

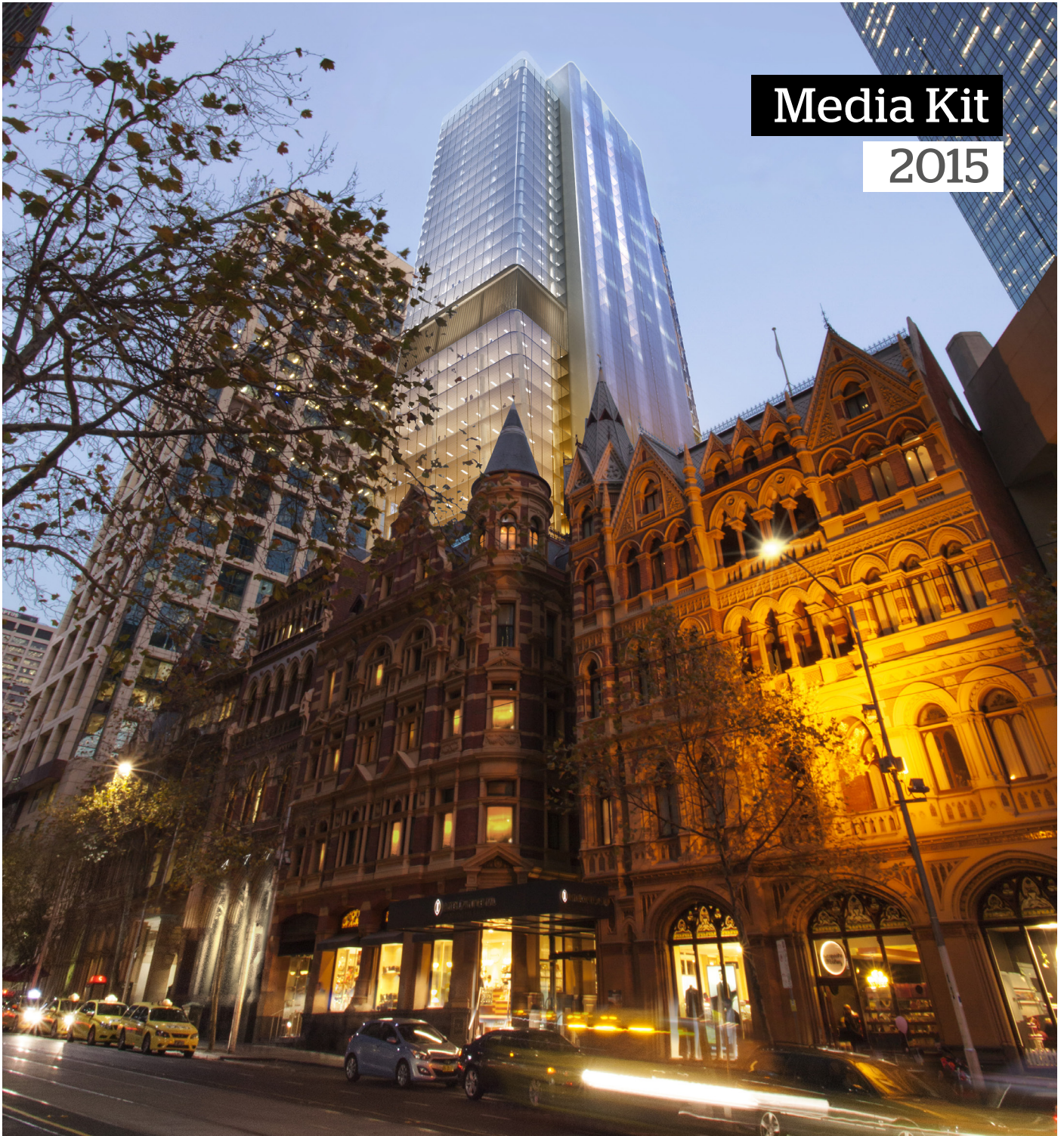


# THE AGE

INDEPENDENT. ALWAYS.

Media Kit

2015



SATURDAY  
**THE AGE**

INDEPENDENT. ALWAYS.  
**sundayage**

PRINT | ONLINE | MOBILE | TABLET | EVENTS

**PANFA 2013**  
Newspaper  
of the Year

**PANFA 2012**  
Sunday  
Newspaper  
of the Year

**PANFA 2011**  
Newspaper  
of the Year

Since its first publication on October 17, 1854, *The Age* has been serving its readers with intelligent, independent journalism. Everyday, it reaches out to the Victorian community and beyond, educating, challenging and interacting with its readers. Our journalists are passionate about uncovering the truth of the matter: from political promises and business bargaining, to AFL scandals and even, the best coffee in Melbourne. We believe inspiring stories are all around us, just waiting to be discovered.

### From the Editor

I'm delighted that the Age has taken this step forward. The broadsheet form has served us well for more than 150 years, but the compact size will make it easier to get on top of the news quickly, or to read *The Age* on public transport or a plane.

What remains, regardless of the size of the paper or indeed whether you read our work in a digital form, is our commitment to intelligent, independent journalism.



**Andrew Holden**

Editor in Chief - *The Age*.

