

The Sydney Morning Herald | THE  AGE

# GOOD WEEKEND

Every  
Saturday



2015

# MEDIA KIT

*Good Weekend is the premiere magazine of quality journalism in the country. Every week our stories are the talking points at dinner parties throughout Sydney and Melbourne. They are stories that define the times we live in and are essential reading for those seeking to be on top of culture and debate.*



“  
*Ben is unafraid to tackle controversial and important issues and is passionate about great words and great story telling.*  
”

**Garry Linnell**  
Editorial Director,  
Fairfax Media

**R**ECOGNISED AS ONE OF THE FINEST editing talents in the country, Ben has shown a remarkable ability to commission some of Australia's best writers. He is unafraid to tackle controversial and important issues and is passionate about great words and great story telling.

Ben Naparstek earned degrees in Arts and Law from the university of Melbourne before taking up a graduate fellowship with Humanities Centre at the Johns Hopkins University in Baltimore. Writing for more than 40 publications since 2001, Ben returned to Melbourne in May 2009 and became editor of *The Monthly*. He has now been editor of *Good Weekend* since February 2012.

# OUR CREDENTIALS

**G**OOD WEEKEND'S AWARD WINNING EDITORIAL, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians and provides readers with a magazine that engages and involves.

Our reputation for editorial credibility has built a valued relationship of trust and integrity. Reaching over 1.1 million Australians each week *Good Weekend* offers advertisers the opportunity to connect with readers in a relaxed and open weekend environment. Discerning and hard-to-reach, our readers rely on *Good Weekend* to inform, challenge and entertain them.



## CIRCULATION\*

**396,574**  
National

**214,387**  
NSW

**182,187**  
Victoria

## READERSHIP\*

**1,118,000**  
National

**622,000**  
NSW

**496,000**  
Victoria

## WHY ADVERTISE?

- *Good Weekend* offers an audience of 1.118m readers each week giving advertisers the potential to build immediate reach.
- *Good Weekend* is the No. 1 magazine and newspaper inserted magazine in Australia for talking to the lucrative social grade A market.
- *Good Weekend* is the No. 1 newspaper inserted magazine in Australia for reaching readers in the educated ambition segment.
- *Good Weekend* is the No. 1 newspaper inserted magazine in Australia for reaching readers with a household income of \$120k+.
- Published each Saturday, *Good Weekend* connects with its readers when they're in a relaxed and open mindset.

For advertising enquiries or more information, please contact:

National: 02 9282 1254 or 02 9282 1064

**READER PROFILE**

**46%/54%**

Male/Female split

**55**

*years*

Average age

**74%**

Live in capital cities

**61%**

Are tertiary educated

**352,000**

Working as a Professional/Manager

**410,000**

Social Grade A

**311,000**

\$100K+ HHI

**\$111,000**

Average HHI

(population average \$90,180)

**41%**

Baby boomers

**31%**

Light or do not read news stand magazines

**36%**

Light listeners or do not listen to commercial radio

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2014



For advertising enquiries or more information, please contact:

National: 02 9282 1254 or 02 9282 1064

## THE WRITERS



**AMANDA HOOTON** has been a features writer for *Good Weekend* for 14 years. She has won a British Press Award and a Walkley award for her journalism, and in 2012 published a book, *Finding Mr Darcy*.



**STEPHANIE WOOD** is a features writer for Fairfax Media, also writes a food column for Fairfax Media's *Daily Life* website. She is a former deputy editor of *the(sydney)magazine*, and former editor of the *The Age Good Food Guide*. She spent four years with the *Wall Street Journal Asia* in Hong Kong as the editor of the paper's weekend section.



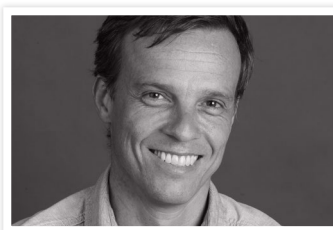
**JANE CADZOW** is a feature writer for *Good Weekend*. She has had four Walkley Award nominations, twice winning the Walkley for best magazine feature writing. She was highly commended in the 2004 Graham Perkin Award for Australian Journalist of the Year.



**BENJAMIN LAW** is a journalist, columnist and TV writer. He is the author of two non-fiction books: *The Family Law* and *Gaysia: Adventures in the Queer East*.



**FRANK ROBSON** is a well known journalist and author. He has won two Walkley Awards for feature writing, and has worked for a range of publications here and overseas, including *The Sydney Morning Herald* and *TIME*. For a number of years he was a full-time writer with *GW*.



**TIM ELLIOTT** is a senior feature writer for *Good Weekend*. A journalist for 22 years, Tim won a Best Feature Award at the National Magazine Awards and has written two books, including *The Bolivian Times*.

