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THE  
**SATURDAY PAPER**

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**MEDIA KIT**  
JUNE 2015

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**THE  
WHOLE  
STORY**

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The Saturday Paper. The whole story.

# Reach Australia's best and brightest

*The Saturday Paper* is the newest addition to the esteemed Schwartz Media family of publications.

It sits proudly alongside the *Monthly* - the country's leading current affairs magazine - and the agenda-setting *Quarterly Essay*.

Founder Morry Schwartz started his first publishing company in 1971. Morry has built a

reputation for publishing the highest quality journalism in Australia.

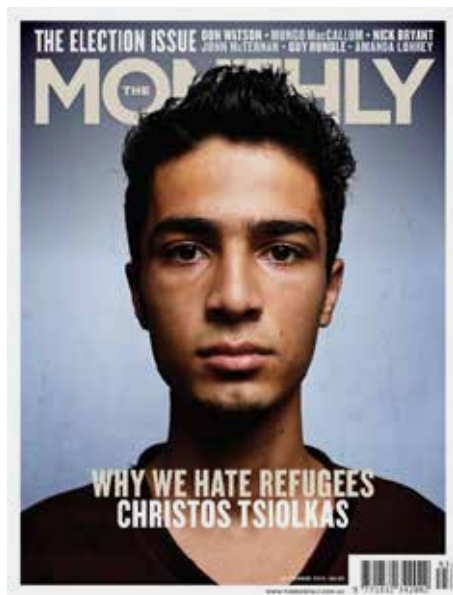
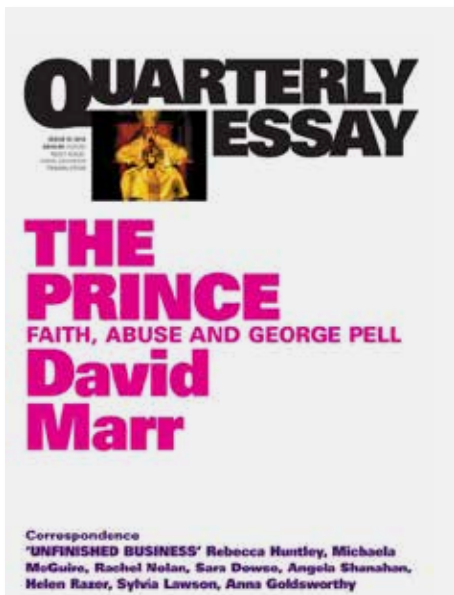
His publications command respect and are known as the leading sources of commentary and analysis for Australia's most influential people.

Schwartz Media has built a relationship with its audience that is based on trust. It's the key to our success.

**SCHWARTZ MEDIA IS AUSTRALIA'S LEADING DESTINATION FOR INDEPENDENT MINDS, FOR PEOPLE WHO WANT THE WHOLE STORY.**

## schwartzmedia

**"MORRY SCHWARTZ'S VISION HAS BECOME AN INSTITUTION AND A TRADITION."  
— THE GUARDIAN**



The Saturday Paper is the boldest voice on the Australian newsstand.

**THE SATURDAY PAPER**

MARCH 14 - 20, 2015 No. 51 THE SATURDAY PAPER.COM.AU \$3.50

**BURIED TREASURER 7**  
Richard Ackland on the trouble with Hockey's Fairfax case

**BURTON CIRCLES 18**  
Tim Burton talks about growing up with *Big Eyes*

**DION EASES 26**  
Designer Dion Lee cuts back to take New York

**'Mum, the ice - I just love it'**  
As police confess they are "treading water" on the ice epidemic, parents are forced into desperate measures to try to save their families.  
By Richard Butler.

I met Sebastian and Helen in the waiting room of a doctor's clinic in Drouin, east of Melbourne. The place was alive with the twitching coprolalia of ice, bodies spitting and stammering in imprecise detox. Every 10 days, they take their son Peter there on a six-hour round trip from Melbourne's western suburb Melton, hoping the doctor might fix him.

"We didn't ever think it would come to this," Sebastian says to me. "This makes *Breaking Bad* look like a cakewalk. This makes *The Killing* look soft. They got nothing on the kinds of lives we have. That's just piss TV."