# AUDIENCE PROFILE | OVERVIEW

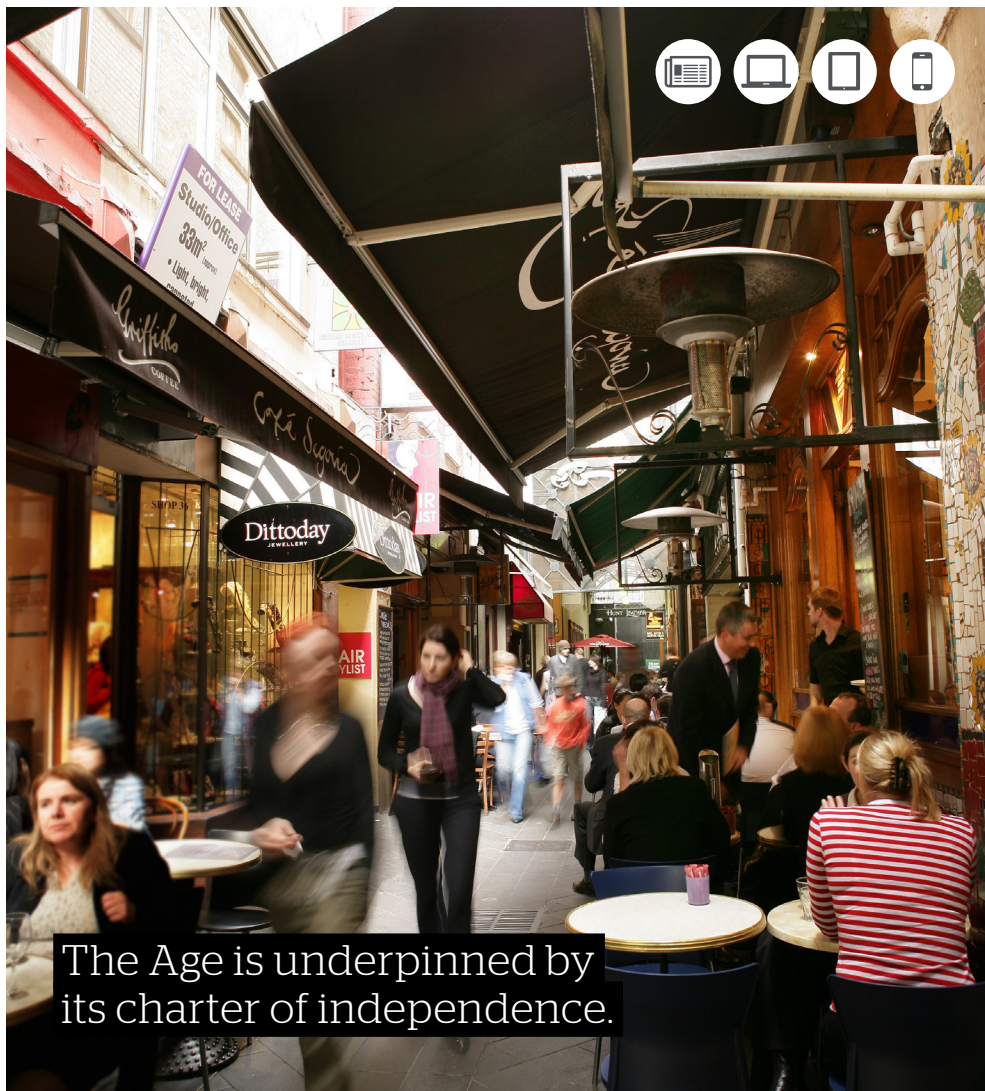
## THE AGE

### OVERVIEW

All platforms

Advertisers looking for an influential and discerning audience are attracted by the quality readers that *The Age* offers every day through its multi-media cross platform channels. It comes as no surprise that most of Australia's leading brands advertise with *The Age*.

*The Age* has a total masthead readership of 3.205 million across print and web each month.



The Age is underpinned by its charter of independence.

### Audience Reach

Combined print and digital

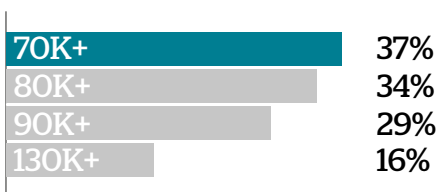
3,226,000



Male  
**56%**

Female  
**44%**

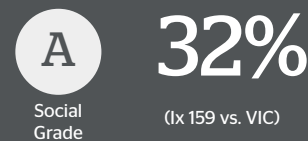
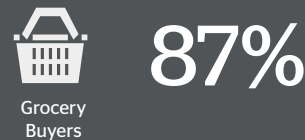
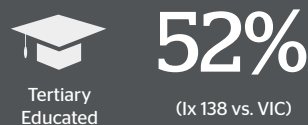
### Income (HH)



### Age



### Demographics



Source: emmaTM conducted by Ipsos Media CT, People 14+ for the 12 months ending Dec 2014, Nielsen Online Ratings Dec 2014, People 14+ only  
Total Audience: Print & Computer/Tablet/Mobile Web/App/PDF (net).

**THE AGE**

**Newspapers**

Monday - Sunday

**Integral to Victorians**

Intelligent, independent and integral to Victorians' lives. *The Age* is the newspaper that people turn to. Its news, analysis and commentary continually set the benchmark for journalistic excellence and integrity.



A Melbourne icon, part of the cultural fabric of the city.

**Print Readership\***

**1,617,000**

**Circulation:#**

202,711 MON-FRI (Ave)    242,034 SATURDAY    207,746 SUNDAY



Male\* **53%**  
Female\* **47%**

**Income (HH)\***



**Age\***



**Demographics\***

- \$84K**  
Average PI FT
- 87%**  
Grocery Buyers
- A**  
Social Grade (ix 154 vs. VIC)

Source: emmaTM conducted by Ipsos Media CT, People 14+ for the 12 months ending Dec 2014  
#Audit Bureau of Circulations total masthead sales, Dec 2014

**THE AGE**

**ONLINE**

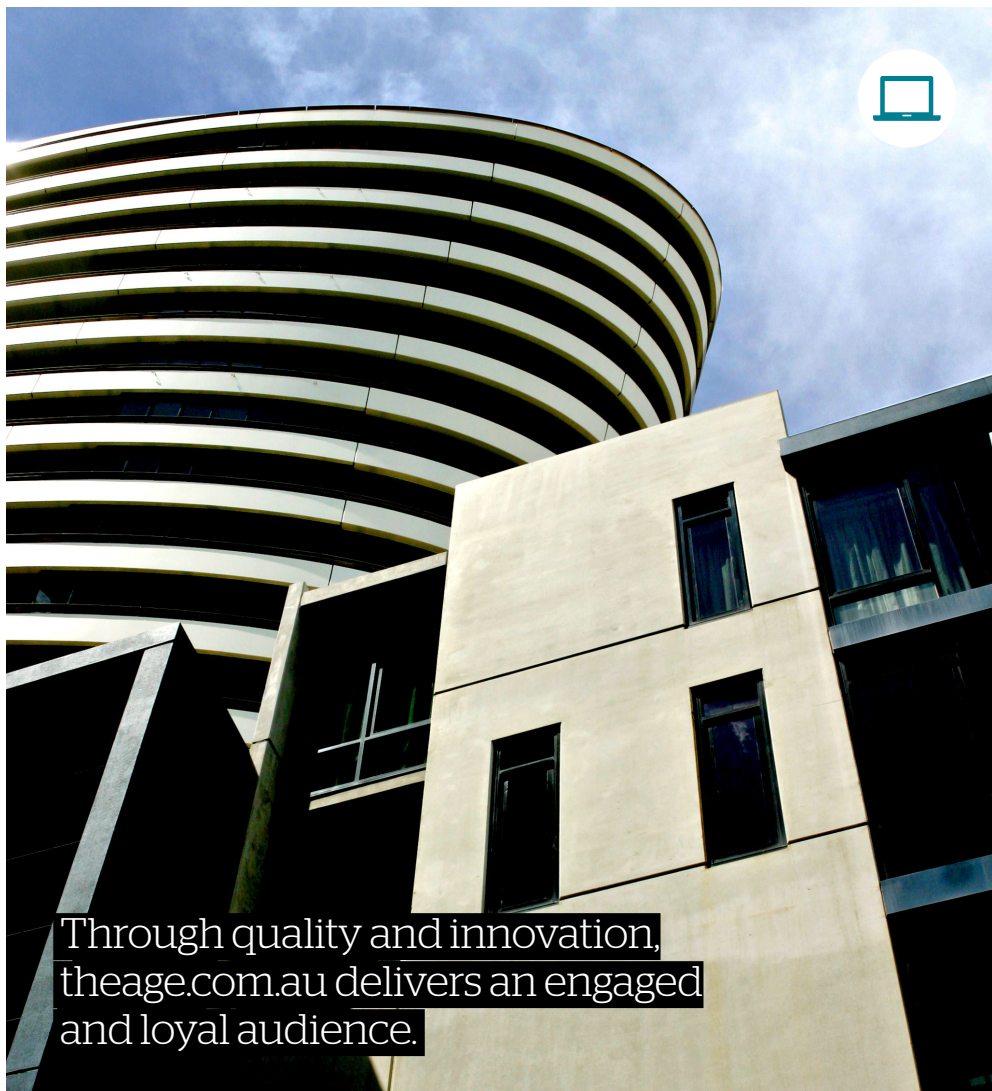
theage.com.au

**Engaged and loyal**

A leader in Australian online news and information, *theage.com.au* continues to transform the way Australians access news.

Comprehensive coverage of business, technology, environment, travel, sport, entertainment and lifestyle content ranging from breaking news, in-depth analysis to useful daily information and snippets of pop culture.

We also encourage our readers to join the conversation and have their say through comments sections, ratings and blogs.



