

The Sydney Morning Herald | THE  AGE

# GOOD WEEKEND

Every  
Saturday



2014

# MEDIAKIT



*Good Weekend is the premiere magazine of quality journalism in the country. Every week our stories are the talking points at dinner parties throughout Sydney and Melbourne. They are stories that define the times we live in and are essential reading for those seeking to be on top of culture and debate.*



“  
*Ben is unafraid to tackle controversial and important issues and is passionate about great words and great story telling.*  
”

**Garry Linnell**  
Editorial Director,  
Fairfax Media

**R**ECOGNISED AS ONE OF THE FINEST editing talents in the country, Ben has shown a remarkable ability to commission some of Australia's best writers. He is unafraid to tackle controversial and important issues and is passionate about great words and great story telling.

Ben Naparstek earned degrees in Arts and Law from the university of Melbourne before taking up a graduate fellowship with Humanities Centre at the Johns Hopkins University in Baltimore. Writing for more than 40 publications since 2001, Ben returned to Melbourne in May 2009 and became editor of The Monthly. He has now been editor of *Good Weekend* since February 2012.



# OUR CREDENTIALS

**G**OOD WEEKEND'S AWARD WINNING EDITORIAL, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians and provides readers with a magazine that engages and involves.

Our reputation for editorial credibility has built a valued relationship of trust and integrity. Reaching over 1.1 million Australians each week *Good Weekend* offers advertisers the opportunity to connect with readers in a relaxed and open weekend environment. Discerning and hard-to-reach, our readers rely on *Good Weekend* to inform, challenge and entertain them.



**CIRCULATION\***

**430,526**  
National

**231,989**  
NSW

**198,537**  
Victoria

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**READERSHIP\***

**1,152,000**  
National

**613,000**  
NSW

**539,000**  
Victoria

- WHY ADVERTISE?**
- *Good Weekend* offers an audience of 1.152m readers each week giving advertisers the potential to build immediate reach.
  - *Good Weekend* is the No. 1 magazine and newspaper inserted magazine in Australia for talking to the lucrative social grade A market.
  - *Good Weekend* is the No. 1 newspaper inserted magazine in Australia for reaching readers in the educated ambition segment.
  - *Good Weekend* is the No. 1 newspaper inserted magazine in Australia for reaching readers with a household income of \$120k+.
  - Published each Saturday, *Good Weekend* connects with its readers when they're in a relaxed and open mindset.

For advertising enquiries or more information, please contact:  
**National: 02 9282 1254 or 02 9282 1064**

Sources: \*Audit Bureau of Circulation, September 2013. \*emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013.



## READER PROFILE

**47/53**

Male/Female split

**35-55**

years

Average age

**76%**

Live in capital cities

**60%**

Are tertiary educated

**370,000**

Working as a Professional/Manager

**410,000**

Social Grade A

**313,000**

\$100K+ HHI

**\$112,254**

Average HHI

(population average \$87,593)

**41%**

Baby boomers

**34%**Light or do not read  
news stand magazines**35%**Light listeners or do not listen  
to commercial radioSource: emma™ conducted by  
Ipsos MediaCT, People 14+ for the  
12 months ending September 2013.For advertising enquiries or more  
information, please contact:

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## THE WRITERS



**AMANDA HOOTON** has been a features writer for *Good Weekend* for 14 years. She has won a British Press Award and a Walkley award for her journalism, and in 2012 published a book, *Finding Mr Darcy*.



**STEPHANIE WOOD** is a features writer for Fairfax Media, also writes a food column for Fairfax Media's *Daily Life* website. She is a former deputy editor of *the(sydney)magazine*, and former editor of the *The Age Good Food Guide*. She spent four years with the *Wall Street Journal Asia* in Hong Kong as the editor of the paper's weekend section.



**JANE CADZOW** is a feature writer for *Good Weekend*. She has had four Walkley Award nominations, twice winning the Walkley for best magazine feature writing. She was highly commended in the 2004 Graham Perkin Award for Australian Journalist of the Year.



**BENJAMIN LAW** is a journalist, columnist and TV writer. He is the author of two non-fiction books: *The Family Law* and *Gaysia: Adventures in the Queer East*.



**FRANK ROBSON** is a well known journalist and author. He has won two Walkley Awards for feature writing, and has worked for a range of publications here and overseas, including *The Sydney Morning Herald* and *TIME*. For a number of years he was a full-time writer with *GW*.