Sebastian is a big man, hewn from rock. There's nothing poetic about his form. When we meet again, it is in Melton, where he and his wife work. They sit together, but strangely apart. A gan forced by the hell in which they find

**Shorten's big test on civil liberties**

As an independent publication, our comprehensive narrative journalism is about telling both sides of the story, so our tagline, 'The Whole Story', was an obvious choice.

**THE SHARPEST WRITERS**

The paper houses the biggest names and best writing in news, culture and analysis. Serious features stand alongside innovative lifestyle content. We don't do traffic accidents or cats up trees. We present sophisticated news for sophisticated readers.

**BEAUTIFUL DESIGN**

Our bold visual style is unlike any other paper. The designers

used fonts and open layouts that shift the paper away from a utilitarian design, and which signal to readers that they are not holding a conventional newspaper.

**DEEPER ENGAGEMENT**

The Saturday Paper fills a gaping hole for smart, long-form content neglected in the newspaper market. We are a weekly newspaper concise enough to read on a Saturday morning, but with penetrating content that will last all week.

**IMMERSIVE READING EXPERIENCE**

Readers can immerse themselves in our enlightening, long-form

**"EVERY WEEK I GASP, CRY, SMILE, SHOUT. IN SHORT, I AM ENGAGED EMOTIONALLY AND INTELLECTUALLY. THANKS!" – READER SURVEY**

content anywhere, anytime. In addition to the paper, we deliver a fully responsive website and apps, suitable for desktop, tablet and smartphone.

## A new way of doing news

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### INTELLIGENT

*The Saturday Paper* is a remedy for the wane in quality journalism, offering the weekend's best in news, culture and analysis.

### LONG FORM

Get long-form, in-depth accounts of the most important topics affecting Australia, written by the best writers in the country and abroad.

### DIGITAL

All subscriptions to *The Saturday Paper* include full digital access, including the website as well as the iPhone, iPad and Android apps.

## Trusted writers

Including Martin McKenzie-Murray, Sophie Morris, David Marr, Leigh Sales, Paul Bongiorno, Richard Ackland and more.

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MARTIN MCKENZIE-MURRAY



MIKE SECCOMBE



LEIGH SALES



MAXINE BENEBA CLARKE



HELEN RAZER



ANDREW McCONNELL



SOPHIE MORRIS



HAMISH McDONALD



DAVID MARR



RICHARD ACKLAND



PAUL BONGIORNO



ROMY ASH

## National reach

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Copies are distributed every Saturday to more than 2,000 newsagents, subscribers' homes, boutique hotels, major airports and special events.

Erik Jensen, 26, is the founding editor of *The Saturday Paper* and an award-winning writer.



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## Founding editor

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Erik Jensen has previously worked as a journalist and editor at *The Sydney Morning Herald*, where his investigative work won him the Walkley Award for Young Print Journalist of the Year and the UNAA's Media Peace Prize.

His first book, *Acute Misfortune: The Life and Death of Adam Cullen*, was short listed for the Victorian Premier's Literary Award and his screenplay of

the book has been sold for production as a feature film.

Jensen's journalism career began in street press more than 10 years ago. By 16, he was working for *The Sydney Morning Herald* as a music critic and opinion writer. He joined the paper's news staff at the age of 18, dropping out of a law degree.

Jensen has won awards for his coverage of abuses in the

international education sector, which ultimately led to the federal Baird Inquiry, as well as reports on a racket in which Taronga Zoo bred endangered animals to sell to shooters. He has worked on the paper's gossip pages, as a television critic, and acted as both summer editor and opinion editor.

He has also written for the Josh Thomas sitcom *Please Like Me*.



# Sections

## NEWS

Major features on the news of the week. Investigations. Agenda-setting stories.

## OPINION

The biggest and best voices on politics and society.

## CULTURE

Profiles of leading cultural figures. Top critics including

Helen Razer and Dave Faulkner review books, film, television, theatre, visual art and dance.

## LIFE

Recipes from the country's top chef, Andrew McConnell. Sumptuous interiors. Cutting edge health, science and technology. Superior fashion coverage. Travel. Mungo MacCallum's cryptic crossword.

## WORLD

The highest quality condensed coverage of world and business news.