**theage.com.au**

Unique Audience<sup>#</sup>

**1,753,000**

**Page Views:**

**73,016,000**

**Time:**(p/person)

**1hr.35min.37sec**

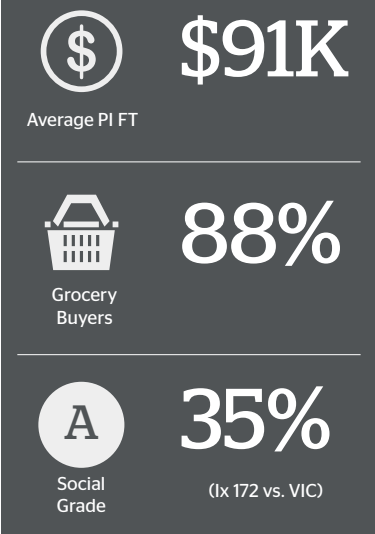
**Income (HH)<sup>\*</sup>**



**Age<sup>\*</sup>**



**Demographics<sup>\*</sup>**



Male<sup>\*</sup>  
**58%**  
Female<sup>\*</sup>  
**42%**

Sources: #Nielsen Online Ratings, Hybrid Surfing, Jan 2015, \*emmaTM conducted by Ipsos Media CT, People 14+ for the 12 months ending Dec 2014, Nielsen Online Ratings Dec 2014, People 14+ only

THE AGE

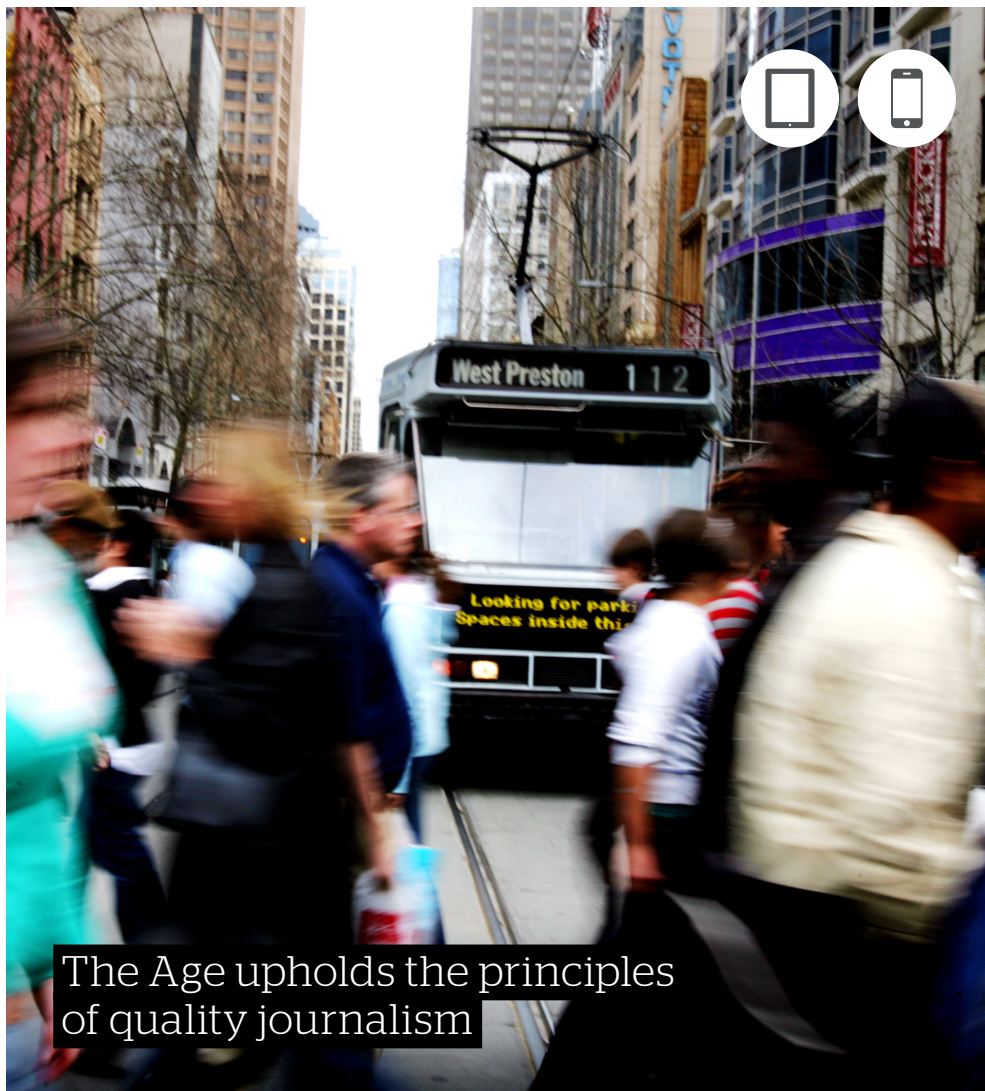
MOBILE

M-site, Tablet and Apps

An enhanced news experience

The Age dedicated mobile site has a strong focus on the latest breaking news. Readers can not only read articles and commentary on a wide range of topics, they can also watch video and view photos to help enhance their experience.

The Age iPad App marries our top stories with the interactivity and engagement of the tablet to take the reader's news experience to another level.



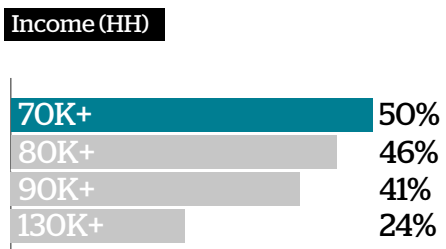
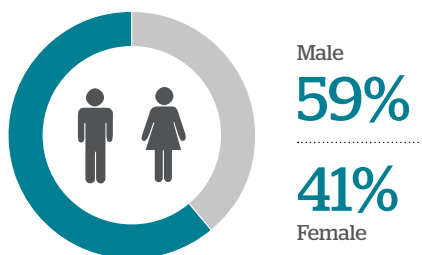
Mobile/Tablet

**Mobile**

**Audience:** (Last 4 weeks)  
**540,000**

**Tablet**

**Audience:** (Last 4 weeks)  
**577,000**



**Demographics**

**\$96K**  
 Average PI FT

**87%**  
 Grocery Buyers

**48%**  
 Social Grade  
 (1x 235 vs. VIC)

Source: emmaTM conducted by Ipsos Media CT, People 14+ for the 12 months ending Dec 2014, Web/App/PDF (net).

# SECTIONS

THE  AGE

# NEWS

## News and Opinion

News, analysis and opinion

The News book, also referred to as Early General News (EGN), is the leading section of *The Age* every day and wraps all the other sections.

EGN contains all the latest local, national and world news featuring expert opinion and insights on the leading stories.

Written by our team of award winning journalists, our factual reporting has a well deserved reputation for independence and integrity.

[theage.com.au](http://theage.com.au)



### NEWS

**EGN**  
Devoted to local and national news. Expect a barrage of exclusive stories that explain what happens in your city and country — and why.

### Focus

Focus takes you behind the news of the day providing greater depth, analysis and clarity around the big names and events..



### WORLD

**World**  
Showcases the best of our experienced team of correspondents and their commitment to covering your world through Australian eyes.

**PANPA 2013**  
Newspaper of the Year

**PANPA 2012**  
Sunday Newspaper of the Year

**PANPA 2011**  
Newspaper of the Year



### COMMENT

**Comment**  
A forum for voicing your opinion or hearing people voice theirs. Comment includes Editorial Opinions, Letters to the Editor and other topical information.

### The Age Readers' Poll

Topical questions are put to Victorians everyday.



### INSIGHT

**Insight**  
Every Saturday, Insight provides a deeper analysis of local and international events.

With longer feature articles enabling stories to be explored in more detail, Insight adds substance to recent news and events. Also featured are the popular Letters Opinion page and articles by regular and popular columnists.

