



MELBOURNE INSIDE OUT



sundayage

OVERVIEW

M is a full-colour section appearing in *The Sunday Age* each week.

Written in a style that is ideally suited to the relaxed frame of mind of our Sunday readers, *M* is smart, fun and useful.

The focus of *M* is people: what they wear, where they go, what they do and therefore *M* covers fashion, food, health, the home, gardening, and entertainment.

For advertisers the diversity of *M* is appealing, as is the 7 day TV guide which ensures retention over the week and greater exposure for advertisers.

Why Advertise*

M readers are:

- **26% more likely** than the average Vic to have read a book in the last month.
- **45% more likely** than the average Vic to have been to the cinema in the last month.

Plus

- *M* readers spent an average of **\$101.45** on clothing in the last 4 weeks; **\$9 or +9%** more than the average Victorian.

Key Stats

289,000 average issue read

547,000 over four weeks



Profile



54%



AVE PI FT
\$94.7k



33%
ix: 165



46%



AVE
54yrs



91%

Advertising Contact Information

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

Deadlines

Booking Deadline: Noon Monday

Material Deadline: Noon Wednesday

INSIDE



Eight Days

Eight Days is your one stop guide to what's happening in and around Melbourne for the forthcoming week.



Cover Story

Each week Cover Story takes an in-depth look at what's topical in the areas of culture, fashion, racing, food or travel.



Home

Make your home the most comfortable and stylish version of itself with the latest trends, products and concepts which will make you want to stay inside all day.



Movies

All the latest movie news and reviews are covered each week in this popular reader section. Spotlight covers the latest feature films while new release rates what new to market.



Music and Stage Reviews

Your guide to the in stage and gigs, from musical theatre to the largest and smallest of music gigs around towns.



INSIDE



Books
A wealth of reviews on the latest books as well as an interesting insight of books that changed a celebrity.



Food
Devoted to eating out in Melbourne keep up to date with the hottest new restaurants and cafes in town.



Pop Culture
Film critic Paul Byrnes joins the team with a new weekly pop culture column.



Fashion
We take a look at the latest seasonal trends so you can get the look, plus, Street Seen takes you onto the streets of Melbourne to uncover the latest in Melbourne style.

MEET THE CREW

M contributors are passionate about fashion, food and entertainment.



John Mangan

John Mangan is editor of *M* magazine. He joined *The Age* in August, 1988, from Personal Investment magazine working on the business section for two years. Since then he has written for *Green Guide*, the arts section, news and many other sections.



Craig Mathieson

Craig has written extensively on film and music for the past two decades and is the author of four books. A former magazine editor and previously film critic for *Rolling Stone* and *The Bulletin*, he now contributes to many Fairfax titles.



Paul Byrnes

Paul Byrnes has been a film critic for over 20 years. He was director of the Sydney Film Festival for 10 years and was curator of feature films for Australian Screen Online, a government-funded archival website, for seven years. In 2007 he was awarded the Pascall prize for critical writing.



Dani Valent

Dani Valent is a food writer and journalist with her weekly column *The Serve* featuring in *The Sunday Age* since 2006. She is the author of the award-winning *In The Mix: Great Thermomix Recipes*.