## SPORT

In-depth interview and photo shoot with the week's most significant sports name.

THE NEW YORK TIMES JUNE 05, 2014

### FASHION



New York label Toms come clean with a white shirt for anti-slavery charity Freedom For All.

## Sewing new hope

Substantively, there is an Australian label that Benetton and Ralph Lauren... [text continues]

It has been a while for the Council of Fashion Designers of America... [text continues]

With politics now in the thrall of a 24/7 news cycle, media advisers are becoming worryingly central to decision-making. Martin McKenzie-Murray reports.

# Wagging the dog

The story usually begins in the White House... [text continues]

These questions arise, but on each occasion... [text continues]

It is not as if the dog is being pulled... [text continues]

It is not as if the dog is being pulled... [text continues]

It is not as if the dog is being pulled... [text continues]

## Exclusive readership

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45%

45% of *The Saturday Paper* readers do not read *The Sydney Morning Herald*, *The Age*, *The Australian* or *The Financial Review* on weekends.

Our readers prefer to engage with high quality media channels such as the ABC, independent cinema and independent print titles. For many of them, *The Saturday Paper* is the only commercial media that they read.

## Who are they?

They are hard-to-reach professionals, principally key-decision makers.

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MEDIA

LEGAL &  
COMMUNITY

EDUCATION

GOVERNMENT

BUSINESS

# Readership profile

Readers of *The Saturday Paper* are typically highly educated, affluent and socially aware.

## 87,000

Print readership  
NSW, VIC & ACT.  
QLD, SA, WA & TAS still to be surveyed

## 120,000

Unique browsers  
220,000 page views

## 52

Average age  
51% Male, 49% Female

## 70%

University educated  
39% have a postgrad degree

## \$29b

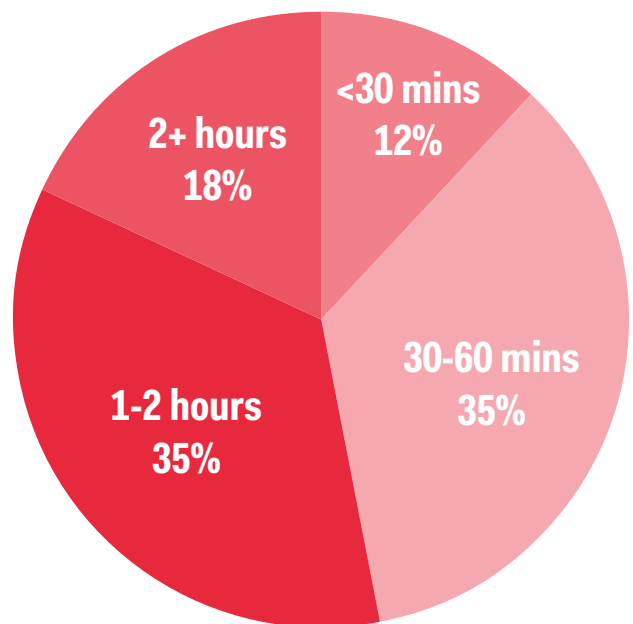
Savings & investments  
Average of \$337,000 per reader

## 48%

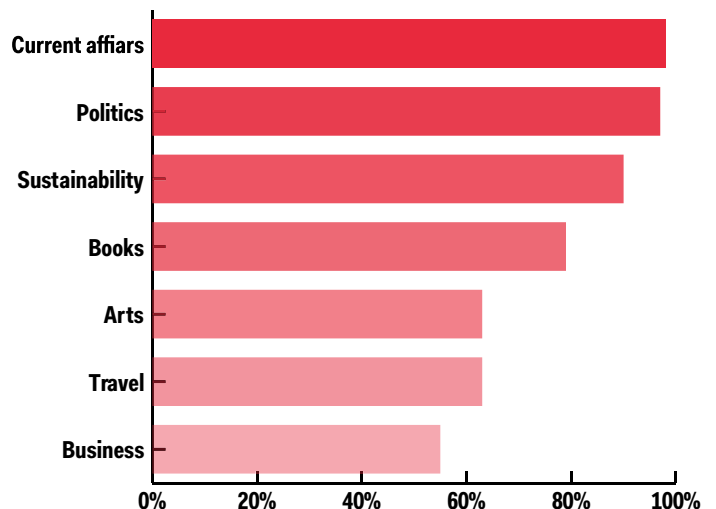
Socially aware  
Roy Morgan 'values segment'