THE  AGE

# BUSINESS

## Business and Finance

Business, finance and analysis

Our highly respected business pages cover; local, national and international news and commentary on business, markets, the economy and public policy.

Fairfax Media offers a network of Australia's most trusted business and personal finance brands, focused on delivering quality news and up-to-the-minute information.

[theage.com.au/business](http://theage.com.au/business)




**BusinessDay**

### Business Day

Fresh daily news, analysis and investigations on the world of finance. Plus, our award-winning columnists take you behind the action in markets so you can better understand your own investment outlook.



S M T W T F S



**Inspiration**

### My Small Business

Targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures. The section showcases stories from small business owners on the highs and lows of running a business, plus advice from some of Australia's most successful entrepreneurs.

Inside businessday

S M T W T F S



**Technology**

### IT Pro

Whether you are a CIO or CTO of a large firm, a developer in a start-up or a business exec interested in the tech sector, *IT Pro* provides the information you need to stay up to date and make wise technology decisions.

Inside businessday

S M T W T F S



**Style**

### Executive Style

The must read for professional, metro based men. Whether it's how to deal with competition in the boardroom, the best place to practice your golf swing or the lowdown on the hottest restaurant in town, *Executive Style* is the urban bible.

Inside businessday

S M T W T F S



**Money**

### Money

*Money* is the place for independent and authoritative advice on your financial health and wellbeing.

Each week *Money* delivers news and analysis of the latest trends in superannuation, investment, funds management, tax and insurance. Whether it be retirement planning, running a self-managed super fund, or buying a home.



S M T W T F S



THE AGE  
**SPORT**

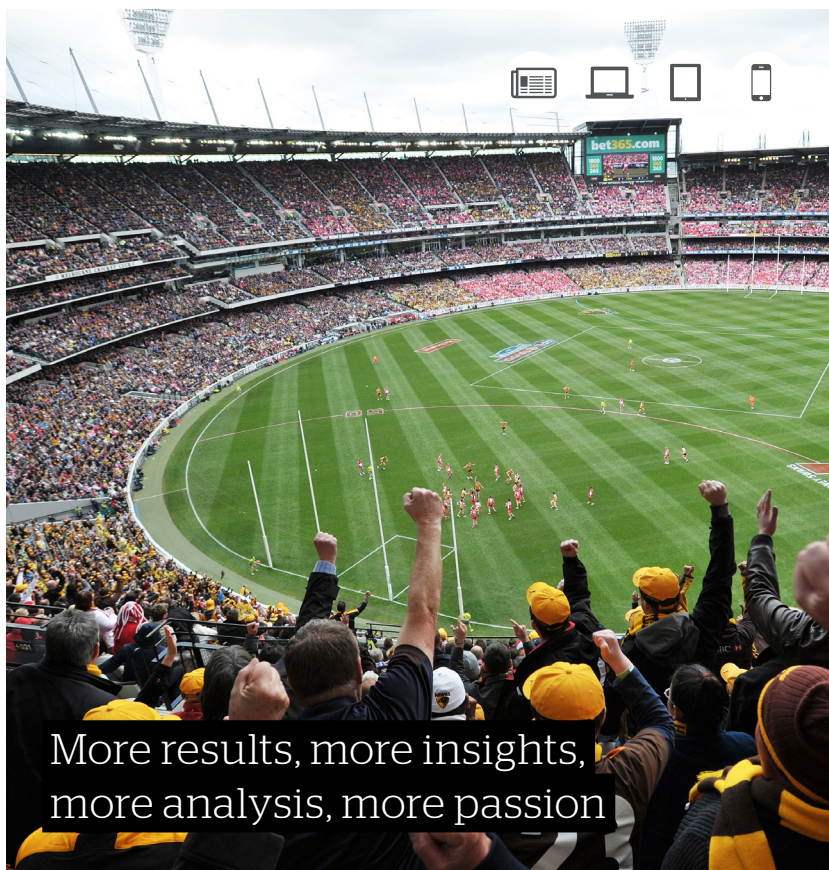
**Overview**

Sport, commentary, analysis.

In general, Australians love their sport and readers of *The Age* are no different. Our *Sport* section appears everyday of the week in print and across our digital platforms. *The Age Sport* section 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 style that acknowledges our passion.

[theage.com.au/sport](http://theage.com.au/sport)



**Sportsday**

**Sports Day**

Our print and online sections continue the tradition of great sports writing and breaking news. From Caroline Wilson to Rowan Connerly, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.



S M T W T F S



**NRL**

**League HQ**

Get the smartest view on footy, featuring the latest news and authoritative views from Fairfax's quality editorial team; previews and reviews of each week's round; tipping competition featuring match odds and expert tips; live scores, fixture and ladder info; news from your club; blogs, polls and fan photos. *League HQ* sits under the NRL section within sport across our four mastheads.



S M T W T F S



**Union**

**Rugby Heaven**

*Rugby Heaven* puts advertisers in front of one of the most loyal and affluent audiences in online sport — the rugby fan. *Rugby Heaven* is a dedicated Rugby Union site that offers 'true believers' of rugby throughout the world the most in-depth and comprehensive rugby experience available.

Track the rugby action all year round, with current news, expert commentary and leading analysis.



S M T W T F S



**AFL**

**Real Footy**

*Real Footy* keeps loyal AFL fans up-to-date with the footy season and is chock-block full of AFL news, expert commentary and leading analysis. The site features ladders, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.



S M T W T F S



**The Form**

**The Form**

Written by well-respected racing personalities, *The Form* offers insightful commentary plus all the hot betting tips for the coming week. *The Form* is a must-have for Melbourne punters.



S M T W T F S

# SECTIONS



## Arts and Entertainment

Monday - Sunday

Fairfax's Entertainment editorial team is as passionate about film, music, books, arts and television as our vast audience. Each week the country's most respected arts and entertainment journalists — a team of nearly 40 staff across Sydney and Melbourne — generate stories and videos for print and online, feeding an insatiable demand for this content.

[theage.com.au/entertainment](http://theage.com.au/entertainment)



## Melbourne scene

The focus of *The Sunday Age's* lift-out *M* is people: what they wear, where they go and what they do. *M* covers fashion, food, health, the home, gardening, and entertainment, particularly within the Melbourne scene. *M* also includes a 7 day TV guide which ensures retention over the week and greater exposure.



S M T W T F S



## Television

Unique in that it boosts circulation and readership of *The Age* every Thursday. First published in 1949 as *The Age Radio Guide* and then expanding into *The Age Radio and Television Guide* in 1956, *Green Guide* remains a favourite with *Age* readers who hold it in high regard for commentary, analysis and review of current and forthcoming television programs, as well as the reviews of CDs, DVDs, computer games and software.



S M T W T F S



## Entertainment

It's Friday and the weekend starts here, with a weekly guide to the best entertainment in your city. *The Shortlist* covers the pick of movies, music and theatre with reviews, interviews and extensive lists, from the latest film releases, to the best gigs and stage shows. *The Shortlist* is aimed at a broad audience of entertainment lovers, and also contains a planner to the weekend and beyond.



S M T W T F S



## Spectrum

*Spectrum* captures the cultural life of Melbourne with a thought-provoking and entertaining mix of stories and reviews on film, music, books, performing and visual arts, television, food, gardening and design. Our team of respected writers brings readers the city's most comprehensive guide to the people, events and issues in the arts.



S M T W T F S

THE AGE

# Lifestyle

## Travel, Food & Lifestyle

Monday - Saturday

Be inspired by our variety of lifestyle sections, whether it's the latest fitness trends, the best food in town or the perfect travel destinations. Our lifestyle audiences are passionate and discerning, looking to feed their minds and bodies.

