

sunday*life*



2014

**MEDIA
KIT**

WHO WE ARE

Welcome to *Sunday Life*. Every week our aim is to entertain, inform and inspire you.

We will bring you beautiful, stylish pages on food, fashion, homes, travel, beauty, health and well-being, plus in depth profiles on the people you want to read about and stories to challenge you, touch you and make you laugh.

Our pages will tempt and motivate you too – whether it’s a trend or a tip, a new idea or ideology, a call to action or a drive to purchase.

Sunday is a special day of relaxation and fun with family and friends. We aim to make your Sunday even more special with a must-read magazine that’s positive and engaging, and both aspirational and inspirational.

Pat Ingram

EDITORIAL DIRECTOR



about the editors

PAT INGRAM

Pat Ingram has worked in magazines for more than 30 years. She started her working life as a news reporter on NZ’s national daily The Dominion but moved into magazines soon after coming to Australia. She edited *Cosmopolitan* and *Harper’s Bazaar*, was Editorial Director, then Publishing Director of ACP’s women’s titles for 10 years during which time she launched several glossy titles.



DANIELLE TEUTSCH

Editor Danielle Teutsch has worked at Fairfax for 12 years, as a journalist, health writer and editor. Danielle’s more recent roles have been deputy travel editor and senior editor at *The Sun-Herald* and locum editor of *Extra* and *S*.

She also has two young children and describes herself as a typical working mum, trying to balance it all!



OUR READER IS



The *Sunday Life* reader is aged between 35-55. She is educated, intelligent and busy juggling different aspects of her life.

She strives to be the best she can be in everything she does — to look stylish, to take care of her body, to look out for her loved ones and to have a fulfilling life. She is interested in the world around her and wants to better understand her place in it as well as all of the issues that directly impact on her.

Female

63% or 620,000 of *Sunday Life's* readers are female.

Social Grade A or B

53% or 322,000 of *Sunday Life's* female audience are in the social grade A or B segments.

A High Income Earner

3 in 10 or 41,000 of *Sunday Life's* female readers who are employed full-time earn a personal income of \$70,000+, 36% more likely compared to the population average.

Big Spenders

31% of female *Sunday Life* readers are in the Big Spender segment and 59% have shopped at a department store in the past month.

Educated

51% or 312,000 of *Sunday Life's* female readers are tertiary educated.

emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2013.

*Read *Sunday Life* NSW /VIC.

FEMALE

SOCIAL GRADE
A OR B

EDUCATED

aged
35-55

HIGH INCOME
EARNER

CAREER
DRIVEN

FINANCIALLY
STABLE

CIRCULATION & READERSHIP

CIRCULATION

National: 428,504

NSW: 264,261

VIC: 164,243

READERSHIP

National: 1,016,000

NSW: 576,000

VIC: 440,000

FOOD, FASHION,
HOMES, TRAVEL
AND GREAT READING
.... SUNDAY LIFE IS
THE IDEAL START TO
A PERFECT RELAXED
SUNDAY.

Source: ABC Audit, December 2013.

*emma™ conducted by Ipsos MediaCT, people 14+
for the 12 months ending Mar 2014. ^Audit Bureau of
Circulations, Dec 2013.



OUR CONTRIBUTORS



Michelle Bridges

TV star, Australia's most successful weight-loss expert, cook, best-selling author, spokesperson. Michelle will offer tips and mouth-watering healthy recipes in her ever popular regular column based on health and well-being.



Bill Granger

Bill has always championed a relaxed approach to good food which makes his recipes perfect for Sunday reading and cooking. Bill opened his first restaurant in Sydney when he was 22 and now has restaurants in Sydney, Japan and London.



Heather Nette King

A respected Melbourne interior stylist and homes blogger, her eye for style is impeccable. Heather peeks inside the homes of our most stylish people and their treasured possessions, then shows us how to steal the look.



Penny McCarthy

Our fashion editor has worked as a fashion director at Harpers Bazaar, Marie Claire and Madison. She then joined Vogue as fashion editor. Each week her pages showcase the latest stylish and affordable looks.