### TIME SPENT READING EACH ISSUE

54% SPEND OVER 1 HOUR



### READERS ARE PASSIONATE ABOUT



(Source: Roy Morgan, March 2015, Google Analytics, MediaCom Reader Survey, 2014)



# Key demographics

## EMPLOYMENT

Professionals	48%
Decision-makers	33%
Government	25%
Managers	20%
Education	14%
C-suite & legislators	5%
Media	2%

## INCOME

AB quintile	48%
Big spenders	52%
\$200K+ household income	20%

## AGE

18-34	20%
35-49	22%
50-69	45%
Average age	52

## GENDER

Men	51%
Women	49%

## STATUS

Partner with children	30%
Partner and no children	36%
Single	32%

## LOCATION

Capital cities	75%
Eastern states	TBA

## HOUSE

Home owners	78%
Semi-detached	18%
Home value \$1 million+	27%

## EDUCATION

Tertiary educated	70%
Postgraduates	39%

# Digital

*The Saturday Paper* celebrates reading across all platforms. The fully responsive website and app have been designed specifically to give prominence to the superior news coverage. Layouts are respectful of content and advertising, and the uncluttered environment enables seamless navigation.

In addition, a weekly EDM, *The Saturday Briefing*, aggregates key news from each

issue of *The Saturday Paper* and lands in inboxes on Saturday mornings, maximising engagement with online content, and driving social media conversation across the weekend.

The paper's quality long-form journalism provides much higher reader engagement than our rivals. The longer than average time spent interacting with the website and

application is indicative of the strength of our readers' relationship to the paper. An audience that is consistently loyal across a variety of platforms provides unique branding opportunities for advertisers.

## 120,000

Unique desktop browsers  
Average session duration 5:12

## 76,000

Unique mobile browsers  
Average session duration 2:36

## 42,000

Unique tablet browsers  
Average session duration 7:18

## 25,000

App downloads per month  
iPhone, iPad and Android

## 25,000

Subscribers to *The Saturday Briefing* EDM  
55% average open rate



(Source: Google Analytics, Mailchimp, iTunes Connect, June 2015)

The Saturday Paper provides a unique environment for advertisers. Its crisp designs create an uncluttered space, while its in-depth content provides high audience engagement.



01 – Cover



02 – The Week



03 – News



08 – News



09 – News



10 – News



11 – News



16 – Gadfly



Gadfly – 17



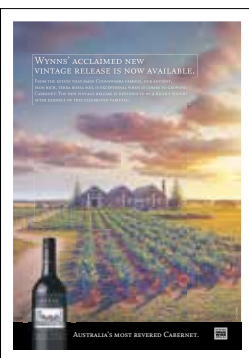
18 – Culture



19 – Culture



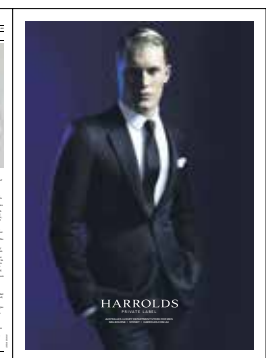
24 – Food



25



26 – Fashion/Interiors



27

**Honey Wars**

It started as a comment that could not be left. Then the two authors in a heated and lengthy exchange...

**GLORIA** ★★★★★

IT'S PERFECTION

04 – News

Master the art of me-time

Herby Entertainment

05

Expanding our offering to benefit you

Equity Options now available on SaxoTrader

SAXO

06

**Tony Windsor**

Why Hockey's rhetoric doesn't stick

HOCKEY NEEDS THE MOMENT WHEN HE USES THE WORD 'RHECTORIC'. AFTER HIS DEBATE ON 11 FEBRUARY, HE SHOULD GET TO GO ON AND BE A HERO IN THE COURT OF PUBLIC OPINION.

07 – Comment

**Yudhoyono flexes muscles one last time**

North Korea acts China frustration

Hunt ponders 23 big regional factors

Selby's US move an awful gamble

12 – World

LET'S POWER CHANGE WITH NEW THINKING.