An audience passionate about travel, food and lifestyle.



## Discerning travellers

*Traveller* inspires, entices and informs. With a line-up of Australia's most experienced travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice.

*Traveller* on Saturday together with our new website *Traveller.com.au*, reaches over 1 million people every month.



Accessible online:

S M T W T F S

[www.traveller.com.au](http://www.traveller.com.au)



## For passionate food lovers

*Good Food* is one of the most loved sections, having been one of the leading food journalism sources in Australia for over 30 years. Influential, credible and with a huge loyal following, *Good Food* is a must-read for passionate food-lovers throughout Victoria. With our iconic reviews, recipes, food news, trends and personalities, *Good Food* is ideal for anyone who loves eating in, eating out and everything in between.



Accessible online:

S M T W T F S

[www.goodfood.com.au](http://www.goodfood.com.au)



Property, Employment and Automotive

The Age's award winning marketplace sections connect audiences with authoritative and aspirational news and information across automotive, property, and employment.

Prime positions to connect with your audience.



Property

The Age, which published real estate advertising in its first edition in 1854, is synonymous with the Victorian property market. Domain, published every Saturday and Sunday comprehensively covers the real estate market across both metropolitan and regional areas. The section features market news and information, extensive Open For Inspection and Auction listings, house of the week, a weekly suburb profile, commentary on the rental market and a regular section on coast and country living as well as extensive and visually engaging listings of properties for sale.

S M T W T F S



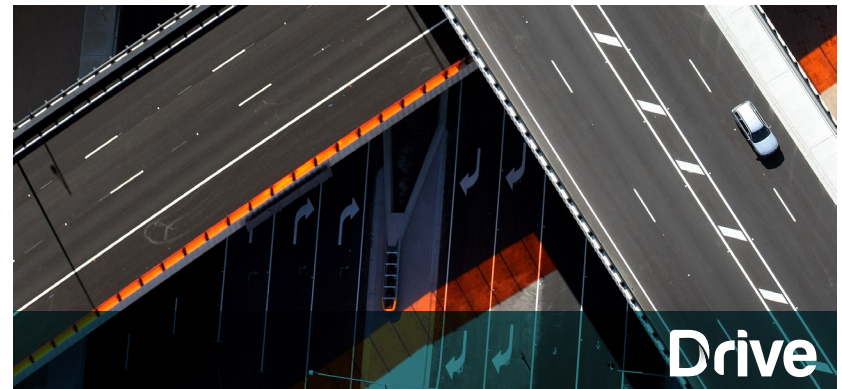
Employment

Appearing in the Saturday Age, MyCareer is read by thousands of professionals every week. Our quality editorial content attracts high quality, active and passive candidates.

Place your listing next to intelligent editorial content or gather extra exposure with a prime position putting your job in the first six editorial pages of MyCareer.



S M T W T F S



Automotive

The Age's automotive section, Drive helps readers choose and change their car with confidence by making motoring easier.

Our writer's are passionate, authoritative automotive experts with more than 200 years of experience in motoring. They take the reader behind-the-scenes with trusted news and reviews. Plus tips, advice, finance, insurance and maintenance, Drive is there for the entire car journey.



S M T W T F S



Inserted magazines

Saturday - Sunday

In the ever-expanding world of words, Fairfax Magazines stands proud with its hallmark tradition of credible and first-class journalism.

Combined, our magazines with their vision and strong editorial philosophy of quality, trust and integrity offer unparalleled access to the homes and hearts of the most significant and influential segment of our society.



Good Weekend

Australia's premier newspaper-inserted magazine, Good Weekend continues to set the benchmark for excellence in Australian journalism.

A confident leader in the inserted magazine market, Good Weekend offers a rare balance found in no other magazine; an even male/female readership and a mass reaching vehicle with premium appeal. Delivering a dedicated, loyal and reliable reader base, Good Weekend is regularly invited into the sanctuary of the weekend, offering advertisers a unique opportunity to play a part in our readers' weekend routine.

From March 1 2014, Good Weekend will have a fresher look. Two new columnists have joined to stir up the pot each week. We're also extending online with the addition of videos and picture galleries.

S M T W T F S



Sunday Life

The Sunday Age's must-read weekly magazine, Sunday Life, is bold, vibrant, and stylish. Editor Danielle Teutsch's one big goal is to inspire. Inspire your body, inspire your mind.

With this in mind, we have created beautiful, lively and inspirational pages in food, home, fashion, travel and health and wellbeing. Every week we; showcase great style, give practical advice, interview the famous and fascinating and offer brilliant ideas for your next meal, trip, purchase, outfit or outing.

With one wonderful magazine, we aim to celebrate two of the best things in the world: women and Sundays.



S M T W T F S

**Advertising shapes**

The Age



Compact 374x260



Compact 280x194



Compact 374x129

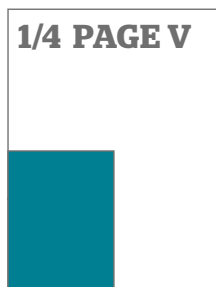


Compact 186x260

All dimensions shown in mm's (Height x Width)



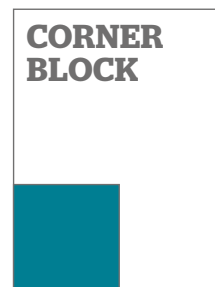
Compact 139x260



Compact 186x129



Compact 92x260



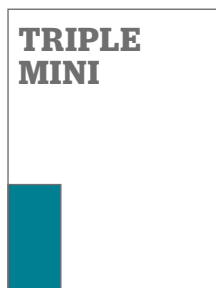
Compact 139x129



Compact 92x129



Compact 45x260



Compact 139x63



Compact 92x63



Compact 45x129



Compact 45x63

**Digital Solutions**

The Age digital platforms offer a variety of digital solutions across online, mobile and tablet to cater to your requirements

**Strategic Features**

Strategic Features are unique publications created around topics of interest driven by audience, editorial and consumer needs. We offer our clients the opportunity to connect with the Fairfax audience across print, online and tablet.

**Direct Marketing**

Our Direct Marketing service specialises in the delivery of direct response driven media solutions comprising of newspaper inserts/catalogues, bespoke printing, adhesive note advertising as well as a vast array of creative executions and paper stocks.

**Contact your Fairfax Media Sales Representative for further details.**



[www.adcentre.com.au](http://www.adcentre.com.au)

**ADVERTISING RATES | PRINT****15****Annual Spend Level Discounts**

Annual Spend Levels (Excl. Gst)	Casual	\$60,000	\$120,000	\$240,000	\$460,000	\$840,000	-
<b>Discount</b>		<b>-3%</b>	<b>-5%</b>	<b>-7%</b>	<b>-9%</b>	<b>-12%</b>	<b>-</b>

**Advertising Rates - The Age**

Rates effective from March 1, 2014. Positional loadings still apply.