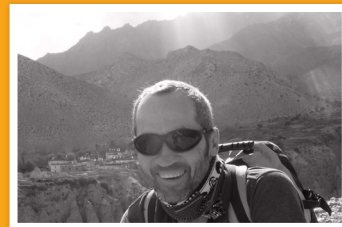


**JANE WHEATLEY** is a former deputy editor of *Good Weekend* and winner of an Australian Human Rights Award for Journalism. She went on to be an editor and feature writer for *The Times* in London and now contributes to *Good Weekend* from the UK and Europe.

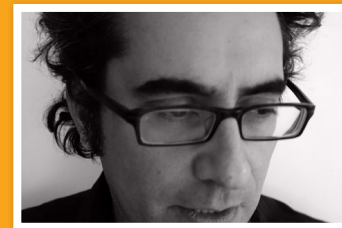


**CHRISTINE JACKMAN** is a journalist and social commentator, who has worked in New York as a foreign correspondent and in the Canberra federal press gallery. Her journalism has won several awards, including a Quill and a Walkley nomination. She is the author of *Inside Kevin07*.

## EDITORIAL STRENGTH



**MARK WHITTAKER** is a Walkley Award-winning feature writer and author of a number of non-fiction books, covering topics from Australian place names to bravery award winners and serial killers.



**DANNY KATZ** is a newspaper columnist for *The Age*, *The Sydney Morning Herald* and *The West Australian*. He is also the author of the books *S.C.U.M.*, *Dork Geek Jew* and the *Little Lunch* series for children.



**NEIL PERRY** is one of Australia's most influential chefs and the owner of multi-award-winning restaurant *Rockpool*. Neil's passion for quality produce is evident in all his dishes and in the business projects he undertakes.

# Editorial Sections



“ OFTEN DEEPLY MOVING AND ALWAYS FASCINATING, THIS COLUMN GENERATES LETTERS TO THE EDITOR EVERY WEEK... ”

## UPFRONT

A fun introduction to the magazine and your weekend, with funny, moving and provocative short pieces that define trends and offer snapshots of metropolitan Australian society. Danny Katz brings his sage advice to the dilemmas of 21st century life in Modern Guru; Jacqueline Maley's 'odd spot' takes a look at a quirky trend or phenomenon, and our columnists Benjamin Law and Christine Jackman offer refreshingly clear-eyed takes on modern life.

## TWO OF US

One of the best-loved and best-recognised columns in Australian media, Two of Us profiles a relationship between two Australians – brothers and sisters, husbands and wives, parents and children, and friends from countless walks of life. Often deeply moving and always fascinating, this column generates letters to the editor every week and remains a page readers nominate as one of their favourite reads.

## FASHION

Our guide to the latest looks takes a current catwalk trend and shows you the clothes available here that fit the trend. With our stylists' tips on how to pull the look together and a web wish that you can buy from your laptop or phone as you read the magazine.

## LIVING

Your guide to how to spend your weekend. The best of food, fashion, and ideas. We profile the restaurants, cafes and bars everyone is talking about; show you objects of desire to buy for your home and dream destinations to book for your next weekend away. There are new exercise trends, or the latest craze your children will soon be asking for. There's an app of the week, and The List – great things to buy that weekend, at every price point.

## FOOD

Renowned chef Neil Perry interprets his signature style in relaxed, inspiring recipes full of fresh flavours. Neil provides tips on ingredients and techniques, as well as wine recommendations that will match the food.

## THE QUIZ

Test your wits against your partner, family and friends with our famous quiz.



# Beyond the Page

**T**HE GOOD WEEKEND BRAND HAS PROVEN ITS COMMITMENT TO innovation and client specific solutions. *Good Weekend* is published as part of the *SMH* and *The Age* iPad app each week and has a growing Facebook following who regularly extend their 'conversation' with the brand online.

*Good Weekend* has the capacity to publish bespoke stand alone editorially driven *Good Weekend* extras that accompany *The Sydney Morning Herald* and *The Age* alongside the regular issue of *Good Weekend*. The extras can be tailored to answer specific client briefs or as an extension of our reader favourites such as:

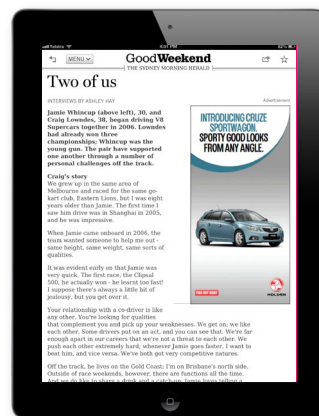
- Two of Us
- Great Australian Drives
- 52 Weekend Recipes
- The Best of Modern Guru
- The Best of the Quick Quiz

## GOOD WEEKEND ON THE SMH & AGE IPAD APPS

*Good Weekend* is accessible via the *SMH* and *Age* iPad Apps, which represent the benchmark in global iPad news publishing.

