was a mistake.

A motherly-looking Thai woman with a bob haircut spun around, blocking my view of the girls behind her. "Oh, Benjamin!" Kuan Lek said, looking stunned. "Please wait outside! Girls are still doing make-up outside! She's still doing make-up and hair!" She smiled, but the frantic waving of her hands told me she wanted me out of there, right now.

"Oh!" I said. "Sorry." I hadn't seen a thing, but her reaction made me feel as though I'd caught them naked. Embarrassed, I stepped back onto the dirt as the coach's doors closed behind me. It had rained the night before, and the mud steamed up and stank ped back onto the dirt as the coach's doors closed behind me. It had rained the night before, and the mud steamed up and stank ped back onto the dirt as the coach's doors closed behind me.

doors closed behind me. It had rained the night before, and the mud steamed up and stank beneath my shoes like a hot turd. I sheepishly smiled to the television crew and staffers, who were all still smoking cigarettes. Some lifted their chin in cool acknowledgement, before turning back to talking in Thai. Because I had no one to talk to, I tried spying on the contestants through the coach's tinted windows. With all of them sitting in the parked bus like that, they reminded me of private high school girls on an excursion, or a travelling show choir going to an estedford. Even through the darkened windows, I could make out one girl touching every single strand of hair in her fringe, arranging it meticulously with the back of her comb before examining the results in a hand mirror. Her neighbour had curlers in her bangs as she applied mascara.

Something else was obvious too: all these women - who had James Brickwood James Brickwood of they were so naturally feminine caught me off-guard, one thing these women had in common was that each of them had started out lives in male bodies. In a country synonymous with sex-change, Miss Tiffany's Universe was Thailand's biggest pageant for transsexual women. Thailand has a long history with

transsexualism. The Australian academic Peter Jackson, who has spent decades studying sexuality and gender in the region, says that prior to the 1960s, Thailand had three gender categories: chai (masculine), ying (feminine) and kathoey, a sort of umbrella term that referred to the in-betweeners - effeminate men, masculine women and people with genital intersex conditions. After the 1980s, those categories split even further, with more specific subcategories to describe homosexual relationships and roles, like gay-tom (masculine lesbian) and dee (feminine lesbian).

In many parts of Thailand nowadays, children teenagers have a bastianmy schools, for instance, that the school offered its pupils a transsexual bathroom option, signposted by a half-man, half-woman toilet sign. Kampang's headmaster, a big checked, friendly-looking man, said roughly 10 to 15% of his male high school students identified as "so they started using the girls' toilets instead. But that made the girls feel unhappy, and started to affect their work." For the headmaster, the solution was simple: make a third



JAMES RICH Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ac cursus velit. Pellentesque habitant morbi tristique senectus et maecenas.

ROBERT MOIBROT 7 STEPHANIE MCGUIRE 11 ANDREW FONG 16 PATTY PILLINGTON 18



CONTINUED ON PAGE 8

DISTRIBUTION:
100,000 COPIES
SYDNEY, MELBOURNE &
CANBERRA
FRIDAY AFTERNOON:
DISTRIBUTED IN AIRPORTS
AND LOUNGES
SATURDAY MORNING:
DISTRIBUTED TO NEWSAGENTS
AND HOME SUBSCRIBERS
COVER PRICE: \$3
FORMAT: TABLOID

After a headline speech in China and a private meeting with the Indonesian president, Tony Abbott is trying on a new role. *Hugh Simons reports.*

Scorecard: Abbott in Asia



...in a speech in Beijing, Mr. Abbott said that Australia was committed to a free and open Asia-Pacific region. He also said that Australia was committed to a strong and stable partnership with the United States. Mr. Abbott also said that Australia was committed to a strong and stable partnership with the United States. Mr. Abbott also said that Australia was committed to a strong and stable partnership with the United States.



Life after Serge

“Serge was terribly romantic. He cried an awful lot and then suddenly he was like a teenager.”
Jane Birkin

PROFILE



Life after Serge

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**NEWS.
OPINION.
CULTURE.
LIFE.
DIGEST.
SPORT.**

News

Major features on the news of the week. Investigations. Agenda-setting stories.

Opinion

The biggest voices on politics, social trends and world news.

Culture

Profiles of leading cultural figures. Top critics on books, film, television, theatre, visual art and dance.

Life

Recipes from the country's top chef. Sumptuous interiors coverage. Health, science and technology. The best fashion content. Travel. Mungo MacCallum's cryptic crossword.

Digest

The best condensed coverage of world and business news.

Sport

An in-depth interview and photo shoot with the week's most important sports name.

