

# sundaylife



*Overview*

2014

# Sunday Life

## Overview

*Sunday Life's* one big goal is to inspire. Inspire your body, inspire your mind.

With this in mind, *Sunday Life* creates beautiful, lively and inspirational pages in food, home, fashion, travel and health & wellbeing. With every single page, we want to motivate – whether it's with a new idea or thought, a trend or tip, a profile, a real-life story, or a drive to purchase or activity.

Every week, *Sunday Life* aims to celebrate two of the best things in the world: women and Sundays.

## Why Advertise\*

- Our readers are **84%** more likely than average to be women in the A social grade.
- **680,000** or **69%** of readers have been shopping at a department or home interiors store within the last 4 weeks.
- **820,000** or **84%** of readers have travelled domestically within the last 12 months.
- **278,000** or **29%** of readers have redecorated or renovated their house within the last 3 months.
- **530,000** or **54%** of readers have attended live entertainment or visited an art exhibition, gallery or museum<sup>^</sup>.
- **613,000** or **62%** of our readers disagree their weekends are filled with nothing but chores and housework.

## Key Stats

Readership: 1,007,000\*\*



## Profile\*



**62%**  
ix: 123



**31%**  
ix: 141



Income AVE  
**\$90k**



**METRO**  
**38%**



**53%**



**92%**



AVE  
**54yrs**



**METRO**  
**35%**

## Advertising Contact Information

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or adcentre.com.au

## Deadlines

**Booking Deadline:** 15 working days prior  
**Material Deadline:** 6 working days prior

Source: \*emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2013. Base: NSW/VIC. Based on SL readership. \*\* emma™ January 2014, ^Within the last 3 months.

sundaylife

# Our Editorial Team



Pat Ingram

Pat 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 *SHOP Til You Drop*, *Madison* and *Grazia*.



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!



Michelle Bridges

High profile 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.



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.

# Our Editorial Team



Jessica Rowe

Each week our guest columnists delight readers with their personal views on life, love and family matters. Along with Jessica Rowe we showcase other high profile women such as Jane Caro, Kerri Sackville, Kate Langbroek, and Yumi Stynes and Jacinta Tynan.



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, most recently, madison.



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. She is currently Fashion Editor of both *Sunday Life* and *the(sydney)magazine*.



Dr Joanna McMillan

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

# What's Inside



## 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.



## HEALTH & WELLBEING

Michelle Bridges dishes out fabulous tips as well as offering mouth-watering healthy recipes. Jacqueline Pascarl dispenses her unique advice in her agony aunt column. An Essential Family spread will also align closely with the much-loved Essential Kids and Essential Baby products online.



## TRAVEL

Sunday is the perfect time to plan, scheme ... or just daydream about travel, so *Sunday Life's* dribble-inducing regular travel section is also about inspiration. Well-known travel writer Ute Junker takes us into her pick of lust-have locations.



## FEATURE STORIES

Combining in-depth profiles with lifestyle pieces, trends, stories and fly-on-the-wall and first person reads, we peek into the photo albums and lives of celebrities with several very personal pages. All our stories will aim to interest and inspire, to provoke debate and to produce "aha" and read-out-loud moments.

# What's Inside



## FASHION

Not only will *Sunday Life* showcase creative fashion shoots, beautiful models and interesting locations, we will also cover real advice for real people.



## 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..



## HOME

Famed interior stylists Heather Nette-King and Andrea Jones will be peering inside some of the countries most gorgeous homes. We'll be discovering the most precious possessions of our most stylish people, then learning how to steal the look with real product ideas. Beautiful.