**TIM ELLIOTT** is a senior feature writer for *Good Weekend*. A journalist for 22 years, Tim won a Best Feature Award at the National Magazine Awards and has written two books, including *The Bolivian Times*.

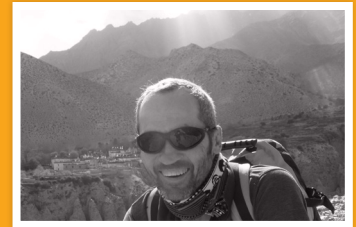


**JANE WHEATLEY** is a former deputy editor of *Good Weekend* and winner of an Australian Human Rights Award for Journalism. She went on to be an editor and feature writer for *The Times* in London and now contributes to *Good Weekend* from the UK and Europe.

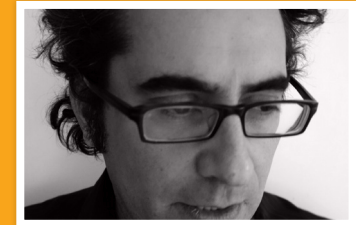


**CHRISTINE JACKMAN** is a journalist and social commentator, who has worked in New York as a foreign correspondent and in the Canberra federal press gallery. Her journalism has won several awards, including a Quill and a Walkley nomination. She is the author of *Inside Kevin07*.

## EDITORIAL STRENGTH



**MARK WHITTAKER** is a Walkley Award-winning feature writer and author of a number of non-fiction books, covering topics from Australian place names to bravery award winners and serial killers.



**DANNY KATZ** is a newspaper columnist for *The Age*, *The Sydney Morning Herald* and *The West Australian*. He is also the author of the books *S.C.U.M.*, *Dork Geek Jew* and the *Little Lunch* series for children.



**NEIL PERRY** is one of Australia's most influential chefs and the owner of multi-award-winning restaurant *Rockpool*. Neil's passion for quality produce is evident in all his dishes and in the business projects he undertakes.



# Editorial Sections



“ OFTEN DEEPLY MOVING AND ALWAYS FASCINATING, THIS COLUMN GENERATES LETTERS TO THE EDITOR EVERY WEEK... ”

## UPFRONT

A fun introduction to the magazine and your weekend, with funny, moving and provocative short pieces that define trends and offer snapshots of metropolitan Australian society. Danny Katz brings his sage advice to the dilemmas of 21st century life in Modern Guru; Jacqueline Maley's 'odd spot' takes a look at a quirky trend or phenomenon, and our columnists Benjamin Law and Christine Jackman offer refreshingly clear-eyed takes on modern life.

## TWO OF US

One of the best-loved and best-recognised columns in Australian media, Two of Us profiles a relationship between two Australians – brothers and sisters, husbands and wives, parents and children, and friends from countless walks of life. Often deeply moving and always fascinating, this column generates letters to the editor every week and remains a page readers nominate as one of their favourite reads.

## FASHION

Our guide to the latest looks takes a current catwalk trend and shows you the clothes available here that fit the trend. With our stylists' tips on how to pull the look together and a web wish that you can buy from your laptop or phone as you read the magazine.

## LIVING

Your guide to how to spend your weekend. The best of food, fashion, and ideas. We profile the restaurants, cafes and bars everyone is talking about; show you objects of desire to buy for your home and dream destinations to book for your next weekend away. There are new exercise trends, or the latest craze your children will soon be asking for. There's an app of the week, and The List – great things to buy that weekend, at every price point.

## FOOD

Renowned chef Neil Perry interprets his signature style in relaxed, inspiring recipes full of fresh flavours. Neil provides tips on ingredients and techniques, as well as wine recommendations that will match the food.

## THE QUIZ

Test your wits against your partner, family and friends with our famous quiz.





# Special Issues



## FATHER'S DAY GIFT GUIDE

**30 August 2014**

A comprehensive guide to finding the perfect Father's Day gift, whether it be clothes or wine, BBQ tools or fragrances. All the latest boys' toys to make your dad wish it was Father's Day every day.

**Booking Deadline: 8 August 2014**

## 30TH BIRTHDAY SPECIAL ISSUE

**27th September 2014**

*Good Weekend* celebrates its 30th anniversary on 27th September 2014 after its much celebrated launch in October 1984. Throughout the past 30 years it has become a much loved part of over one million Australians weekend relaxation and enjoyment balancing investigative journalism and lifestyle. *Good Weekend* has all of the elements for a good Saturday morning read penetrating the time-rich sanctuary of the weekend.