FASHION



London is in awe of a designer whose visual signature tricks the eye with fantasy in digital prints, writes Polly Pillington.

Something about Mary

London is in awe of a designer whose visual signature tricks the eye with fantasy in digital prints, writes Polly Pillington. The collection is a celebration of the city's vibrant fashion scene, featuring bold colors and intricate patterns. The models are shown in a variety of styles, from classic to avant-garde, all showcasing the designer's unique aesthetic.

FILM



Velenim etuadue etur, consequa sam diti, qui eos celeris itata custer latti aliquo qui core cueda.

Basic Instincts

A man in a green jacket looks out over a city at night. The scene is atmospheric, with the city lights providing a backdrop for the character's contemplative expression. The film explores themes of power, control, and the human psyche.

The Sun King Goes Down

The Sun King Goes Down. A detailed article exploring the decline of a major power or institution. The text is dense and analytical, providing a comprehensive overview of the subject matter. The layout features a large, bold title and a structured sub-header.



A man in a suit is speaking at a podium, gesturing with his hand. The image is a close-up, focusing on the speaker's face and upper body. The background is slightly blurred, emphasizing the subject.

**LAYOUTS
ARE
RESPECTFUL
OF CONTENT
AND
ADVERTISING.**

The Saturday Paper has a fully responsive website and app. Their quality long-form content provides much higher reader engagement than our rivals.

Our website has been designed to create an uncluttered environment with easy shareability. Layouts are respectful of content and advertising. They recognise the kind of reader *The Saturday Paper* will have and tailor news to this lighthouse audience.



CREATIVE, WITH A HIGH DISPOSABLE INCOME.

The Saturday Paper will be read by young professionals. It will be bought by well-educated people, living in the inner-suburbs. They are 35 - 49. They are image-conscious and environmentally-conscious, brand-aware and socially-aware. They are creative, with a high disposable income.

They see shows and travel frequently. They drive compact cars. He has a Moleskine and a Netflix account. She subscribes to *Vanity Fair* and the *New Yorker*. They are both light-house consumers, ignored in the current newspaper market but catered for specifically by *The Saturday Paper*.

The Saturday Paper will arrive to huge interest. This is the largest newspaper launch in decades. It will be accompanied by a massive publicity campaign. The paper has extensive promotion through airports, including the Newlink network

for its launch month. It will be matched by a saturation outdoor campaign and sampling in homes and cafes, at major events and on CBD streets. Anyone worth listening to will be talking about this.

**ANYONE
WORTH
LISTENING
TO WILL
BE TALKING
ABOUT
THIS.**

The Saturday Paper provides a unique environment for advertisers. Its crisp designs create an uncluttered space, while its in-depth content provides high audience engagement.



01 – Cover



02 – The Week



03 – News



08 – News



09 – News



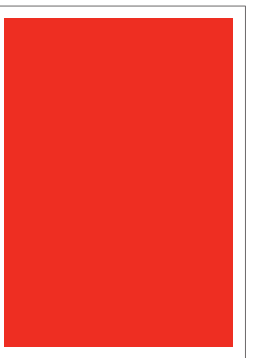
10 – News



11 – News



16 – Business



17



18 – Arts



19 – Arts



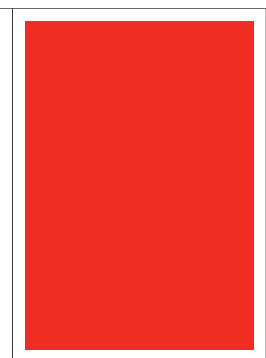
24 – Food



25



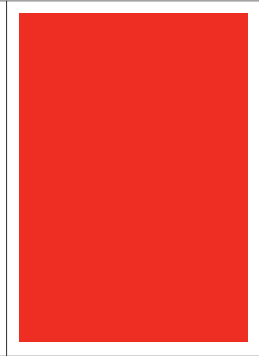
26 – Interiors



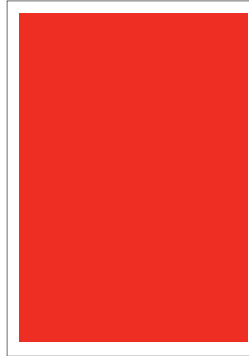
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04 – News