Dr Joanna McMillan

Our nutrition expert gives great insight into healthy eating habits with her popular weekly column Day On A Plate. Her very simple philosophy is that a healthy attitude to food is as important as eating well for maintaining optimum health.



Stephanie Darling

Stephanie has had a long and impressive career in beauty journalism with some of the most prestigious magazines in the country. She has been Beauty Director of Vogue Australia, Harper's Bazaar and Madison.



Jessica Rowe

Each week our guest columnists delight readers with their personal views on life, love and family matters. Jessica Rowe, Jane Caro, Kerri Sackville and Tracey Spicer are among our high profile writers.

OUR WOMEN'S NETWORK

*Sunday Life
reaches 620k women
in NSW/VIC
every week.*

*The Fairfax
Women's Network
reaches an additional
1.05 million women
nationwide.*



Fairfax Women's Network is a collection of 10 great brands with diverse female audiences.

Sunday Life is the leading print offering of the network and has a close affiliation with our online brand, *Daily Life*, *Essential Baby & Lifestyle*.

Sunday Life starts the conversations with readers every Sunday morning, and through our affiliated websites, we keep the conversation flowing throughout the week.

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2013, Nielsen Online Ratings December 2013, people 14+ only FFX Women's Network = Daily Life, smh/age-Life&Style, The Vine, Essential Baby, Essential Kids, Stayz, RSVP.

DAILY LIFE



 Essential Baby

life & style

REGULAR FEATURES



HEALTH AND WELL-BEING

Tips, tips and more tips. Michelle Bridges will dish them out – as well as offer a mouth-watering and healthy recipe in her column and inspirational stories from her popular 12 week Body Transformation program. Plus, thought-provoking reads on health, fitness, well-being, psychology, sex, relationships and more.

An Essential Family story will align closely with the much-loved *Essential Kids* and *Essential Baby* websites online, and feature great advice for families as well as reads from real people, experts and celebrities. And, of course, the weekly stars column.

FOOD

Every week we bring you mouth watering recipes from restaurateur and food writer Bill Granger. Bill's food philosophy is an easy approach and simple ideas for delicious healthy family eating. His laidback recipes are inspired by favourite everyday ingredients so cooking can be stress-free.

Our favourite quote from Bill "They say if you can't stand the heat get out of the kitchen. Some of us have to get dinner on the table so I say, stay in the kitchen and make something easy" reflects perfectly his *Sunday Life* pages.

