

the shortlist



Overview

The Shortlist

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The Shortlist within Friday's *Sydney Morning Herald* and *The Age*, is the weekly guide to the best entertainment in your city. Covering the pick of movies, music and stage, with interviews, profiles and extensive lists from the latest film releases, to the best gigs and shows. Aimed at a broad audience of entertainment lovers, *The Shortlist* also contains a comprehensive four-page Planner to the weekend and beyond.

Why Advertise*

- Reaching **303,000** readers who are passionate music lovers having attended a rock, pop or jazz concert in the last 3 months; they're **49%** more likely ~.
- Our readers are avid cinema goers with **63% (800,000)** having gone to the cinema in the last 3 months and **1-in-3 (398,000)** in the last month.
- Reaching **37% (462,000)** readers who have been to a live theatre, ballet, opera or classical performance in the last 3 months; they're **79%** more likely ~.
- Art is extremely popular amongst our readers with **46% (578,000)** visiting an art exhibition, gallery, or museum in the last 3 months; they're **76%** more likely ~.

Key Stats

Readership:

Last 4 Weeks Net :1,265,000*
Ave Issue Read: 719,000**



The Sydney Morning Herald
THE AGE

Profile*



50%



34%
ix:154



Ave PI FT
\$94k



AVE
50.15yrs



88%



55%
ix:145

Advertising Contact Information

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Advertising Contact Information

Bookings Deadline: 5pm, Wednesday week prior
Material Deadline: 12pm, Wednesday prior

Source: *emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Feb14 Base: NSW/ACT/VIC. Read Shortlist in SMH/ Age M-F net L4W. ~More likely when compared to the average NSW/ACT/VIC population. ** Based on SMH/AGE M-F Shortlist section ave L4W

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State Statistics

The Sydney Morning Herald

Why Advertise?*

- Around **1-in-4 (145,000)** readers have attended a rock, pop or jazz concert in the last 3 months; they're **51%** more likely~.
- **61% (377,000)** of readers have gone to the cinema in the last 3 months and **30% (186,000)** in the last month.
- **41% (250,000)** of readers have been to a live theatre, ballet, opera or classical performance in the last 3 months; they're **91% more** likely~.
- Art is extremely popular amongst our readers with around **1-in-2 (290,000)** visiting an art exhibition, gallery, or museum in the last 3 months; they're **79% more** likely~.

Key Stats

Readership:

Last 4 Weeks Net :614,000*

Ave Issue Read: 332,000**

Profile



Source: *emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Feb14 Base: NSW/ACT. Read Shortlist in SMH M-F net L4W. ~More likely when compared to the average NSW/ACT population. ** Based on SMH M-F Shortlist section ave L4W

THE ~~entire~~ AGE

Why Advertise?*

- **1-in-4 (158,000)** readers have attended a rock, pop or jazz concert in the last 3 months; they're **47%** more likely~.
- **65% (423,000)** of readers have gone to the cinema in the last 3 months and **1-in-3 (213,000)** in the last month.
- Around **1-in-3 (211,000)** readers have been to a live theatre, ballet, opera or classical performance in the last 3 months; they're **69%** more likely~.
- Art is extremely popular amongst our readers with around **44% (288,000)** visiting an art exhibition, gallery, or museum in the last 3 months; they're **74%** more likely~.

Key Stats

Readership:

Last 4 Weeks Net :651,000*

Ave Issue Read: 387,000**

Profile



Source: *emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Feb14 Base: VIC. Read Shortlist in Age M-F net L4W. ~More likely when compared to the average VIC population.

** Based on Age M-F Shortlist section ave L4W

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What's Inside



Planner

At the heart of *The Shortlist* is the Planner - a comprehensive four page guide to the weekend and beyond. Plan your weekend down to the hour as our editorial team select the best of what's on across the city as well as out-of-town events, festivals and activities.



Film

From in-depth interviews with some of Hollywood and Australia's biggest stars to reviews of the latest art house releases, *The Shortlist's* Film section has it all. It also has a comprehensive screening list of new and upcoming releases and the latest film news in the Short Cuts column.



Stage

Theatregoers will love the Stage section, where they can learn about up and coming comedy talent, discover new stage shows or read about the stars performing in the latest hit musicals. The What's On section has our experts' pick of the best shows around town.



Music

The Music section of *The Shortlist* delivers quality coverage of upcoming gigs and festivals as well as reviewing the latest albums. Music also has interviews with the world's biggest bands and upcoming talent along with all the latest news.