The issue will feature the very best of the stunning visuals and in-depth stories that make *Good Weekend* loved and unique.

**Booking Deadline: 5th September 2014**

## 52 WEEKENDS AWAY ISSUE

**25 October 2014**

Australia's number 1 independent guide to the best short breaks in Australia and New Zealand.

**Booking Deadline: 3 October 2014**

## FESTIVE ISSUE

**6 December 2014**

*Good Weekend* helps you navigate your way through Christmas with our famous annual Christmas Gift Guide.

**Booking Deadline: 14 November 2014**



# 2014

Note: Special Issues are subject to change

**For advertising enquiries or more information, please contact:**

**National: 02 9282 1254 or 02 9282 1064**



# Beyond the Page

**T**HE GOOD WEEKEND BRAND HAS PROVEN ITS COMMITMENT TO innovation and client specific solutions. *Good Weekend* is published as part of the *SMH* and *The Age* iPad app each week and has a growing Facebook following who regularly extend their 'conversation' with the brand online.

*Good Weekend* has the capacity to publish bespoke stand alone editorially driven *Good Weekend* extras that accompany *The Sydney Morning Herald* and *The Age* alongside the regular issue of *Good Weekend*. The extras can be tailored to answer specific client briefs or as an extension of our reader favourites such as:

- Two of Us
- Great Australian Drives
- 52 Weekend Recipes
- The Best of Modern Guru
- The Best of the Quick Quiz

## GOOD WEEKEND ON THE SMH & AGE IPAD APPS

*Good Weekend* is accessible via the *SMH* and *Age* iPad Apps, which represent the benchmark in global iPad news publishing.

*The SMH* and *The Age* iPad app is one of the most popular news apps in Australia with 512,000 monthly users.\*

THE EXTRAS CAN BE TAILORED TO ANSWER SPECIFIC CLIENT BRIEFS OR AS AN EXTENSION OF OUR READER FAVOURITES...



## IPAD EDITION SPONSORSHIP

### OPTION ONE:

*Good Weekend* iPad sponsorship is available on a monthly basis and includes 100 per cent share of voice across the weekly section including:

- Full page creative execution that sits within the indexes of *Good Weekend* (interstitial)
- In indexes/articles advertisements across all pages within the section

### OPTION TWO:

- In article advertisements across all pages as a stand alone option

### OPTION THREE:

- Advertorial placement within the *Good Weekend* section

## IPAD APP\*

**83%**  
of our audience  
access the app daily\*\*

**91%**  
of our audience are  
more likely than average  
to have a household  
income of \$100k+.\*

**92 Million**  
page views per month\*\*\*

## OPERA IN THE VINEYARDS

**S** PONSORSHIP IS ALSO AVAILABLE FOR *Good Weekend's* much-loved Opera in the Vineyards. Since this event began in 1996, it is regarded as one of Australia's hallmark arts events. Attracting fine wine, food and opera enthusiasts to our premier wine region in NSW for a magical night of entertainment the event appeals to even the most opera-shy! *Good Weekend* can work with clients to offer a co-sponsorship package of the October event including advertising in media in *Good Weekend* and brand engagement at the event.

Sources: \*emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2013 \*\*Fairfax Media Tablet Survey, September 2013 \*\*\*Google Analytics, November 2013



# READER PROFILE

## National

Base = National	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
<b>Total</b>	1138	12	100	100
<b>Sex</b>				
Male	534	11	47	49
Female	604	12	53	51
<b>Age</b>				
14-17	23	4	2	6
18-24	69	6	6	12
25-34	81	5	7	17
35-49	255	10	22	26
50+	709	18	62	39
<b>Social grade</b>				
A	402	20	35	21
B	306	15	27	21
<b>Occupation</b>				
Prof/manager	364	16	32	23
White collar	493	13	43	38
<b>Personal income</b>				
\$50,000+	318	15	28	21
\$60,000+	268	16	24	17
\$70,000+	225	17	20	13
\$80,000+	180	18	16	10
\$100,000+	110	20	10	6
\$130,000+	49	22	4	2
<b>Household income</b>				
\$100,000+	306	17	27	18
Average household income: National Good Weekend Reader: \$111,736 National Population: \$87,135				
<b>Value segments</b>				
Educated ambition	265	38	23	7
Social creatives	105	14	9	8
Serene seclusion	100	15	9	7
<b>Business/Lifestyles Indicators</b>				
Business decision makers	231	12	20	20
Big spenders	376	12	33	32
Grocery buyers	895	13	79	72
Own/paying off home	913	14	80	66
Have investments of \$50,000+	441	16	39	29
Use a credit card	1040	12	91	85
Have smartphone or tablet in home	848	12	75	74
Travelled o/s last 12 mths for business	81	18	7	5
Travelled o/s last 12 mths for leisure	433	15	38	30
Intend to travel next 12 mths	994	12	87	82
Intend to travel (domestic next 12 mths)	913	12	80	75
Intend to travel (overseas next 12 mths)	486	15	43	32