LET'S GO.

13

**Statesman caprice**

LETTERS & EDITORIAL

14 – Letters/Editorial

**James Brown**

MH17 and our place in the world

THE REASON OF JAMES BROWN ABOUT CONSIDERS AN IDEOLOGICAL POSITION. IN A SENSATIONAL ARTICLE, LEOPOLD GORRELL HAS MADE SOME OF POINTS WE WANT TO BE.

15 – Comment

**Glengarry Glen Dross**

Facebook

**Nora**

8 AUGUST – 14 SEPTEMBER

20 – Review

**THE EFFECT**

REVIEW – 21

Review – 21

**Rake**

THE COMPLETE THIRD SERIES

NEW ON DVD & BLU-RAY

22 – Books

The most talked about debut of 2014

23 – Books

23 – Books

**Climbing with tigers**

28 – Travel/Health/Technology

A DISMAL SWAMP

SHIP THAT NEVER WAS

TRAIN RIDE TO HELL

1369

29

**The knowing**

**The Cryptic**

30 – Portrait

**Pipe dreams**

Headings

31 – Sport

Once in a blue moon.

Mercedes-Benz

32 – Outside Back Cover

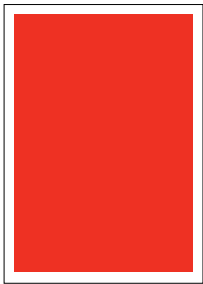
**THE ADVERTISING**

<b>PRINT RATES</b>	<b>NATIONAL</b>	<b>VIC/SA/WA</b>	<b>NSW/ACT</b>	<b>QLD</b>	<b>TAS</b>
Double-page spread	\$16,000	\$10,500	\$11,000	\$1900	\$1900
Full-page	\$8,500	\$5,500	\$6,000	\$1,000	\$1,000
Junior-page	\$7500	N/A	N/A	N/A	N/A
Half-page	\$5,500	\$4,500	\$5,000	\$700	\$700
Quarter-page	\$3,500	\$2,000	\$3,000	\$500	\$500
Mini-strip	\$2,500	\$1,000	\$2,000	\$300	\$300

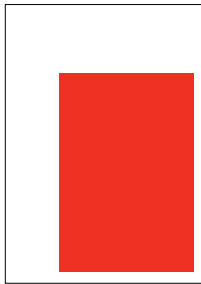
<b>POSITION LOADINGS</b>	
Outside back cover	50%
Early right-hand page / front half	40%
Right-hand page	30%
Page 2 quarter-page	30%
All other preferred positions	15%

<b>INSERT RATES</b>	<b>CPM</b>
Up to 14g	\$180
15-20g	\$200
More than 20g	\$220

**PRINT SIZES**



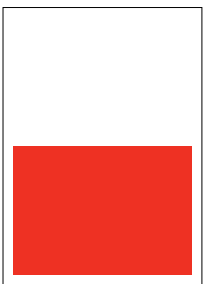
**Full-page**  
374mm x 260mm



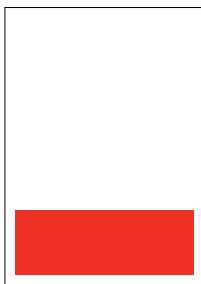
**Junior-page**  
280mm x 194mm



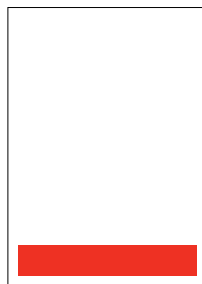
**Double-page**  
374mm x 520mm



**Half-page**  
184mm x 260mm



**Quarter-page**  
92mm x 260mm



**Min-strip**  
45mm x 260mm

**DEADLINES**

- Booking deadline is 5pm Monday in the week of publication
- Material deadline is noon Wednesday in the week of publication
- Insert deadline is 2 weeks prior to the publication date

**PRINT SPECIFICATIONS**

Format	Press-Ready PDF
Colour	CMYK
Resolution	300 DPI
Fonts	Embedded
Maximum Ink Weight	230%
Bleed/Crop Marks	None

**INSERT SPECIFICATIONS**

Please enquire for full requirements for inserts.

