

# THE AGE



## Overview

# The Age

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As Victoria's premier newspaper with its team of experienced journalists, international correspondents and high-profile commentators, *The Age* remains committed to attracting an influential and discerning audience. The winner of numerous awards for editorial excellence, *The Age* is proud of its record of fearless and independent reporting and is determined to maintain this tradition.

*PANPA 2013 Newspaper of the Year*

## Why Advertise

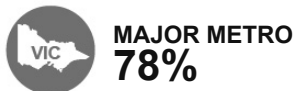
- 12% more likely than the average Vic population to be a grocery Big Spender.
- 672,000 or 50% of our readers feel it is important to keep up to date with all the latest gadgets.
- 40% more likely than the average Vic to have been to live theatre performance in the last month.
- 57% or 767,000 been to licensed restaurant in last month..
- 61%, or 756,000 bought clothing in the last month.

## Key Stats

Readership14+: 1,339,000



## Profile



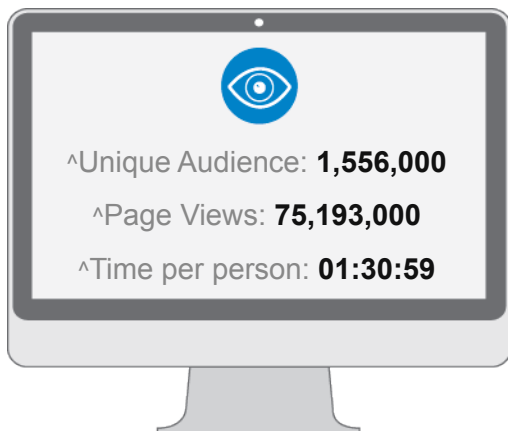
## Advertising Contact Information

Call (03)8667 2000 or visit [Adcentre.com.au](http://Adcentre.com.au)

## Deadlines

Booking Deadline: 10am, prior day  
Material Deadline: Noon, prior day

## Key Statistics



### M-Site:#

Ave Daily UBs: 189,157  
 Page Impressions: 21,345,498

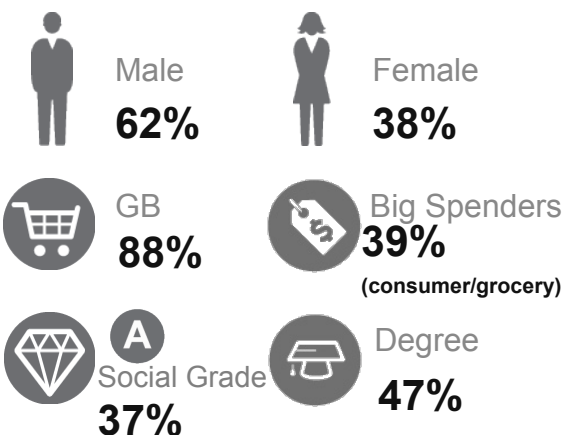
### Tablet App:

Audience last 4 wks: 228,000  
 Downloads to Date 548,786

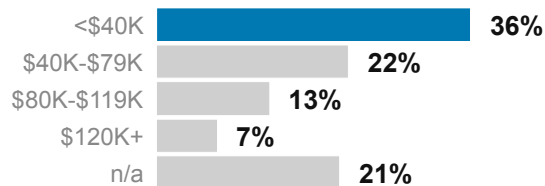
### Video:

\*\*Unique Audience: 448,000  
 \*\*Stream Volume: 2,224,000

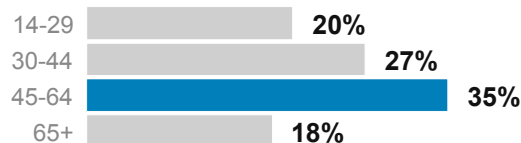
## Profile



## Income



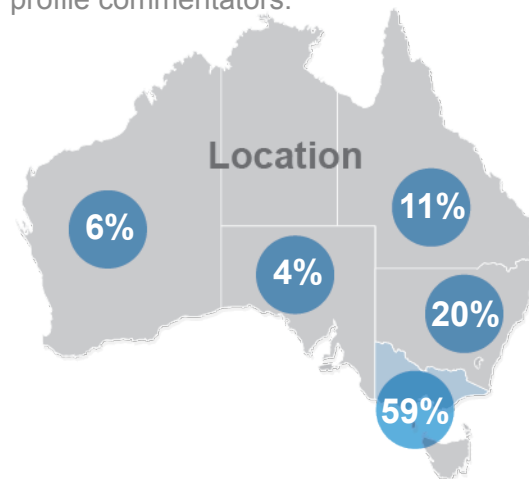
## Age



## Overview

The Age brand has been an integral part of Victorian life since it was first published in 1854.

theage.com.au has the most engaged online news readers in Victoria who are attracted by its award-winning journalists, international correspondents and high-profile commentators.