**YOU'LL FIND DELICIOUS
HEALTHY FOOD FOR EASY
FAMILY MEALS PLUS TOP
FITNESS TIPS EVERY WEEK**

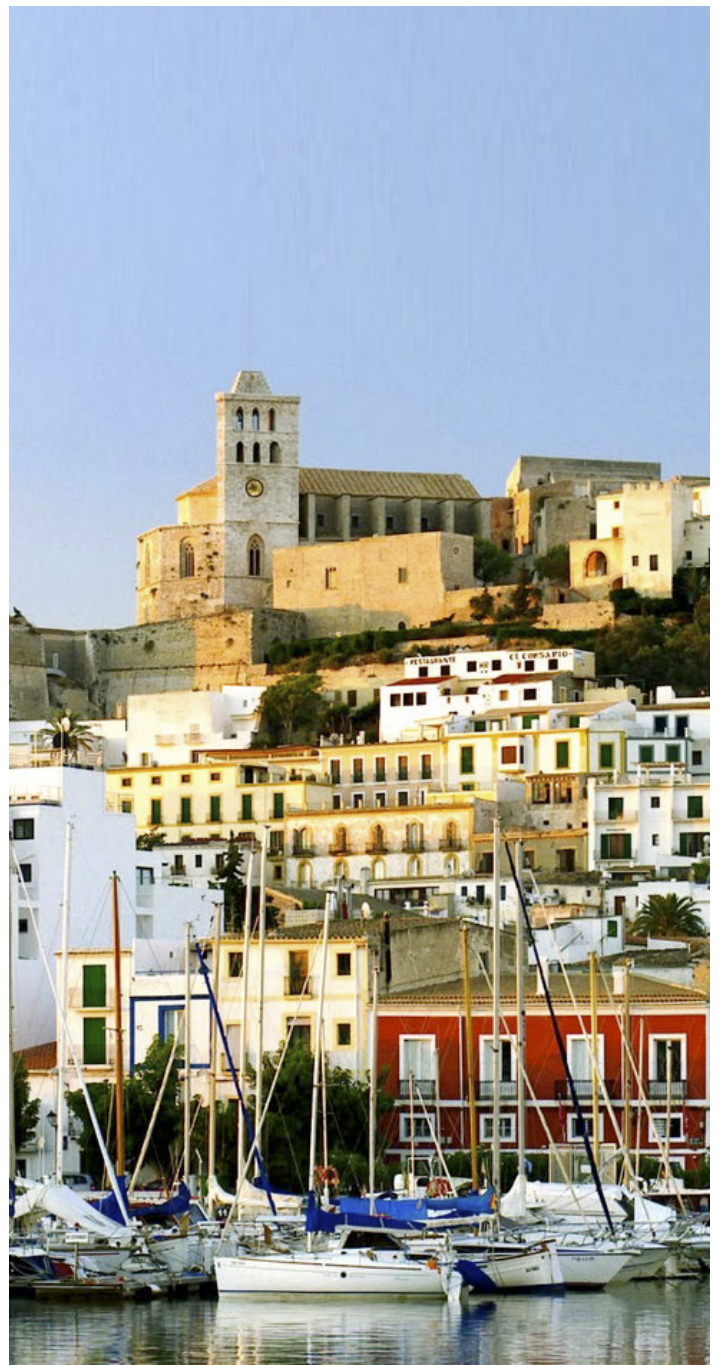


REGULAR FEATURES



TRAVEL

Sunday is the perfect time to plan, scheme... or just daydream about travel, so *Sunday Life's* stunning travel spread is also about inspiration, big beautiful photographs and exciting destinations bought to you by Michael Gebicki and Ute Yunker.



HOME

Famed interior stylists Heather Nette-King and Amanda Talbot peer inside some of the country's most gorgeous homes, especially for *Sunday Life* readers. We discover the most precious possessions of our most stylish people, in pages that are packed with inspiration.

REGULAR FEATURES



FASHION

Not only does *Sunday Life* showcase stunning fashion shoots, beautiful models and glamorous locations we also bring you stylish wearable clothes for real women.

From casual looks to investment dressing, we show the latest trends and how to wear them. How to be fashion forward, not a fashion victim. Clothes that are age and price appropriate.

inspiration



BEAUTY

What woman does not love a bit of beauty advice, whether it's the latest skincare information, the new beauty technological break-throughs or simply the best products for your lifestyle, skin and age.

Beauty Director Stephanie Darling bring you all this plus the tips and tricks from make up experts that will keep you up to date with your beauty routine. We will also be talking regularly about hair, from the best products to the latest looks.

SPECIAL ISSUES

2014



Australia Day Special Issue

Sunday, 26 January 2014

All things Australian will be celebrated in our special Australia Day issue, published on Australia Day.

Model Jess Gomes will feature on both our cover and in our fashion pages which will showcase Australian designers.

Bill Granger will be cooking up some traditional Australian fare.

We will also be featuring Australian – themed home style and travel, and our much loved Life Loves page will also feature iconic Australian products.

The Body Special Issue

Sunday, 2 February 2014

Say hello to a whole new you with our *Sunday Life* Body issue.

Taking top billing will be exercise guru Michelle Bridges and our nutritionist Dr Joanna McMillan, who will present the “Health for Life Plan”. They’ll talk about how to get into top shape and feel your best – for life.

Real women will tell us what form of exercise ignites their passion for keeping fit, from dance to martial arts to marathon running.

We’ll also have our much-loved regular columnists, as well as home style, fashion, beauty, parenting and celebrity interviews.

Mothers Day Gift Guide

Sunday, 27 April 2014

With enough time left to get out there and shop, *Sunday Life* has gathered all the best products, stylists and photographers for the ultimate Mother’s Day Gift Guide that will make mum’s day on Sunday, May 11.