05



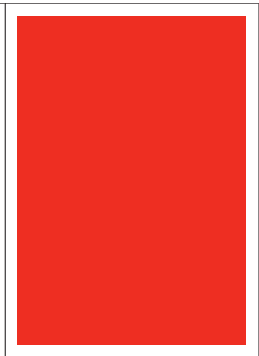
06



07 – Comment



12 – World



13



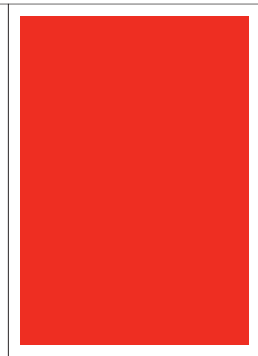
14 – Comment



15 – Comment



20 – Review



21



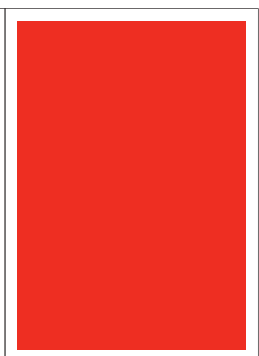
22 – Books



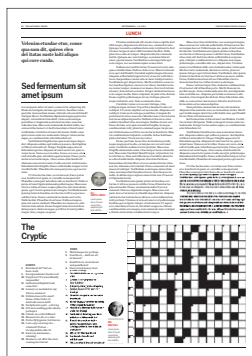
23 – Books



28 – Fashion/Health/Travel



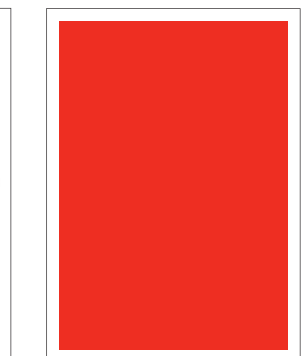
29



30 – Lunch



31 – Sport



32 – Back cover

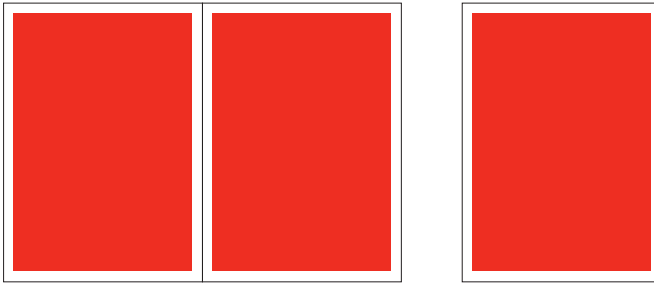
**WE ARE
ABOUT
PUTTING
THE RIGHT
BRANDS
IN FRONT
OF THE
RIGHT
PEOPLE.**

PRINT RATES

| | |
|---------------------------|-------------|
| Full-page | \$8,500 |
| Outside back cover | \$12,000 |
| Double-page spread | \$15,500 |
| Half-page horizontal | \$5,000 |
| Quarter-page | \$4,500 |
| Mini strip | \$2,500 |
| Mini strip spread | \$6,500 |
| Limited inserts available | POA |
| Guaranteed position | 10% loading |

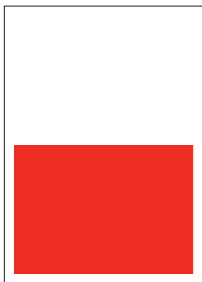
State-based rates are available. Please contact us for details.

PRINT SIZES

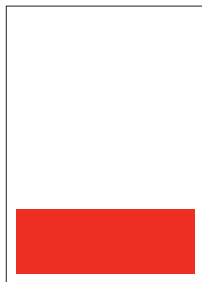


Double-page spread
374mm x 520mm

Full-page
374mm x 260mm



Half-page
184mm x 260mm



Quarter-page
92mm x 260mm



Mini strip
45mm x 260mm

PRINT DEADLINES

- Booking deadline is 5pm Monday in the week of on-sale
- Material deadline is 5pm Wednesday in the week of on-sale

DIGITAL RATES

| | |
|-------------------------|-------|
| Roadblock | CPM |
| Leaderboard + half-page | \$170 |
| Leaderboard | \$90 |
| Half-page | \$100 |
| MREC | \$80 |

App

| | |
|----------------------|---------|
| Full-page | \$2,500 |
| Half-page horizontal | \$1,800 |

eDM

| | |
|--------------------------------|---------|
| Leaderboard or MREC (Premium) | \$1,500 |
| Leaderboard or MREC (Standard) | \$1,000 |

DIGITAL SIZES

| | |
|-------------|---------------|
| Leaderboard | 728px x 90px |
| Half-page | 300px x 600px |
| MREC | 300px x 250px |

App

| | |
|----------------------|----------------|
| Full-page | 768px x 1024px |
| Half-page horizontal | 768px x 465px |

eDM

| | |
|-------------|---------------|
| Leaderboard | 728px x 90px |
| MREC | 300px x 250px |

THE

SATURDAY PAPER

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