

THE  AGE

greenguide



Overview

Green Guide

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Green Guide is in *The Age* every Thursday.

First published in 1949 as *The Age Radio Guide* and then expand into *The Age Radio and Television Guide* in 1956. The *Green Guide* remains a favourite with *The Age* readers who hold it in high regard for commentary, analysis and review of current and forth-coming television programs, as well as the reviews of CDs, DVDs, computer games and software.

Why Advertise*

- The highest read Arts and Entertainment Print Section in Vic with **646,000 average weekly readers**.
- Our readers are **54% more likely** to have been to a live theatre show within the last 3 months compared to the average Vic population.
- **271,000** readers have been to an art gallery, museum or exhibition within the last 3 months (ix:167 v Vic Pop'n)
- **46% of** readers that think it is important to keep up to date with the latest gadgets.
- **31%** more likely than the average Vic to have attended a short course/seminar (not for work) in the last month.

Key Stats

Readership:

648,000 average weekly readers



Profile



55%



AGE AVE
50.8



PI FT (avg.)
\$83k



Major Metro
79%



45%



GB 88%



A 32%
ix:154 (vs
Vic)



Degree
46%

Advertising Contact Information

Call (03)8667 2000 or visit Adcentre.com.au

Deadlines

Bookings Deadline: Noon, Thursday prior

Material Deadline: Noon, Tuesday prior

What's Inside



Hindsight is a pointed, analytical look at the most talked about television event of the week, delivered with a sense of humour.



Cover Story is our in-depth look each week at a high-profile celebrity or a high-profile TV show about to hit the airwaves.



Reality TV gives readers insight into the latest fad on air TV and focuses on a particular show each time.



Livewire is a contemporary sound and vision entertainment section. Both technical and non-technical readers alike turn to *Livewire* for its authoritative voice on consumer technology.



Our Editorial Team

Contributors of Green Guide are passionate about delivering readers with information on the must-know programs that air on Australian TV.



Scott Ellise

Scott is the National Editor of *Green Guide*, specialising in film, arts and television. He not only writes features, interviews, profiles and film reviews for *Green Guide* but also covers arts and local filmmaking.



Paul Kalina

Paul is the deputy editor of the *Green Guide*, ensuring robust coverage of television trends, interviews, and reviews of upcoming television and radio programs and video releases.