Each year the gift guide provides readers with the inspiration they need to find the perfect treat that will show their mum just how much they love and appreciate them. Think fashion and accessories, home wares, beauty and fragrances, food and gadgets. From budget chic to lovely luxe.

We’ll also have our much-loved regular columnists, beautiful storytelling and must-read columns.

Christmas Special Issue

Sunday, 7 December 2014

This year, we’re celebrating the festive season with a bumper Christmas Gift Guide which promises to help find the perfect gifts for your loved ones. We’ll have delectable recipes that will wow your crowd, big or small, on Christmas Day.

Our columnist Michelle Bridges shares her tips for enjoying the festive season without the unwanted kilos, while our regular fashion, home and travel features will have a distinctive yuletide flavour.

The Christmas issue is not to be missed!

Summer Holiday Special Issue

Sunday, 21 December 2014

Be part of our fabulous summer special. We will be covering everything that’s hot under the sun.

The best summer fashion with Fashion Editor Penny McCarthy, stay cool beauty with Beauty Director Stephanie Darling, and delicious summer eating with Bill Granger.

Plus beach house decor, hot travel destinations, our round-up of the best beach reads and Michelle Bridges hot-weather workout.

Our summer special will also carry all our regular readers’ favourites, our columnists, well-being and family features as well as in-depth profiles on the people you want to read about.

SPONSORSHIP OPPORTUNITIES

2014

Sunday Life has proven its commitment to innovation and client specific solutions, working with clients to publish bespoke editorially-driven reverse back specials that they can sponsor.



Food & Wine Special

Sunday Life's Food and Wine Special will feature must-keep recipes that make the most of our seasonal fruit and vegetables and seafood, created for minimum fuss and maximum flavour. All that's needed is an al-fresco table to make the perfect summer evening meal, and of course our top summer wines choices.

Bill Granger will show readers how to create a fresh food feast, while other high profile Australian chefs recount the summer recipe that is at the heart of their family.

Style & Beauty Special

Beauty and Style comes in many forms and *Sunday Life* aims to inspire readers with a special issue devoted to all that is pleasing to the eye.

We will feature beauty through the ages and our beauty writer Stephanie Darling will share her best ever tips for looking glowing and gorgeous.

Home Special

Whether they are home-owners or renting our readers love their homes. And they love decorating and improving them.

Our weekly Homes pages are an integral part of the magazine and are eagerly awaited each week. Home decorating has now become an extension of our personal style and like all things in fashion the trends change.

Our special will focus on the hottest new ideas in decorating, easy and simple ways to update your place, inspirational homes, and best celebrity decorating tips.

Travel Special

Get up and Go

Our exciting special will cover a variety of taste and budgets, and cater for couples, families and singles looking for fresh holiday ideas.

Our round will include new and exciting destinations in Australia, throughout Asia, the Pacific and Europe. We will cover road, air and sea travel with a special feature devoted to cruising.

Our fashion pages for this gorgeous issue will feature holiday dressing and the beauty pages show what to pack when you're travelling light.