sundaylife

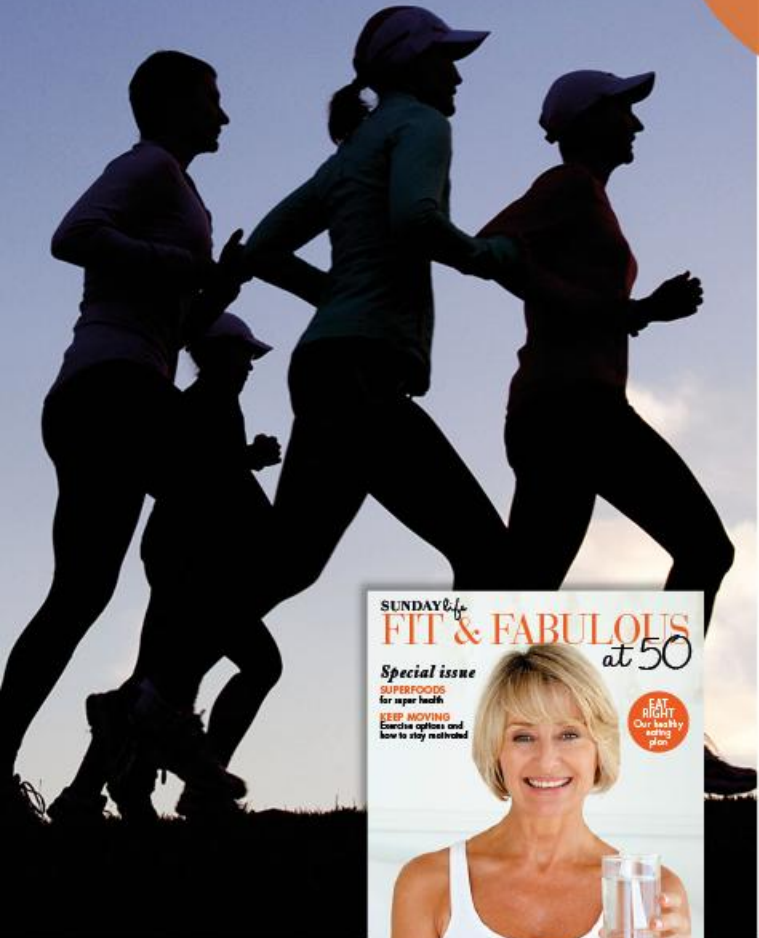
# 2014 Special Issues



Issue Date	Special Issue	Booking Deadline	Material Deadline
January 26, 2014	Australia Day Special Issue	23 December, 2014	17 January, 2014
February 2, 2014	The Body Special Issue	13 January, 2014	24 January, 2014
April 27, 2014	Mothers Day Gift Guide	7 April, 2014	17 April, 2014
December 7, 2014	Christmas Special Issue	17 November, 2014	28 November, 2014
December 21, 2014	Summer Holiday Special Issue	1 December, 2014	12 December, 2014

For advertising enquires or more information, please contact:  
**Lauren McIntyre:** 9282 1064 [lauren.mcintyre@fairfaxmedia.com.au](mailto:lauren.mcintyre@fairfaxmedia.com.au)

# fit and FABULOUS



**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

As we age, our bodies and minds need more care and attention. At Sunday Life we celebrate older women, many of whom are showing more and more how to keep their vitality and health in peak form.

Our Fit and Fabulous special will include:

- Eating right for your 40s, 50s, 60s
- Keep moving... exercise options and how to stay motivated
- Mind over matter.... how to keep you mind active

- Peace of mind.... the benefits of true relaxation and how to achieve them

A perfect partnership opportunity for a female health-related product. In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- Sunday Life reaches **461,000** women 40 + years each week.
- **352,000** or 76% of our readers have participated in some form of exercise within the last 3 months.^
- Our readers are **35%** more likely to participate in yoga or pilates~.^
- **218,000** or 47% of our readers have purchased vitamins or herbal products within the last 4 weeks.^
- **424,000** or 92% of our readers are taking steps now to stay healthy in the future.^

Source: emmaTM conducted by Ipsos MediaCT, for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership. ^Filter: Women aged over 40 years. ~When compared to the average NSW/VIC target audience population.



# bride ISSUE

SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.

Everything you need to know for that special day:

- The dress – our fashion editor's choice of stunning bridal fashion
- The location – the hot new destinations to exchange your vows
- A beautiful life – our beauty editor's guide to looking fabulous on the day
- The finishing touches – all the perfect accessories that complete your look

Our beauty, fashion and travel editors will combine to make this a unique partnership for fashion, beauty or jewellery advertisers.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION

## WHY ADVERTISE?

• **218,000** of our readers have never married or are in a de-facto relationship.

• **95,000** or 44% of readers intend to travel overseas in the next 12 months, making them 30% more likely~. ^

• **78,000** or 36% of our readers are big spenders, making them 21% more likely~. ^

• **57,000** or one-in-four readers have a household income of \$100k+. ^

• **164,000** or 75% of our readers are heavy readers of newspapers and NIMs (7+ copies a week). ^

Source: emmaTM conducted by Ipsos MediaCT, for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership. ^Filter: Never married or de facto relationship. ~When compared to the average NSW/VIC target audience population.