SHAPE	EGN			Sections*		
	M-F	SAT	SUN	M-F	SAT	SUN
<b>Full Page</b>	\$54,400.00	\$81,184.00	\$59,104.00	\$23,827.84	\$35,741.44	\$25,738.56
Incl. GST	<b>\$59,840.00</b>	<b>\$89,302.40</b>	<b>\$65,014.40</b>	<b>\$26,210.62</b>	<b>\$39,315.58</b>	<b>\$28,312.42</b>
<b>Junior Page</b>	\$30,600.00	\$45,666.00	\$33,246.00	\$13,403.16	\$20,104.56	\$14,477.94
Incl. GST	<b>\$33,660.00</b>	<b>\$50,232.60</b>	<b>\$28,578.24</b>	<b>\$14,743.48</b>	<b>\$22,115.02</b>	<b>\$15,925.73</b>
<b>1/2 page V</b>	\$27,200.00	\$40,592.00	\$29,552.00	\$11,913.92	\$17,870.72	\$12,869.28
Incl. GST	<b>\$29,920.00</b>	<b>\$44,651.20</b>	<b>\$32,507.20</b>	<b>\$13,105.31</b>	<b>\$19,657.79</b>	<b>\$14,156.21</b>
<b>1/2 page H</b>	\$27,200.00	\$40,592.00	\$29,552.00	\$11,913.92	\$17,870.72	\$12,869.28
Incl. GST	<b>\$29,920.00</b>	<b>\$44,651.20</b>	<b>\$32,507.20</b>	<b>\$13,105.31</b>	<b>\$19,657.79</b>	<b>\$14,156.21</b>
<b>Large strip</b>	\$20,400.00	\$30,444.00	\$22,164.00	\$8,935.44	\$13,403.04	\$9,651.96
Incl. GST	<b>\$22,440.00</b>	<b>\$33,488.40</b>	<b>\$24,380.40</b>	<b>\$9,828.98</b>	<b>\$14,743.34</b>	<b>\$10,617.16</b>
<b>1/4 page V</b>	\$13,600.00	\$20,296.00	\$14,776.00	\$5,956.96	\$8,935.36	\$6,434.64
Incl. GST	<b>\$14,960.00</b>	<b>\$22,325.60</b>	<b>\$16,253.60</b>	<b>\$6,552.66</b>	<b>\$9,828.90</b>	<b>\$7,078.10</b>
<b>1/4 page strip</b>	\$13,600.00	\$20,296.00	\$14,776.00	\$5,956.96	\$8,935.36	\$6,434.64
Incl. GST	<b>\$14,960.00</b>	<b>\$22,325.60</b>	<b>\$16,253.60</b>	<b>\$6,552.66</b>	<b>\$9,828.90</b>	<b>\$7,078.10</b>
<b>Corner Block</b>	\$10,200.00	\$15,222.00	\$11,082.00	\$4,467.72	\$6,701.52	\$4,825.98
Incl. GST	<b>\$11,220.00</b>	<b>\$16,744.20</b>	<b>\$12,190.20</b>	<b>\$4,914.49</b>	<b>\$7,371.67</b>	<b>\$5,308.58</b>
<b>Postcard</b>	\$6,800.00	\$10,148.00	\$7,388.00	\$2,978.48	\$4,467.68	\$3,217.32
Incl. GST	<b>\$7,480.00</b>	<b>\$11,162.80</b>	<b>\$8,126.80</b>	<b>\$3,276.33</b>	<b>\$4,914.45</b>	<b>\$3,539.05</b>
<b>Mini strip</b>	\$6,800.00	\$10,148.00	\$7,388.00	\$2,978.48	\$4,467.68	\$3,217.32
Incl. GST	<b>\$7,480.00</b>	<b>\$11,162.80</b>	<b>\$8,126.80</b>	<b>\$3,276.33</b>	<b>\$4,914.45</b>	<b>\$3,539.05</b>
<b>Triple Mini</b>	\$5,100.00	\$7,611.00	\$5,541.00	\$2,233.86	\$3,350.76	\$2,412.99
Incl. GST	<b>\$5,610.00</b>	<b>\$8,372.10</b>	<b>\$6,095.10</b>	<b>\$2,457.25</b>	<b>\$3,685.84</b>	<b>\$2,654.29</b>
<b>Stacked Mini</b>	\$3,400.00	\$5,074.00	\$3,694.00	\$1,489.24	\$2,233.84	\$1,608.66
Incl. GST	<b>\$3,740.00</b>	<b>\$5,581.40</b>	<b>\$4,063.40</b>	<b>\$1,638.16</b>	<b>\$2,457.22</b>	<b>\$1,769.53</b>
<b>Movie Ticket</b>	\$3,400.00	\$5,074.00	\$3,694.00	\$1,489.24	\$2,233.84	\$1,608.66
Incl. GST	<b>\$3,740.00</b>	<b>\$5,581.40</b>	<b>\$4,063.40</b>	<b>\$1,638.16</b>	<b>\$2,457.22</b>	<b>\$1,769.53</b>
<b>Mini</b>	\$1,700.00	\$2,537.00	\$1,847.00	\$744.62	\$1,116.92	\$804.33
Incl. GST	<b>\$1,870.00</b>	<b>\$2,790.70</b>	<b>\$2,031.70</b>	<b>\$819.08</b>	<b>\$1,228.61</b>	<b>\$884.76</b>

Rates are inclusive of colour. No discounts will apply for mono.

**Note:** These rates are applicable to the following; Business Day (M-S), Sport (M-S), Good Food Epicure, Money, Spectrum, Traveller\*, The Shortlist\* and Green Guide. EGN includes World and Insights.

Information correct at time of publishing.

For current information, please refer to [http://adcentre.com.au/ad\\_spec\\_categories/newspaper](http://adcentre.com.au/ad_spec_categories/newspaper)

\*Excludes Classifieds rates in Entertainment, Traveller, Drive, Domain, MyCareer. Also excludes Saturday Recruitment Display in MyCareer.  
Please visit [www.adcentre.com.au](http://www.adcentre.com.au) for more information.

# LOADINGS & DEADLINES

## Deadlines

Section	Publishing Day	Bookings Deadline	Material Deadline
<b>Monday to Friday</b>			
News	Weekdays	2pm Two working days prior	12pm work day prior
Business	Weekdays	2pm Two working days prior	12pm work day prior
Sport	Weekdays	2pm Two working days prior	12pm work day prior
<b>Saturday</b>			
News	Saturday	2pm Wednesday	12pm Friday
Business	Saturday	2pm Wednesday	12pm Thursday
Sport	Saturday	2pm Wednesday	12pm Friday
Insight	Saturday	2pm Wednesday	12pm Friday
<b>Sunday</b>			
News	Sunday	2pm Wednesday	12pm Friday prior
Business	Sunday	2pm Wednesday	12pm Friday prior
<b>Sections</b>			
Good Food Epicure	Tuesday	12pm Tuesday	5pm Thursday
Money	Wednesday	2pm Thursday	12pm Monday
Green Guide	Thursday	12pm Thursday	12pm Tuesday
The Shortlist	Friday	12pm Monday	12pm Wednesday
The Shortlist (Classifieds)	Friday	12pm Wednesday	5pm Wednesday
Form Guide	Friday	2pm Monday	12pm Wednesday
Traveller	Saturday	12pm Friday week prior	12pm Tuesday
Spectrum	Saturday	12pm Monday	12pm Wednesday
Spectrum (Classifieds)	Saturday	12pm Wednesday	12pm Wednesday
Domain	Saturday	12pm Wednesday	5pm Wednesday
Drive	Saturday	12pm Tuesday	3pm Thursday
MyCareer	Saturday	2pm Thursday	3pm Thursday
M	Sunday	12pm Monday	12pm Wednesday
M (Classifieds)	Sunday	12pm Wednesday	5pm Wednesday
Domain (Residential RE)	Sunday	2pm Wednesday	12pm Friday

Cancellation deadlines are 3 working days prior to bookings deadlines for all publications.