**DISPATCH**

Please note that *The Saturday Paper* only accepts print ads via Quickcut or Adsend. Please use the following details to submit:

Publisher	Schwartz Media
Publication	The Saturday Paper
Location	Main



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**THE ADVERTISING**

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<b>ISSUE NUMBER / DEADLINES</b>	<b>ON SALE DATE</b>	<b>BOOKING</b>	<b>MATERIAL</b>	<b>INSERTS</b>
67	4/7/2015	29/6/2015	1/7/2015	19/6/2015
68	11/7/2015	6/7/2015	8/7/2015	26/6/2015
69	18/7/2015	13/7/2015	15/7/2015	3/7/2015
70	25/7/2015	20/7/2015	22/7/2015	10/7/2015
71	1/8/2015	27/7/2015	29/7/2015	17/7/2015
72	8/8/2015	3/8/2015	5/8/2015	24/7/2015
73	15/8/2015	10/8/2015	12/8/2015	31/7/2015
74	22/8/2015	17/8/2015	19/8/2015	7/8/2015
75	29/8/2015	24/8/2015	26/8/2015	14/8/2015
76	5/9/2015	31/8/2015	2/9/2015	21/8/2015
77	12/9/2015	7/9/2015	9/9/2015	28/8/2015
78	19/9/2015	14/9/2015	16/9/2015	4/9/2015
79	26/9/2015	21/9/2015	23/9/2015	11/9/2015
80	3/10/2015	28/9/2015	30/9/2015	18/9/2015
81	10/10/2015	5/10/2015	7/10/2015	25/9/2015
82	17/10/2015	12/10/2015	14/10/2015	2/10/2015
83	24/10/2015	19/10/2015	21/10/2015	9/10/2015
84	31/10/2015	26/10/2015	28/10/2015	16/10/2015
85	7/11/2015	2/11/2015	4/11/2015	23/10/2015
86	14/11/2015	9/11/2015	11/11/2015	30/10/2015
87	21/11/2015	16/11/2015	18/11/2015	6/11/2015
88	28/11/2015	23/11/2015	25/11/2015	13/11/2015
89	5/12/2015	30/11/2015	2/12/2015	20/11/2015
90	12/12/2015	7/12/2015	9/12/2015	27/11/2015
91	19/12/2015	14/12/2015	16/12/2015	4/12/2015
92	23/1/2016	18/01/2016	20/01/2016	11/12/2015
93	30/1/2016	25/1/2016	27/1/2016	18/12/2015

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**DIGITAL DEADLINES**

- Booking deadline is 5 days prior to activity start date
- Material deadline is 3 days prior to activity start date

**DIGITAL RATES**

	CPM
Billboard	\$120
Portrait	\$120
Half-page expanding	\$120
Roadblock	\$170
Leaderboard	\$90
Half-page	\$100
MREC	\$80

**App**

Full-page	\$2,500
Half-page horizontal	\$1,800

**eDM**

MREC (Premium)	\$1,500
MREC (Standard)	\$1,000

**DIGITAL SIZES**

Billboard	970px x 250px	
Portrait	300px x 1000px	
Half-page expanding	300px x 600px	600px x 600px
Leaderboard	728px x 90px	
Mobile leaderboard	320px x 50px	
Half-page	300px x 600px	
MREC	300px x 250px	

**App**

Full-page	768px x 1024px
Half-page horizontal	768px x 465px

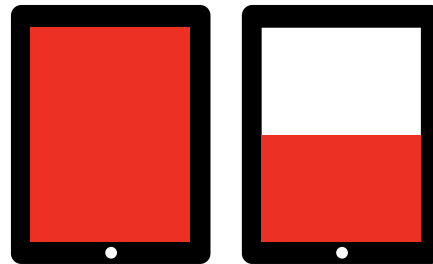
**EDM**

MREC	300px x 250px
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**DESKTOP**



**APP**



**MOBILE**



**EDM**



**WE BELIEVE THAT  
NEWSPAPERS ARE  
NOT DEAD, THEY JUST  
STOPPED DOING THEIR  
JOB WELL.**

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**THE**

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# **SATURDAY PAPER**

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