

THE  AGE

SPORT



Overview

Sport Print

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In general, Australians love their sport and *The Age* readers are no different. Our *Sport* section appears every day of the week and delivers the most comprehensive coverage of the latest triumphs, tragedies, twists and turns from the world of sport.

Sport in *The Age* means more results, more insights, more analysis, all written in an informative and entertaining way, a style that acknowledges our passion.

Why Advertise

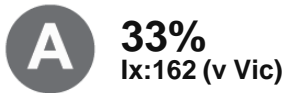
- **28% more likely** than the average Vic to have placed a bet in the last month.
- **Majority (53%)** of readers have shopped at a hardware store in the last month
- **71% more likely** than the average Vic to have attended a professional sports event in the last month.
- **16% more likely** than the average Vic to have bought sportswear in the last 6 months.
- **36% more likely** than the average Vic to spend \$50k+ on their next car purchase.

Key Stats

Readership: 913,000



Profile*



Advertising Contact Information

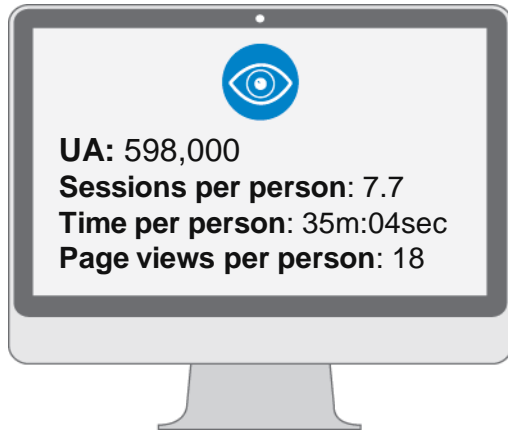
Call (03) 8667 2000 or visit Adcentre.com.au

Deadlines

All deadlines vary. Please contact your Fairfax sales representative for further information.

Sport Digital

Key Statistics



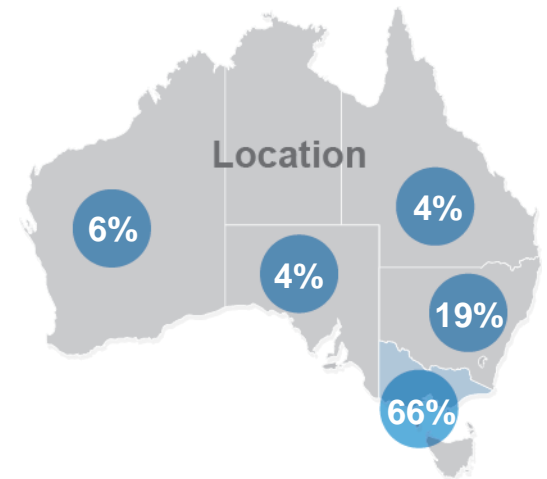
59% or 355,200 do not read
heraldsun.com.au – Sport

Profile



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theage.com.au/sport covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis.



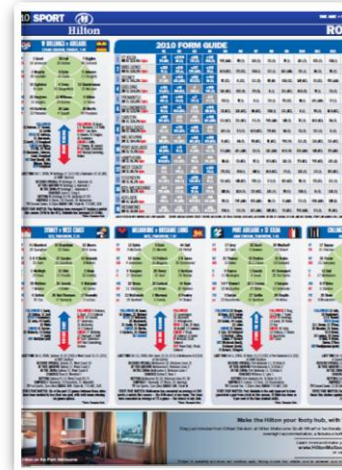
What's Inside Print



AFL Coverage
Australia's highest quality and comprehensive AFL media coverage. At the 2012 Australian Football Media Association awards, The Age won 5 awards for outstanding performance.



Summer of Tennis
Australia's most comprehensive and highest quality coverage of the Australian *Summer of Tennis*



AFL Friday Bible
Australia's must-read preview of each round in the AFL season



The Form
Australia's best form guide. For all the information you need to back a winner, *The Form* every Friday.

Online Content



Sport

Sport covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis.



Real Footy

Real Footy brings the latest news and views of Australia's favorite game.



Cricket

Cricket provides everything you need to know about what's happening in the world cricket in one place.



Soccer

From the latest draft information to breaking news on the clubfront soccer has the game covered.



Live Scores

For the latest scores in all sports live scores provides up to the minute games results.

Our Editorial Team



Alex Lavelle

Alex joined *The Age* shortly before the Sydney Olympics. He Melbourne was appointed sports news editor of *The Age*, before becoming sports editor for *The Sunday Age* in November, 2005 and sports editor of *The Age* in 2008. Alex is currently executive sports editor.



Caroline Wilson

Caroline has been chief football writer for *The Age* since 1999. Caroline was the first woman to cover Australian Rules football on a full-time basis and the first woman to win the AFL's gold media award.



Rohan Connolly

Rohan is a senior football writer for *The Age*. He reports on and analyses AFL football in both the weekday and weekend editions of the paper as well as contributing a video preview of each round for *The Age's* football website "Realfooty".