*The SMH* and *The Age* iPad app is one of the most popular news apps in Australia with 401,000 monthly users.\*

THE EXTRAS CAN BE TAILORED TO ANSWER SPECIFIC CLIENT BRIEFS OR AS AN EXTENSION OF OUR READER FAVOURITES...



## IPAD EDITION SPONSORSHIP

### OPTION ONE:

*Good Weekend* iPad sponsorship is available on a monthly basis and includes 100 per cent share of voice across the weekly section including:

- Full page creative execution that sits within the indexes of *Good Weekend* (interstitial)
- In indexes/articles advertisements across all pages within the section

### OPTION TWO:

- In article advertisements across all pages as a stand alone option

### OPTION THREE:

- Advertorial placement within the *Good Weekend* section

## IPAD APP\*

**83%**  
of our audience  
access the app daily\*\*

**2x**  
more likely than average  
to have a household  
income of \$100k+\*

**111 Million**  
page views per month\*\*\*

## OPERA IN THE VINEYARDS

**S** PONSORSHIP IS ALSO AVAILABLE FOR *Good Weekend's* much-loved Opera in the Vineyards. Since this event began in 1996, it is regarded as one of Australia's hallmark arts events. Attracting fine wine, food and opera enthusiasts to our premier wine region in NSW for a magical night of entertainment the event appeals to even the most opera-shy! *Good Weekend* can work with clients to offer a co-sponsorship package of the October event including advertising in media in *Good Weekend* and brand engagement at the event.

Sources: \*emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2014 \*\*Fairfax Media Tablet Survey, September 2013 \*\*\*Google Analytics, October 2014

# READER PROFILE

## National

Base = NSW/ACT/VIC	Reach (*'000)	Profile (v%)	Population Profile (%)
Total	1118	100	100
Sex			
Male	516	46	93
Female	602	54	107
Age			
14-29	119	11	40
30-44	181	16	63
45-64	440	39	130
65+	378	34	196
Social grade			
A	410	37	177
B	308	28	136
Occupation			
Prof/manager	352	32	142
White collar	499	45	113
Personal income			
\$80,000+	184	27	144
\$100,000+	128	19	174
Household income			
\$100,000+ p.a.	311	45	130
\$150,000+ p.a.	158	23	53
Value segments			
Educated ambition	244	22	334
Social creatives	91	8	122
Serene seclusion	111	10	126
Lifestyles Indicators			
Big spenders	355	32	99
Grocery buyers	1018	91	108
Own/paying off home	861	77	134
Investments \$500k+	183	16	165
Use a credit card	1013	91	107
Have smartphone or tablet in home	901	81	101
Domestic Travellers (last 12 months)	966	86	109
International Travellers (last 12 months)	442	40	125





# Rate Card

EFFECTIVE FROM JANUARY 1, 2015

EXPENDITURE		\$148,820	\$293,200	\$430,980	\$563,122	\$689,894	\$925,260	\$1,139,400
<b>National Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	39,300	38,320	37,750	36,990	36,250	35,530	34,040	32,600
Full Page (incl. GST)	43,230	42,152	41,524	40,689	39,875	39,083	37,445	35,859
Double Page Spread	72,265	70,455	69,410	68,020	66,660	65,320	62,580	59,950
Double Page Spread (incl. GST)	79,491	77,501	76,351	74,822	73,325	71,851	68,838	65,945
Half DPS	54,315	52,940	52,165	51,115	50,110	49,110	47,030	45,050
Half DPS (incl. GST)	59,746	58,234	57,382	56,226	55,120	54,021	51,733	49,555
Half Page	24,690	24,060	23,710	23,240	22,780	22,320	21,380	20,480
Half Page (incl. GST)	27,159	26,466	26,081	25,564	25,058	24,552	23,518	22,528
Third Page	20,745	20,225	19,940	19,525	19,130	18,750	17,965	17,210
Third Page (incl. GST)	22,820	22,248	21,934	21,477	21,043	20,625	19,762	18,931
<b>New South Wales Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	22,035	21,480	21,160	20,730	20,315	19,915	19,080	18,275
Full Page (incl. GST)	24,238	23,628	23,276	22,803	22,346	21,907	20,988	20,103
Double Page Spread	40,505	39,490	38,885	38,120	37,360	36,610	35,070	33,600
Double Page Spread (incl. GST)	44,555	43,439	42,773	41,932	41,096	40,271	38,578	36,960
Half Page DPS	30,440	29,675	29,170	28,640	28,080	27,520	26,365	25,260
Half Page DPS (incl. GST)	33,484	32,643	32,087	31,504	30,888	30,271	29,001	27,786
Half Page	13,840	13,495	13,290	13,020	12,765	12,510	11,985	11,480
Half Page (incl. GST)	15,224	14,845	14,619	14,322	14,041	13,761	13,184	12,628
<b>Victoria Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	17,770	17,325	17,070	16,725	16,390	16,065	15,385	14,745
Full Page (incl. GST)	19,547	19,057	18,777	18,398	18,029	17,671	16,924	16,220
Double Page Spread	32,670	31,855	31,380	30,750	30,130	29,535	28,295	27,110
Double Page Spread (incl. GST)	35,936	35,040	34,518	33,825	33,143	32,489	31,125	29,821
Half Page DPS	24,555	23,950	23,585	23,105	22,640	22,200	21,265	20,375
Half Page DPS (incl. GST)	27,011	26,345	25,943	25,415	24,904	24,420	23,392	22,413
Half Page	11,160	10,885	10,720	10,505	10,290	10,090	9,666	9,265
Half Page (incl. GST)	12,276	11,974	11,792	11,555	11,319	11,099	10,632	10,191