# READER PROFILE

## NSW



Base = New South Wales	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
<b>Total</b>	599	6	100	100
<b>Sex</b>				
Male	290	6	48	49
Female	309	6	52	51
<b>Age</b>				
14-17	15	3	3	7
18-24	34	3	6	12
25-34	39	2	7	16
35-49	129	5	22	25
50+	382	10	64	40
<b>Social grade</b>				
A	209	10	35	21
B	171	8	29	20
<b>Occupation</b>				
Prof/manager	185	8	31	22
White collar	250	7	42	38
<b>Personal income</b>				
\$50,000+	173	8	29	22
\$60,000+	147	9	25	17
\$70,000+	126	10	21	14
\$80,000+	104	10	17	11
\$100,000+	64	11	11	6
\$130,000+	29	13	5	3
<b>Household income</b>				
\$100,000+	173	10	29	20
Average household income: National Good Weekend Reader: \$117,933 National Population: 89,890				
<b>Values Segment</b>				
Educated Ambition	135	19	23	6
Social Creatives	62	8	10	7
Serene Seclusion	45	7	8	7
<b>Business/Lifestyles Indicators</b>				
Business decision makers	120	6	20	20
Big spenders	215	7	36	33
Grocery buyers	471	7	79	72
Own/paying off home	477	7	80	65
Have investments of \$50,000+	232	8	39	29
Use a credit card	552	7	92	86
Have smartphone or tablet in home	442	6	74	73
Travelled o/s last 12 mths for business	48	11	8	5
Travelled o/s last 12 mths for leisure	240	8	40	31
Intend to travel next 12 mths	515	6	86	82
Intend to travel (domestic next 12 mths)	460	6	77	74
Intend to travel (overseas next 12 mths)	265	8	44	33

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013.  
Base: NSW



# READER PROFILE

## VIC



Base = Victoria	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
<b>Total</b>	539	6	100	100
<b>Sex</b>				
Male	244	5	45	49
Female	296	6	55	51
<b>Age</b>				
14-17	8	1	2	6
18-24	36	3	7	12
25-34	42	3	8	18
35-49	126	5	23	26
50+	327	9	61	38
<b>Social grade</b>				
A	193	9	36	20
B	135	7	25	21
<b>Occupation</b>				
Prof/manager	179	8	33	23
White collar	243	6	45	38
<b>Personal income</b>				
\$50,000+	145	7	27	21
\$60,000+	121	7	23	16
\$70,000+	99	8	18	12
\$80,000+	76	7	14	9
\$100,000+	46	8	8	5
\$130,000+	20	9	4	2
<b>Household income</b>				
\$100,000+	133	7	25	17
Average household income: National Good Weekend Reader: \$104,475 National Population: \$83,465				
<b>Values Segment</b>				
Educated ambition	130	19	24	8
Social creatives	43	6	8	8
Serene seclusion	55	8	10	7
<b>Business/Lifestyles Indicators</b>				
Business decision makers	111	6	21	20
Big spenders	161	5	30	31
Grocery buyers	424	6	79	72
Own/paying off home	436	7	81	66
Have investments of \$50,000+	209	7	39	28
Use a credit card	488	6	91	84
Have smartphone or tablet in home	406	6	75	75
Travelled o/s last 12 mths for business	33	7	6	4
Travelled o/s last 12 mths for leisure	193	7	36	28
Intend to travel next 12 mths	480	6	89	82
Intend to travel (domestic next 12 mths)	453	6	84	76
Intend to travel (overseas next 12 mths)	220	7	41	31