DEADLINES 2014

MONTH	COVER	BOOKING DEADLINE	MATERIAL DEADLINE -12PM	CANCELLATION DEADLINE
<i>January</i>	19 January	16 December	10 January	16 December
	26 January	23 December	17 January	23 December
<i>February</i>	2 February	13 January	24 January	30 December
	9 February	20 January	31 January	6 January
	16 February	27 January	7 February	13 January
	23 February	3 February	14 February	20 January
<i>March</i>	2 March	10 February	21 February	27 January
	9 March	17 February	28 February	3 February
	16 March	24 February	7 March	10 February
	23 March	3 March	14 March	17 February
	30 March	10 March	21 March	24 February
<i>April</i>	6 April	17 March	28 March	3 March
	13 April	24 March	4 April	10 March
	20 April	31 March	11 April	17 March
	27 April	7 April	17 April	24 March
<i>May</i>	4 May	14 April	24 April	31 March
	11 May	21 April	2 May	7 April
	18 May	28 April	9 May	14 April
	25 May	5 May	16 May	21 April
<i>June</i>	1 June	12 May	23 May	28 April
	8 June	19 May	30 May	5 May
	15 June	26 May	6 June	12 May
	22 June	2 June	13 June	19 May
	29 June	9 June	20 June	26 May
<i>July</i>	6 July	16 June	27 June	2 June
	13 July	23 June	4 July	9 June
	20 July	30 June	11 July	16 June
	27 July	7 July	18 July	23 June
<i>August</i>	3 August	14 July	25 July	30 June
	10 August	21 July	1 August	7 July
	17 August	28 July	8 August	14 July
	24 August	4 August	15 August	21 July
	31 August	11 August	22 August	28 July
<i>September</i>	7 September	18 August	29 August	4 August
	14 September	25 August	5 September	11 August
	21 September	1 September	12 September	18 August
	28 September	8 September	19 September	25 August
<i>October</i>	5 October	15 September	26 September	1 September
	12 October	22 September	3 October	8 September
	19 October	29 September	10 October	15 September
	26 October	6 October	17 October	22 September
<i>November</i>	2 November	13 October	24 October	29 September
	9 November	20 October	31 October	6 October
	16 November	27 October	7 November	13 October
	23 November	3 November	14 November	20 October
	30 November	10 November	21 November	27 October
<i>December</i>	7 December	17 November	28 November	3 November
	14 December	24 November	5 December	10 November
	21 December	1 December	12 December	17 November

FOR FURTHER INFORMATION, PLEASE CONTACT 02 9282 1254 OR 02 9282 1064.

Production specifications: Please refer to our specifications website: www.adcentre.com.au/sunday-life.aspx or email adprodunit@fairfaxmedia.com.au.
Cancellation Deadline — 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Please note that material received after deadline may be subject to strip-in fees. Insert booking deadline 6 weeks prior to publication date.

RATE CARD

EFFECTIVE **JANUARY 1, 2014**

EXPENDITURE LEVELS							
	2x	4x	8x	12x	16x	20x	28x
	\$49,800	\$97,100	\$189,040	\$275,940	\$347,520	\$408,800	\$536,760

NATIONAL RATES								
	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$27,105	\$26,420	\$25,750	\$25,065	\$24,400	\$23,040	\$21,680	\$20,340
Full Page (incl. GST)	\$29,815	\$29,061	\$28,325	\$27,572	\$26,835	\$25,345	\$23,850	\$22,371
Double Page Spread	\$51,495	\$50,210	\$48,925	\$47,630	\$46,345	\$43,775	\$41,195	\$38,620
DPS (incl. GST)	\$56,644	\$55,228	\$53,818	\$52,396	\$50,979	\$48,153	\$45,314	\$42,482
Half Double Page Spread	\$37,450	\$36,525	\$35,580	\$34,645	\$33,710	\$31,830	\$29,965	\$28,100
Half DPS (incl. GST)	\$41,196	\$40,176	\$39,134	\$38,108	\$37,083	\$35,010	\$32,959	\$30,908
Third Double Page Spread	\$31,470	\$30,700	\$29,900	\$29,110	\$28,315	\$26,745	\$25,185	\$23,600
Third DPS (incl. GST)	\$34,613	\$33,746	\$32,885	\$32,019	\$31,146	\$29,418	\$27,702	\$25,957
Half Page	\$17,030	\$16,605	\$16,170	\$15,750	\$15,330	\$14,470	\$13,620	\$12,770
Half Page (incl. GST)	\$18,728	\$18,264	\$17,788	\$17,324	\$16,859	\$15,919	\$14,984	\$14,049
Third Page	\$14,300	\$13,950	\$13,390	\$13,230	\$12,880	\$12,155	\$11,450	\$10,735
Third Page (incl. GST)	\$15,732	\$15,341	\$14,729	\$14,553	\$14,168	\$13,369	\$12,593	\$11,806