## Loadings

### Preferred Position Loadings - EGN<sup>#</sup>

Position	Mon-Fri	Sat	Sun
Front page	100%	100%	100%
Page 2	50%	50%	50%
Page 3	50%	-	50%
First Full page colour	50%	50%	50%
Prior page 13	40%	-	40%
Prior page 19	30%	40%	30%
Prior page 25	-	30%	20%
Outside Back Cover	50%	50%	50%
GTD Position	30%	40%	30%
includes RHP, solus on spread, cosecutive placements (in addition to above loads)			

### Sections<sup>#</sup>

Position	Mon-Fri	Sat	Sun
Front Page ^	50%	50%	50%
Pages 2 & 3	40%	40%	40%
Outside Back Cover	30%	30%	30%
GTD Position	30%	30%	30%
includes RHP, solus on spread, cosecutive placements (in addition to above loads)			

Includes Sport, Business, Money, Good Food Epicure, Green Guide, Spectrum, The Shortlist (unless otherwise stated).

^ When Sport commences from the back front page load applies

#Subject to availability.

Information correct at time of publishing.

For current information, please refer to [http://adcentre.com.au/ad\\_spec\\_categories/newspaper](http://adcentre.com.au/ad_spec_categories/newspaper)





## Booking and Material Procedure

### Booking Procedure

Verbal bookings must be confirmed in writing. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the Fairfax Media representative and follow through with amended confirmation. Confirmations and verbal bookings must tally. Where there is discrepancy between verbal bookings and confirmation, the Company will not be liable unless confirmation is received 3 working days prior to booking deadline.

### Cancellation Procedure

The cancellation deadline is 3 days prior to the booking deadline. Cancellations must be made verbally and confirmed in writing prior to the cancellation deadline. All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

### Material on Hand

Please note *The Age* will retain advertisements for a period of 3 months. Repeats outside this time span cannot be guaranteed.

### Terms and Conditions

All advertising services are governed by Fairfax Media Terms and Conditions of Advertising. Fairfax Media reserves the right to modify this ratecard or its Terms and Conditions at any time without prior notice.

100% space charge will apply when material fails to arrive in time for publication. No responsibility will be accepted for material arriving outside designated deadlines.

### Advertising Material and Specifications

Please note that Fairfax Media will only accept material via electronic transmission. Fairfax Media operates new advertising quality assurance measures for *The Age*. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication. To facilitate this, Fairfax Media has certified a number of methods for Quality Assurance testing and ad delivery (fees and charges apply):

Adstream • (+61) 02 9467 7500  
[www.adstream.com.au](http://www.adstream.com.au)  
 Adsend Australia • (+61) 02 8689 9000  
[www.adsend.com.au](http://www.adsend.com.au)  
 Digital Ads International SENDlite •  
 (+61) 02 9818 1965  
[www.sendlite.com.au](http://www.sendlite.com.au)  
 Fairfax Ad Designs • (+61) 02 8777 6956  
[addesigns@fairfaxmedia.com.au](mailto:addesigns@fairfaxmedia.com.au)

For further information please refer to our website [www.adcentre.com.au](http://www.adcentre.com.au) or contact the Advertising Production Unit: 1300 666 326.

**Note: All rates are in Australian Dollars.**

Information correct at time of publishing.  
 For current information, please refer to [http://adcentre.com.au/ad\\_spec\\_categories/newspaper](http://adcentre.com.au/ad_spec_categories/newspaper)

# TERMS AND CONDITIONS



These terms apply to all advertising provided to any person ('Customer') by Fairfax Media Limited ABN 15 008 663 161 or a subsidiary ('Fairfax'). Customer includes an advertiser on whose behalf Advertising is placed and any media company or agency that arranges the Advertising for its clients.