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013.  
Base: VIC



# Rate Card

EFFECTIVE FROM JANUARY 1, 2014

EXPENDITURE		\$148,820	\$293,200	\$430,980	\$563,122	\$689,894	\$925,260	\$1,139,400
<b>National Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	39,300	38,320	37,750	36,990	36,250	35,530	34,040	32,600
Full Page (incl. GST)	43,230	42,152	41,524	40,689	39,875	39,083	37,445	35,859
Double Page Spread	72,265	70,455	69,410	68,020	66,660	65,320	62,580	59,950
Double Page Spread (incl. GST)	79,491	77,501	76,351	74,822	73,325	71,851	68,838	65,945
Half DPS	54,315	52,940	52,165	51,115	50,110	49,110	47,030	45,050
Half DPS (incl. GST)	59,746	58,234	57,382	56,226	55,120	54,021	51,733	49,555
Half Page	24,690	24,060	23,710	23,240	22,780	22,320	21,380	20,480
Half Page (incl. GST)	27,159	26,466	26,081	25,564	25,058	24,552	23,518	22,528
Third Page	20,745	20,225	19,940	19,525	19,130	18,750	17,965	17,210
Third Page (incl. GST)	22,820	22,248	21,934	21,477	21,043	20,625	19,762	18,931
<b>New South Wales Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	22,035	21,480	21,160	20,730	20,315	19,915	19,080	18,275
Full Page (incl. GST)	24,238	23,628	23,276	22,803	22,346	21,907	20,988	20,103
Double Page Spread	40,505	39,490	38,885	38,120	37,360	36,610	35,070	33,600
Double Page Spread (incl. GST)	44,555	43,439	42,773	41,932	41,096	40,271	38,578	36,960
Half Page DPS	30,440	29,675	29,170	28,640	28,080	27,520	26,365	25,260
Half Page DPS (incl. GST)	33,484	32,643	32,087	31,504	30,888	30,271	29,001	27,786
Half Page	13,840	13,495	13,290	13,020	12,765	12,510	11,985	11,480
Half Page (incl. GST)	15,224	14,845	14,619	14,322	14,041	13,761	13,184	12,628
<b>Victoria Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	17,770	17,325	17,070	16,725	16,390	16,065	15,385	14,745
Full Page (incl. GST)	19,547	19,057	18,777	18,398	18,029	17,671	16,924	16,220
Double Page Spread	32,670	31,855	31,380	30,750	30,130	29,535	28,295	27,110
Double Page Spread (incl. GST)	35,936	35,040	34,518	33,825	33,143	32,489	31,125	29,821
Half Page DPS	24,555	23,950	23,585	23,105	22,640	22,200	21,265	20,375
Half Page DPS (incl. GST)	27,011	26,345	25,943	25,415	24,904	24,420	23,392	22,413
Half Page	11,160	10,885	10,720	10,505	10,290	10,090	9,666	9,265
Half Page (incl. GST)	12,276	11,974	11,792	11,555	11,319	11,099	10,632	10,191

Premium Position Loadings			
Inside Front Cover 1	25%	Consecutive FHRH per page	25%
Inside Front Cover 2	20%	Consecutive RHP per page	15%
Inside Front Cover 3	15%	1/2 pg spread FH per page	20%
Third Page on Contents	15%	Centrespread	20%
Half page on Letters/Modern Guru	15%	Opposite Weekender - Living	10%
Opposite Starters - Upfront	15%	Weekender - Food & Wine/Fashion	10%
Opposite Two of Us	20%	Opposite Weekender - The Quiz	10%
FHRH	15%	Outside Back Cover	40%
FH or RH	10%	Specified Positioning	10%
RHP within Feature Story	10%		

State only broken space smaller than a half page is subject to availability. Cancellations made after deadline will be charged 100% of the insertion cost. Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.

## IPAD ADVERTISING (NATIONAL)

For iPad advertising opportunities including Full page, In Article and monthly sponsorships please contact your Fairfax Media representative.