# Food SPECIAL

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

*Sunday Life's* food is eagerly waited for every Sunday, all year round. Our food specials can include the following:  
**COMFORT FOOD** – this covers the hearty dishes of autumn and winter .... casseroles, soups and favourite old-fashioned puddings. Plus the wines to accompany them.  
**SUMMER EATING** – delicious and flavoursome dishes perfect for an Australian summer covering salads, light lunches and dinners and the best hot weather desserts.

Other food options which could be tailored to your products are:

- Baking
- Cooking for kids
- Summer Entertaining
- Italian Cooking

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- **789,000** or 82% of readers entertained friends or relatives within the last 3 months.
- **429,000** or 45% of readers held a dinner party within the last 3 months.
- **661,000** or 69% of readers like to experiment with new tastes and cuisines.
- **805,000** or 83% of readers agree they believe in using the best quality ingredients.
- **461,000** or 48% of readers agree food is one of their passions.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership.



# school LIFE

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

A back-to-school special section covering the essentials for happy school kids and parents:

- Coping with First Day Fears
- What's in My Lunchbox?
- Safety Lessons
- Making friends

An invaluable guide for parents from what you give them to eat to the confidence you give them in the classroom and playground.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- **134,000** readers have children aged 5-12 years of age.
- **123,000** or 92% of these readers are main grocery buyers.
- **119,000** or 89% of these readers have bought snack products<sup>^</sup> within the last 4 weeks.
- Our readers spend an average of **\$171 each** week on supermarket groceries.
- **107,000** or 80% of these readers agree they believe in using the best quality ingredients.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013. Base: NSW/VIC. Based on SL readership. <sup>^</sup>Potato chips, Rice crackers, Savoury biscuits or crackers, Sweet biscuits or Corn chips



# your PET

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

We know that pets are huge business in Australia and our love and concern for them stretches from what we feed them to even what they wear!

Our special will include:

- Why pets are so good for your health
- Celebrities show us their pets
- Pet accessories
- Favourite and funny pet names

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.



**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- **544,000** or 56% of readers own a pet.
- **429,000** or 79% of pet owners bought dog or cat food within the last 4 weeks.<sup>^</sup>
- **180,000** or 33% of pet owners are big spenders.<sup>^</sup>
- Our pet owners are 42% more likely than average to have paid for pet care services within the last 4 weeks.<sup>~^</sup>
- **173,000** or around one-third of pet owners have children under 18 living at home.<sup>^</sup>

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership  
<sup>^</sup>Base: Pet owners. <sup>~</sup>More likely than avg NSW/VIC pet owner

# Food & WINE

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

*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.



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## WHY ADVERTISE?

- **612,000** or 2 in 3 readers have been to a cafe in the past fortnight.
- **311,000** or 1 in 3 readers have dined out at a licensed or BYO restaurant in the last fortnight.
- **More than half** of our readers drink wine at least weekly – and they are **51% more likely** than average to do so.
- **54%** of our audience are 'Foodies'\*.
- Our readers are **17% more likely** than average to say they **find cooking a pleasure** rather than a chore.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. \*Agree: "Food is one of my passions..." OR "I care a lot more about food than most people I know"

# baby LIFE



**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

Our *Sunday Life* special is a baby bible .... everything you need to know for a healthy, happy baby and will cover the following:

- Eating right
- The good sleeper
- Learning to play
- What's in a name – the top favourites for boys and girls

**PLUS**

- Baby fashion and toys

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

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## WHY ADVERTISE?

- **86,000** of our readers have children aged 0-4 years.
- **68,000** or 80% have recently made an online purchase.<sup>^</sup>
- Our readers are 56% more likely to have a HH income \$100k+.<sup>^</sup>
- **52,000** or 61% have purchased music, books or DVDs within the last 4 weeks.<sup>^</sup>
- **39,000** or 45% are big spenders.<sup>^</sup>

Source: emmaTM conducted by Ipsos MediaCT, for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership.. <sup>^</sup>Filter: Children 0-4 years in household.

# travel EXTRA

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

Our exciting travel round-up will cover a variety of tastes and budgets, and cater for couples, families and singles.

This issue will cover:

- What to do for the school holidays?
- Where's a retreat for just ME alone?

