

THE  AGE

# SPORT



Overview

# Sport Print

## Overview

In general, Australians love their sport and *The Age* readers are no different. Our *Sport* section appears every day of the week and delivers the most comprehensive coverage of the latest triumphs, tragedies, twists and turns from the world of sport.

*Sport* in *The Age* means more results, more insights, more analysis, all written in an informative and entertaining way, a style that acknowledges our passion.

## Why Advertise

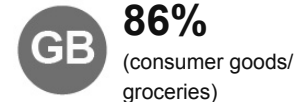
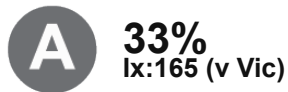
- **43% more likely** than the average Vic to have placed a bet (TAB/Online) in the last month.
- **Half (51%)** of all readers have shopped at a hardware store in the last month
- **81% more likely** than the average Vic to have attended a professional sports event in the last month.
- **19% more likely** than the average Vic to have bought sportswear in the last 6 to 12 months.
- **33% more likely** than the average Vic to spend \$50k+ on their next car purchase.

## Key Stats

Readership: 877,000



## Profile\*



## Advertising Contact Information

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

## Deadlines

All deadlines vary. Please contact your Fairfax sales representative for further information.

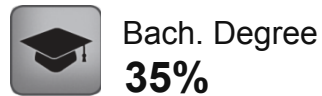
# Sport Digital

## Key Statistics



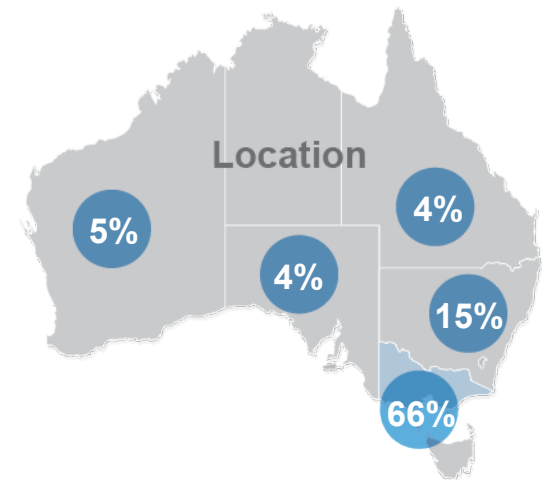
**56%** or 255,000 do not read  
heraldsun.com.au – Sport

## Profile



## Overview

theage.com.au/sport covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis.



### Sources:

Key Statistics and Profile: Nielsen Online Ratings, Hybrid Jan 2015: The Age - Sport (channel), Surfing

State Breakdown: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2014, Nielsen Online Ratings Dec 2014, people 14+ only

# SPORT

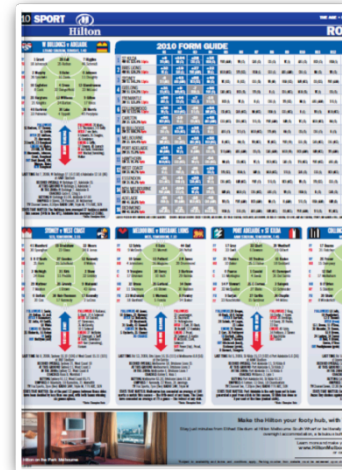
# What's Inside Print



**AFL Coverage**  
Australia's highest quality and comprehensive AFL media coverage. At the 2012 Australian Football Media Association awards, The Age won 5 awards for outstanding performance.



**Summer of Tennis**  
Australia's most comprehensive and highest quality coverage of the Australian *Summer of Tennis*



**AFL Friday Bible**  
Australia's must-read preview of each round in the AFL season



**The Form**  
Australia's best form guide. For all the information you need to back a winner, *The Form* every Friday.

# Online Content



**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.



**Real Footy**  
Real Footy brings the latest news and views of Australia's favorite game.



**Cricket**  
Cricket provides everything you need to know about what's happening in the world cricket in one place.



**Soccer**  
From the latest draft information to breaking news on the clubfront soccer has the game covered.



**Live Scores**  
For the latest scores in all sports live scores provides up to the minute games results.

# Our Editorial Team



Alex Lavelle

Alex joined *The Age* shortly before the Sydney Olympics. He was appointed sports news editor of *The Age*, before becoming sports editor for *The Sunday Age* in November, 2005 and sports editor of *The Age* in 2008. Alex is currently executive sports editor.



Caroline Wilson

Caroline has been chief football writer for *The Age* since 1999. Caroline was the first woman to cover Australian Rules football on a full-time basis and the first woman to win the AFL's gold media award.



Rohan Connolly

Rohan is a senior football writer for *The Age*. He reports on and analyses AFL football in both the weekday and weekend editions of the paper as well as contributing a video preview of each round for *The Age's* football website "Realfooty".