# 2014 Deadlines

Issue date	Cover	Booking deadline	Material deadline - 12pm	Cancellation deadline
January	January 18	December 16	January 9	December 19
	January 25	December 23	January 16	December 23
February	February 1	January 10	January 23	December 30
	February 8	January 17	January 30	January 9
	February 15	January 24	February 6	January 16
	February 22	January 31	February 13	January 23
March	March 1	February 7	February 20	January 30
	March 8	February 14	February 27	February 6
	March 15	February 21	March 6	February 13
	March 22	February 28	March 13	February 20
April	March 29	March 7	March 20	February 27
	April 5	March 14	March 27	March 6
	April 12	March 21	April 3	March 13
	April 19	March 28	April 10	March 20
May	April 26	April 4	April 17	March 27
	May 3	April 11	April 24	April 3
	May 10	April 17	May 1	April 10
	May 17	April 25	May 8	April 17
June	May 24	May 2	May 15	April 24
	May 31	May 9	May 22	May 1
	June 7	May 16	May 29	May 8
	June 14	May 23	June 5	May 15
July	June 21	May 30	June 12	May 22
	June 28	June 6	June 19	May 29
	July 5	June 13	June 26	June 5
	July 12	June 20	July 3	June 12
August	July 19	June 27	July 10	June 19
	July 26	July 4	July 17	June 26
	August 2	July 11	July 24	July 3
	August 9	July 18	July 31	July 10
September	August 16	July 25	August 7	July 17
	August 23	August 1	August 14	July 24
	August 30	August 8	August 21	July 31
	September 6	August 15	August 28	August 7
October	September 13	August 22	September 4	August 14
	September 20	August 29	September 11	August 21
	September 27	September 5	September 16	August 28
	October 4	September 12	September 25	September 4
November	October 11	September 19	October 2	September 11
	October 18	September 26	October 9	September 18
	October 25	October 3	October 16	September 25
	November 1	October 10	October 23	October 2
December	November 8	October 17	October 30	October 9
	November 15	October 24	November 6	October 16
	November 22	October 31	November 13	October 23
	November 29	November 7	November 20	October 30
December	December 6	November 14	November 27	November 6
	December 13	November 21	December 4	November 13
	December 20	November 28	December 11	November 20

**Premium positions cancellation deadline:** an additional 2 weeks notice is required for cancellations from premium positions.

Material deadlines subject to change for special execution editions (ie. insert bookings). Please contact your sales representative for more details.

Cancellation deadline 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Insert booking deadline 6 weeks prior to publication date.

**Production specifications:** Please refer to our specifications website: [www.adcentre.com.au/good-weekend.aspx](http://www.adcentre.com.au/good-weekend.aspx) or email [adproduct@fairfaxmedia.com.au](mailto:adproduct@fairfaxmedia.com.au).

Please note that material received after deadline may be subject to strip-in fees.



# Page Specs

Size	Type Area	Trim Size	Bleed Area
Full Page	335 x 258mm	355 x 278mm	365 x 288mm
1/2 Horizontal	153 x 258mm	173 x 278mm	183 x 288mm
1/2 Vertical	335 x 117mm	355 x 137mm	365 x 147mm
1/3 Horizontal	98 x 258mm	118 x 278mm	128 x 288mm
1/3 Vertical	335 x 74mm	355 x 94mm	365 x 104mm
Horizontal Strip 30mm	10 x 258mm	30 x 278mm	40 x 288mm
Short Cover Wrap	255 x 258mm	275 x 278mm	285 x 288mm
Cover Spine Strip	355 x 20mm	355 x 20mm	365 x 20mm

## Spreads

Size	Type Area	Trim Size	Bleed Area
Double Page Spread	335 x 536mm	355 x 556mm	365 x 566mm
1/2 Spread	153 x 536mm	173 x 556mm	183 x 566mm
1/3 Spread	98 x 536mm	118 x 556mm	128 x 566mm
Horizontal Strip 30mm Spread	10 x 536mm	30 x 556mm	40 x 566mm
Short Cover Wrap Spread	255 x 536mm	275 x 556mm	285 x 566mm

- Measurements are given in millimetres and are as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with production.

### CONTACT DETAILS

Advertising Production Unit, Fairfax Media  
Lvl 4, 1 Darling Island Road, Pyrmont NSW 2009.

Phone: (02) 9282 3322

Email: [adprodunit@fairfaxmedia.com.au](mailto:adprodunit@fairfaxmedia.com.au)

**Disclaimer:** Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs. Fairfax Media reserves the right to refuse any material that does not meet our specifications. Effective of June 2008. Fairfax Media Productions reserves the right to change the specifications without notice at any time.





**National**

Lvl 3, 1 Darling Island Rd,  
Pyrmont, NSW, 2009

02 9282 1254 or  
02 9282 1064

CONTACT