Because we are focussing on just one week of travel, our destinations are centred around Australia and the countries in our own backyard – New Zealand, the Pacific and Asia.

They will cover road, rail, sea and air travel under the following categories:

- Adventure
- Family
- Couples / Luxury
- Singles time out

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- **847,000** or 88% of readers are planning to take a trip within the next 12 months.
- **810,000** or 84% of readers travelled domestically within the last 12 months.
- **370,000** or 38% of readers have travelled internationally within the last 12 months.
- **318,000** or 1 in 3 readers have travelled 4+ times within the last 12 months.
- Our readers are **26%** more likely~ to have stayed in 5 star accommodation.

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership. ~More likely than the avg NSW/VIC population.



# home LIFE

SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.

Whether they are home-owners or renting, our readers love their homes. And they love decorating and improving them. Home decorating has now become an extension of our personal style and like all things in fashion the trends change.

Our special Homes issue can focus on:

- The hottest new ideas in decorating
- Easy simple ways to update your place
- Inspirational homes
- Best celebrity decorating tips

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

## WHY ADVERTISE?

- **765,000** or 79% of our readers own or are paying off their home.
- **473,000** or around half of readers have purchased furniture or homewares within the last 6 months.
- **375,000** or 2 in 4 readers are big spenders.
- **308,000** or 32% of readers have been shopping at a home interiors store.
- **276,000** or 29% of readers have done renovations or redecorated their house or apartment within the last 3 months.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership..

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*customised opportunities*

# style & BEAUTY

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

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.

**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- **594,000** or 99% of our female readers have purchased personal care products in the last 4 weeks.
- **312,000** or more than 1 in 2 purchased cosmetics or fragrances.
- **320,000** or 53% purchased skin care products.
- **211,000** or more than one-third purchased hair styling products.
- Our readers spent **19% more** than the average woman on cosmetics and fragrances in the last 4 weeks.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC AND female.



SUNDAYlife



# summer ISSUE

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

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

- best summer fashion
- keep cool beauty
- delicious summer eating
- best beach holidays

#### PLUS

Best books for those indulgent beach reads. Our special will be prepared by our expert editorial team and will be presented with its own glamorous high summer cover.

Our special summer issue will also cover all of our readers' regular favourites, including stunning 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.

#### WHY ADVERTISE?

- **672,000** or 70% of readers read a book within the last 3 months.
- **744,000** or 77% of readers bought clothing, footwear, cosmetics or fragrances in the last 4 weeks.
- **621,000** or 64% of readers dine out at a licensed or BYO restaurant at least monthly.
- Our readers are **30%** more likely than average to have spent \$200+ on clothing and footwear in the last 4 weeks.
- **571,000** or 59% of readers have travelled domestically within the last 3 months.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership. - More likely than the avg NSW/VIC population



contact **YOUR FAIRFAX MEDIA**  
**REPRESENTATIVE FOR MORE INFORMATION**

# summer READING

**SUNDAY LIFE HAS PROVEN ITS COMMITMENT TO INNOVATION AND CLIENT SPECIFIC SOLUTIONS, WORKING WITH CLIENTS TO PUBLISH BESPOKE EDITORIAL-DRIVEN REVERSE BACK SPECIAL ISSUES.**

Reading, whether it's on the beach, in the garden or on holiday anywhere, is an essential part of summer.

Our special summer reading issue will be packed with short stories and quick reads from top authors and latest releases. Keep it handy at home or pack it in your case, readers won't want to miss it.

A great partnership opportunity for a book publisher or book seller.

In addition to this special reverse back, our issue will include all of our readers' regular favourites, including 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.

**CONTACT YOUR FAIRFAX MEDIA REPRESENTATIVE FOR MORE INFORMATION**

## WHY ADVERTISE?

- Our readers are **2.2 times** more likely than average to be heavy newspaper readers and light TV viewers.~^
- 797,000** or 83% of our readers have read a book in the last 3 months, with 672,000 or 70% having read at least one in the last month.
- 723,000** or 75% of our readers agree they have a rich vocabulary
- 725,000** or 75% of our readers agree they have an active imagination.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013. Base: NSW/VIC. Based on SL readership.. ~When compared to the average NSW/VIC population. ^Heavy newspaper readers refers to 7+ issues of newspapers/NIMS per week, light TV viewers refers to less than 2hrs of TV per day.