1. Publication of Advertising
  - 1.1 Subject to these Terms, Fairfax will use its reasonable endeavours to publish advertising ('Advertising') in the format and in the position agreed with the Customer. 'Advertising' includes images submitted for publication and content or information relating to published Advertisements.
  - 1.2 Customer grants Fairfax a worldwide, royalty-free, non-exclusive, irrevocable licence to publish, and to sub-licence the publication of, the Advertising in any form or medium, including print, online or other. Customer warrants that it is authorised to grant Fairfax the licence in this clause 1.
2. Right to Refuse Advertising
  - 2.1 Neither these Terms nor any written or verbal quotation by Fairfax represents an agreement to publish Advertising. An agreement will only be formed between Fairfax and Customer when Fairfax accepts the Advertising in writing or generates a tax invoice for that Advertising.
  - 2.2 Fairfax reserves the right to refuse or withdraw from publication any Advertising at any time without giving reasons (even if the Advertising has previously been published by Fairfax).
3. Right to vary Format, Placement or Distribution
  - 3.1 Fairfax will use reasonable efforts to publish Advertising in the format and in the position requested by the Customer. However, Fairfax reserves the right to vary the placement of Advertising within a title or website or to change the format of Advertising (including changing colour to black and white).
  - 3.2 Fairfax may distribute interstate or regional editions of a title without all inserts or classified sections.
  - 3.3 Except in accordance with clause 12, Fairfax will not be liable for any loss or damage incurred by a Customer arising from Fairfax's failure to publish Advertising in accordance with a Customer's request.
  - 3.4 If Fairfax changes the press configuration for a publication, Fairfax reserves the right to shrink or enlarge the Advertising by up to 10% without notice to Customer or any change to rates.
4. Submission of Advertising
  - 4.1 Customer warrants to Fairfax that the publication of the Advertising does not breach or infringe:
    - (a) the Competition and Consumer Act (Cth) or equivalent State legislation;
    - (b) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
    - (c) any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
    - (d) State or Commonwealth privacy legislation or anti-discrimination legislation;
    - (e) any financial services law as defined in the Corporations Act 2001 (Cth); or
    - (f) any other law or applicable code (including any common law, statute, delegated legislation, rule or ordinance of the Commonwealth, or a State or Territory).
  - 4.2 Customer warrants that if Advertising contains the name or photographic or pictorial representation of any living person and/or any copy by which any living person can be identified, the Customer has obtained the authority of that person to make use of his/her name or representation or the copy.
  - 4.3 Advertising containing contact details for the Customer must contain the full name and street address of the Customer. Post office box and email addresses alone are insufficient.
  - 4.4 If a Customer submits Advertising that looks, in Fairfax's opinion, like editorial material, Fairfax may publish the Advertising under the heading 'Advertising' with a border distinguishing it from editorial.
  - 4.5 Fairfax will not be responsible for any loss or damage to any Advertising material left in its control.
  - 4.6 Advertising submitted electronically must comply with Fairfax's specifications. Fairfax may reject the Advertising material if it is not submitted in accordance with such specifications.
  - 4.7 Advertising material delivered digitally must include the Fairfax booking or material identification number.
  - 4.8 If Customer is a corporation and the Advertising contains the price for consumer goods or services, Customer warrants that the Advertising complies with the component pricing provisions of the Competition and Consumer Act (Cth) and contains, as a single price, the minimum total price to the extent quantifiable at time of the Advertising.
  - 4.9 Customer must not resell Advertising space to any third party without Fairfax's consent.
  - 4.10 If Advertising promotes a competition or trade promotion, Customer warrants it has obtained all relevant permits and indemnifies Fairfax against any loss in connection with the Advertising.
5. Classified Advertising
  - 5.1 Fairfax will publish classified Advertising under the classification heading it determines is most appropriate. These headings are for the convenience of readers. Fairfax will publish classified display Advertising sorted by alphabetical caption and, where space permits, with related line Advertising.
6. Online Advertising
  - 6.1 For online banner and display Advertising, Customer must submit creative materials and a click-through URL to Fairfax at least 3 working days (5 working days for non-gif material) or within such other deadline advised by Fairfax at its discretion before publication date. Fairfax may charge Customer for online Advertising cancelled on less than 30 days notice or if creative materials are not submitted in accordance with this clause 6.1.
  - 6.2 All online Advertising (including rich media) must comply with Fairfax's advertising specifications.
  - 6.3 Fairfax will measure online display and banner Advertising (including impressions delivered and clicks achieved) through its ad-serving systems. Results from Customer or third party ad-servers will not be accepted for the purposes of Fairfax's billing and assessment of Advertising.
  - 6.4 Fairfax is not liable for loss or damage from an internet or telecommunications failure.
  - 6.5 Customer acknowledges that Fairfax may at its discretion include additional features or inclusions such as third party advertisements within online classified Advertising.
7. Errors
  - 7.1 Customer must promptly check proofs of Advertising (if provided to the Customer by Fairfax) and notify Fairfax of any errors in the proofs or in published Advertising.
  - 7.2 Fairfax does not accept responsibility for any errors submitted by the Customer or its agent, including errors in Advertising placed over the telephone.
  - 7.3 Customer must send any claim for credit or republication in writing to Fairfax no later than 7 days after the date of publication of the Advertising.
8. Advertising Rates and GST
  - 8.1 The Customer must pay for Advertising, unless otherwise agreed, at the casual ratecard rate. Ratecard rates may be varied at any time by Fairfax without notice. Customer must pay GST at the time it pays for Advertising. Fairfax will provide a tax invoice or adjustment note (as applicable).
  - 8.2 Eligibility for discounts or rebates will be based on the Customer's GST-exclusive advertising spend.
9. Credit and Customer Accounts
  - 9.1 Fairfax may grant, deny or withdraw credit to a Customer at any time in its discretion. Customer must ensure that its Customer account number is available only to those employees authorised to use it. Customer acknowledges it will be liable for all Advertising placed under Customer's account number.
10. Payment
  - 10.1 The Customer must pre-pay for Advertising if required by Fairfax. If Advertising is on account, payment must be within 7 days of date of the invoice or, for certain Rural Press publications, within 21 days of the end of the month in which the invoice is issued. If a commercial account has been established with Fairfax, payment must be within 30 days of invoice date.
  - 10.2 If Customer fails to provide the copy for a booking by publication deadline, Customer will be charged unless a cancellation is approved by Fairfax. If Fairfax accepts Advertising after the deadline, it will be deemed out of specification. Customer has no claim against Fairfax for credit, republication or other remedy for out of specification Advertising.
  - 10.3 Customer must pay the full price for Advertising even if Fairfax varied the format or placement of the Advertising or if there is an error in the Advertising, unless the error was Fairfax's fault. Customer must pay its electronic transmission costs.
11. Failure to Pay and Other Breach
  - 11.1 If Customer breaches these terms, fails to pay for Advertising or suffers an Insolvency Event (defined in clause 11.2), Fairfax may (in its discretion and without limitation):
    - (a) cancel any provision of credit to Customer;
    - (b) require cash pre-payment for further Advertising;
    - (c) charge interest on all overdue amounts at the rate 2% above the NAB Overdraft Base Rate;
    - (d) take proceedings against the Customer for any outstanding amounts;
    - (e) recover Fairfax's costs including mercantile agency and legal costs on a full indemnity basis;
    - (f) cease publication of further Advertising or terminate an agreement for Advertising not published;
    - (g) exercise any other rights at law.
  - 11.2 A Customer suffers an 'Insolvency Event' if:
    - (a) Customer is a natural person and commits an act of bankruptcy; or
    - (b) Customer is a body corporate and cannot pay its debts as and when they fall due or enters an arrangement with its creditors other than in the ordinary course of business or passes a resolution for administration, winding up or liquidation (other than for the purposes of re-organisation or reconstruction); or has a receiver, manager, liquidator or administrator appointed to any of its property or assets or has a petition presented for its winding up.
- 11.3 Fairfax may withhold any discounts or rebates if Customer fails to comply with its payment obligations.
- 11.4 A written statement of debt signed by an authorised employee of Fairfax is evidence of the amount owed by the Customer to Fairfax.
12. Liability
  - 12.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of Fairfax in connection with the Advertising.
  - 12.2 Fairfax excludes all implied conditions and warranties from these terms, except any condition or warranty (such as conditions and warranties implied by the Competition and Consumer Act and equivalent State acts) which cannot by law be excluded ('Non-excludable Condition').
  - 12.3 Fairfax limits its liability for breach of any Non-Excludable Condition (to the extent such liability can be limited) and for any other error in published Advertising caused by Fairfax to the re-supply of the Advertising or payment of the cost of re-supply (at Fairfax's option).
  - 12.4 Subject to clauses 12.2 and 12.3, Fairfax excludes all other liability to the Customer for any costs, expenses, losses and damages incurred in relation to Advertising published by Fairfax, whether that liability arises in contract, tort (including by Fairfax's negligence) or under statute. Without limitation, Fairfax will in no circumstances be liable for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity.
  - 12.5 The Customer indemnifies Fairfax and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising.
13. Privacy
  - 13.1 Fairfax collects a Customer's personal information to provide the Advertising to the Customer and for invoicing purposes. Fairfax may disclose this personal information to its related bodies corporate, to credit reporting agencies and other third parties as part of provision of the Advertising and for overdue accounts, to debt collection agencies to recover amounts owing.
  - 13.2 Fairfax provides some published Advertising to third party service providers. Where such Advertising contains personal information, Customer consents to the disclosure of their personal information in the advertising to third parties and to the personal information being republished by a third party.
  - 13.3 Customers may gain access to their personal information by writing to the Privacy Officer, GPO Box 506, Sydney NSW 2001. Fairfax's privacy policy is at [www.fx.com.au](http://www.fx.com.au).
14. Confidentiality
  - 14.1 Each party will treat as confidential, and will procure that its advertising agents, other agents, and contractors ('Agents') treat as confidential and will not disclose, unless disclosure is required by law:
    - (a) the terms of this Agreement (including terms relating to volumes and pricing);
    - (b) information generated for the performance of this Agreement, including all data relating to advertising schedules, budgets, forecasts, booked advertising, prices or volumes;
    - (c) any other information that ought in good faith to be treated as confidential given the circumstances of disclosure or the nature of the information;
    - (d) any information derived wholly or partly for any information referred to in (a) to (c) above;
 Each party agrees to take all reasonable precautions to prevent any unauthorised use, disclosure, publication or dissemination of the confidential information by or on behalf of itself or any third party.
15. General
  - 15.1 These Terms, with any other written agreement, represent the entire agreement of the Customer and Fairfax for Advertising. They can only be varied in writing by an authorised officer of Fairfax. No purchase order or other document issued by the Customer will vary these Terms.
  - 15.2 Fairfax will not be liable for any delay or failure to publish Advertising caused by a factor outside Fairfax's reasonable control (including but not limited to any act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).
  - 15.3 Fairfax may serve notice on Customer by post or fax to the last known address of the Customer.
  - 15.4 These Terms are governed by the laws of the State in which the billing company for the Advertising is located and each party submits to the non-exclusive jurisdiction of that State.



THE AGE

**More Information:** [www.adcentre.com.au](http://www.adcentre.com.au)

**VIC**

655 Collins Street,  
Docklands VIC 3008  
Phone: (03) 8667 2000

**NSW**

1 Darling Island Road  
Pyrmont NSW 2009  
Phone: (02) 9282 2833

**QLD**

Level 6,  
340 Adelaide Street  
Brisbane QLD 4000  
Phone: (07) 3835 7540

**SA**

Level 1,  
200 Greenhill Road,  
Eastwood 5063  
Phone: (08) 8212 1212

**WA**

Level 1,  
169 Hay Street  
East Perth WA 6004  
Phone: (08) 9220 1400

