



MEDIA RELEASE

FAIRFAX MEDIA ANNOUNCES TOM ARMSTRONG AS COMMERCIAL DIRECTOR FOR AUSTRALIAN PUBLISHING MEDIA

9 May 2014

Fairfax Media's Australian Publishing Media Managing Director Allen Williams today announced the appointment of Tom Armstrong as Commercial Director. Armstrong, a senior broadcast and digital media executive with extensive global experience, will be responsible for the commercial operations of Australian Publishing Media, including *The Sydney Morning Herald*, *The Age* and *The Australian Financial Review*.

Armstrong joins Fairfax Media from Viacom International Media Networks in the United Kingdom, where he was Vice President of Global Digital Ad Sales & Business Development. Reporting to the Global Head of Sales, Armstrong led a sales team to develop new ad sales growth strategies.

Prior to Viacom, Armstrong was the Vice President of Commercial and Digital Media at MTV Networks in Australia, where he was responsible for devising and executing the commercial strategy for Australia and New Zealand, driving channel distribution and ad sales, developing digital product strategy and identifying new business opportunities.

Armstrong has also worked as the Commercial Director for Nordic and Emerging Markets at Discovery Networks Europe and was also International Sales Manager at Two Way TV. He is nearing completion of an MBA from Edinburgh Business School.

Allen Williams said: "We are delighted Tom is returning to Australia to join Fairfax. He brings a wealth of experience and knowledge to this role and a proven track record of advertising strategy, commercial partnerships, business development, ad operations and product development. Coupled with his significant global leadership experience and innovation capability, he will help develop Fairfax's commercial operations as we continue our transformation into a modern media company."

“We have designed our sales structure with our eyes firmly on the future. At Fairfax we are committed to providing our advertisers with all opportunities to connect with our expansive, engaged and premium audiences. Tom’s understanding of cross-platform sales solutions will assist us to drive new revenue opportunities.”

Tom Armstrong said: “Fairfax is at the cutting edge of cross-platform media solutions. I’m excited by the opportunity to join the team as it seeks to continually offer inventive solutions for advertisers.”

Armstrong commences in the role today.

– ENDS –

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About Fairfax Media

Fairfax Media is a leading multi-platform media company in Australia and New Zealand. The group comprises metropolitan, rural, regional and community mastheads that offer high-quality, independent journalism and dynamic venues for commerce and information. Fairfax operates five business divisions: Australian Publishing Media, Domain, Digital Ventures, Fairfax Radio and Fairfax New Zealand. Australian Publishing Media has four publishing units – News Media, Business Media, Life Media and Australian Community Media – that generate content across all media platforms for major mastheads *The Sydney Morning Herald*, *The Age*, *The Land*, *The Australian Financial Review*, *The Canberra Times*, brisbanetimes.com.au, WAtoday.com.au, among many others, as well niche websites such as essentialbaby.com.au and thevine.com.au. The APM division also produces prestigious conferences and events that attract large-scale, highly engaged audiences and community participation.