**54%<sup>^</sup>**

Or 838,000 do not visit [heraldsun.com.au](http://heraldsun.com.au)

# What's Inside



The **News** book is the leading section of *The Age* every day and wraps all the other sections. News contains all the latest local, national and international news and includes our daily Editorial, along with Opinion, the Letters page and Focus.



**World** is a highly respected source on current affairs around the globe. World contributors are based over a large footprint and place their lives in danger to bring readers insight and fact on our global issues.



The **Melbourne Life** section within News brings to readers the vibrancy of Melbourne's arts, entertainment and cultural scene every Monday to Friday. From gallery openings and exhibition reviews to news about festivals or events, if it's popular culture the place to find it is Melbourne Life.



**Correspondent** in *The Saturday Age* offers readers insight into foreign affairs.



**Insight** is the second News section every Saturday and provides a deeper analysis of local and international events. Insight complements the main News section and provides a showcase for journalistic excellence to deliver a compelling read every week.

# Online Content



## theage.com.au

The home page is the place for the latest in Breaking News and what's happening in Victoria, nationally and around the world. It is also the place to start your search for all information.



## Victoria

In-depth views and analysis of the latest news from around Victoria.



## National

A look at what's making headlines nationally and of interest to Australians.



## World

The World section incorporates the latest breaking news from around the world as well as stories of interest on places, people and organizations.



## Video

Video includes the latest videos from around the world as well as the latest photo galleries by our own and other press agency photographers.

# Online Content



## Property

Property provides the latest commentary and news from the residential and commercial property sectors. Included are also trends in design and living, house prices and auction results.



## Business Day

Business Day covers the latest breaking stories in affecting our economy and includes information on markets, small business, executive style and companies.



## National Times

The national times is our link to all things political and incorporates political news, comment, society and culture and bloggers.



## Money

For those with an interest in borrowing, saving, investing, planning or tax Money has all the latest update information every day.



## Technology

Technology has all the latest information on digital technology and includes our popular sections of digital life, computers, games and mobiles.

# Online Content



## IT Pro

IT Pro is the home of all the latest development in the fast paced IT world. Included are sections on cloud, security, business and government IT as well as the latest Jobs in the sector.



## Travel

Traveller is for anyone seeking information on holidays. It includes sections on destinations, finding a holiday and of course a link to our popular accommodation website **Stayz.com.au**



## Cars

The latest news and views from the world of automotive. You can also buy and sell cars on our popular automotive market site **drive.com.au**



## 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.

# Our Editorial Team



Andrew Holden  
Editor in Chief

Andrew has been the Editor of The Press for four and a half years, and prior to that was its deputy editor for four years. Originally from Melbourne, he has 30 years experience in journalism, from daily newspapers to community titles and magazines.



Mark Fuller  
Mon-Fri Print Editor

Mark is the Mon – Fri print editor for *The Age*. Mark joined *The Sunday Age* as the deputy chief sports sub-editor in 1990. He became chief sub-editor of *The Sunday Age* (1992) and in 1994 was also their production editor. Mark has been the sports editor of *The Sunday Age* (1995) and *The Age* (1998-2000) as well as *The Age's* chief cricket writer (2000).



Margaret Easterbrook  
Saturday Age Editor

Margaret joined *The Age* in 1989 as the paper's Olympic Games reporter which involved covering Melbourne's (failed) bid for the 1996 Games. She has worked in the Canberra bureau covering federal politics and has been the paper's media reporter, social affairs reporter, and editor of *Insight*. Margaret became *The Saturday Age* editor in 2012.



Mark Forbes  
News Director

Mark joined *The Sunday Age* as deputy editor in 2009, following his outstanding work as *The Age's* Indonesian correspondent based in Jakarta 2005. Mark this year became News Director of *The Age*.