

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*

- The highest read Arts and Entertainment Print Section in Vic with **646,000** average weekly readers.
- Our readers are **54% more likely** to have been to a live theatre show within the last 3 months compared to the average Vic population.
- **271,000** readers have been to an art gallery, museum or exhibition within the last 3 months (ix:167 v Vic Pop'n)
- **46% of** readers that think it is important to keep up to date with the latest gadgets.
- **31%** more likely than the average Vic to have attended a short course/seminar (not for work) in the last month.

Key Stats

Readership:

648,000 average weekly readers



Profile



55%



AGE AVE
50.8



PI FT (avg.)
\$83k



Major Metro
79%



45%



GB 88%



A 32%
ix:154 (vs
Vic)



Degree
46%

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

Australia's got diminishing returns
Take the talent out of Talent shows, and all you have left are delusions of grandeur.

THERE HAS NEVER BEEN A BETTER TIME TO BUY A BOSE DVD HOME ENTERTAINMENT SYSTEM

BOSE SYSTEMS
1800 800 000

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

Love & other catastrophes
Asher Keddie on why Milla Poutanen should fall in love. By Amanda Ross.

Why flowers? Give mum a Digital Radio this Mothers Day

SANGEAN

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.

It's access all areas
Single's back to show us the real deal. writes Andrew Market.

new this week

www.radioparts.com.au

1800 337 336

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

livewire
The man who saw the world in black and white

Critical makeover for e-books

CELEBRATING OUR 20th BIRTHDAY!

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 Your critical guide to the week

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

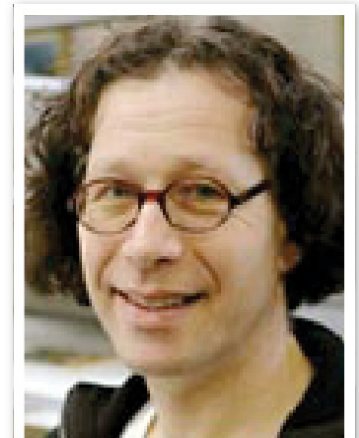
Our Editorial Team

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



Scott Ellise

Scott is the National Editor of *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.



Paul Kalina

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