NEW SOUTH WALES RATES								
	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$17,620	\$17,175	\$16,740	\$16,290	\$15,860	\$14,980	\$14,090	\$13,220
Full Page (incl. GST)	\$19,380	\$18,890	\$18,411	\$17,922	\$17,443	\$16,474	\$15,502	\$14,541
Double Page Spread	\$33,470	\$32,635	\$31,800	\$30,960	\$30,125	\$28,455	\$26,780	\$25,105
DPS (incl. GST)	\$36,819	\$35,898	\$34,981	\$34,057	\$33,137	\$31,299	\$29,454	\$27,613
Half Double Page Spread	\$24,345	\$23,740	\$23,130	\$22,520	\$22,910	\$20,690	\$19,480	\$18,265
Half DPS (incl. GST)	\$26,777	\$26,115	\$25,437	\$24,770	\$24,104	\$22,756	\$21,423	\$20,090
Half Page	\$11,070	\$10,795	\$10,510	\$10,240	\$9,965	\$9,410	\$8,855	\$8,300
Half Page (incl. GST)	\$12,174	\$11,872	\$11,562	\$11,260	\$10,958	\$10,347	\$9,740	\$9,132

VICTORIA RATES								
	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$10,840	\$10,570	\$10,300	\$10,030	\$9,760	\$9,220	\$8,670	\$8,140
Full Page (incl. GST)	\$11,926	\$11,625	\$11,330	\$11,029	\$10,734	\$10,138	\$9,540	\$8,948
Double Page Spread	\$20,600	\$20,085	\$19,570	\$19,050	\$18,540	\$17,510	\$16,480	\$15,450
DPS (incl. GST)	\$22,658	\$22,091	\$21,527	\$20,958	\$20,392	\$19,261	\$18,126	\$16,993
Half Double Page Spread	\$14,980	\$14,610	\$14,230	\$13,860	\$13,485	\$12,730	\$11,990	\$11,240
Half DPS (incl. GST)	\$16,478	\$16,070	\$15,654	\$15,243	\$14,833	\$14,004	\$13,184	\$12,363
Half Page	\$6,810	\$6,640	\$6,470	\$6,300	\$6,130	\$5,790	\$5,450	\$5,110
Half Page (incl. GST)	\$7,491	\$7,306	\$7,115	\$6,929	\$6,744	\$6,367	\$5,994	\$5,620

PREMIUM POSITION

Inside Front Cover 1	10%
DPS prior Contents	5%
Half Page on Contents	10%
Half Page on Letters	10%
FHRH	15%
FH or RH	10%
Centrespread	10%
Consecutive FHRH per page	20%
Consecutive RH per page	10%
Inside Back Cover	10%
Outside Back Cover	30%
Specified Positioning	10%

Note: For detailed material specification information, please refer to the Adcentre website: www.adcentre.com.au. Details are in the 'specs and deadline' folder within *Sunday Life*. Cancellations made after deadline will be charged 100% of the insertion cost. Centre DPS and IFC will be pre-empted by creative production executions. Cancellation deadline Premium Positions (as listed) are 2 weeks prior to usual deadline.

MECHANICAL SPECS

PAGE SPECIFICATIONS

Size	Type Area	Trim Size	Bleed Area
Full Pg	295 x 255mm	315 x 275mm	325 x 285mm
1/2 Horizontal	133 x 255mm	153 x 275mm	163 x 285mm
1/2 Vertical	295 x 116mm	315 x 136mm	325 x 146mm
1/3 Horizontal	80 x 255mm	100 x 275mm	110 x 285mm
1/3 Vertical	295 x 73mm	315 x 93mm	325 x 103mm
Horizontal Strip 30mm	10 x 255mm	275 x 30mm	285 x 40mm
Cover Spine Strip			325 x 15mm

SPREADS

Size	Type Area	Trim Size	Bleed Area
Dble Pg spread	295 x 530mm	315 x 550mm	325 x 560mm
Hlf Pg spread	133 x 530mm	153 x 550mm	163 x 560mm
1/3 Pg spread	80 x 530mm	100 x 550mm	110 x 560mm
Horizontal Strip 30mm spread	10 x 530mm	30 x 550mm	40 x 560mm

- 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.

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 as of January 2013. Fairfax Media Publications reserves the right to change the specifications without notice at any time.

FOR MORE
INFORMATION...

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