Premium Position Loadings			
Inside Front Cover 1	25%	Consecutive FHRH per page	25%
Inside Front Cover 2	20%	Consecutive RHP per page	15%
Inside Front Cover 3	15%	1/2 pg spread FH per page	20%
Third Page on Contents	15%	Centrespread	20%
Half page on Letters/Modern Guru	15%	Opposite Weekender - Living	10%
Opposite Starters - Upfront	15%	Weekender - Food & Wine/Fashion	10%
Opposite Two of Us	20%	Opposite Weekender - The Quiz	10%
FHRH	15%	Outside Back Cover	40%
FH or RH	10%	Specified Positioning	10%
RHP within Feature Story	10%		

State only broken space smaller than a half page is subject to availability. Cancellations made after deadline will be charged 100% of the insertion cost. Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.

## IPAD ADVERTISING (NATIONAL)

For iPad advertising opportunities including Full page, In Article and monthly sponsorships please contact your Fairfax Media representative.

# 2015 Deadlines

Issue date	Cover	Booking deadline	Material deadline - 12pm	Cancellation deadline
January	January 17	December 15	January 9	December 18
	January 24	December 22	January 15	December 22
	January 31	January 9	January 22	December 29
February	February 7	January 16	January 28	January 8
	February 14	January 23	February 4	January 15
	February 21	January 30	February 11	January 22
	February 28	February 6	February 18	January 29
March	March 7	February 13	February 25	February 5
	March 14	February 20	March 4	February 12
	March 21	February 27	March 11	February 19
	March 28	March 6	March 18	February 26
April	April 4	March 13	March 25	March 5
	April 11	March 20	April 1	March 12
	April 18	March 27	April 8	March 19
	April 25	April 2	April 15	March 26
May	May 2	April 10	April 22	April 2
	May 9	April 17	April 29	April 9
	May 16	April 24	May 6	April 16
	May 23	May 1	May 13	April 23
	May 30	May 8	May 20	April 30
June	June 6	May 15	May 27	May 7
	June 13	May 22	June 3	May 14
	June 20	May 29	June 10	May 21
	June 27	June 5	June 17	May 28
July	July 4	June 12	June 24	June 4
	July 11	June 19	July 1	June 11
	July 18	June 26	July 8	June 18
	July 25	July 3	July 15	June 25
August	August 1	July 10	July 22	July 2
	August 8	July 17	July 29	July 9
	August 15	July 24	August 5	July 16
	August 22	July 31	August 12	July 23
	August 29	August 7	August 19	July 30
September	September 5	August 14	August 26	August 6
	September 12	August 21	September 2	August 13
	September 19	August 28	September 9	August 20
	September 26	September 4	September 16	August 27
October	October 3	September 11	September 23	September 3
	October 10	September 18	September 30	September 10
	October 17	September 25	October 7	September 17
	October 24	October 2	October 14	September 24
	October 31	October 9	October 21	October 1
November	November 7	October 16	October 28	October 8
	November 14	October 23	November 4	October 15
	November 21	October 30	November 11	October 22
	November 28	November 6	November 18	October 29
December	December 5	November 13	November 25	November 5
	December 12	November 20	December 2	November 12
	December 19	November 27	December 9	November 19

**Premium positions cancellation deadline:** an additional 2 weeks notice is required for cancellations from premium positions.

Material deadlines subject to change for special execution editions (ie. insert bookings). Please contact your sales representative for more details.

Cancellation deadline 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Insert booking deadline 6 weeks prior to publication date.

**Production specifications:** Please refer to our specifications website: [www.adcentre.com.au/good-weekend.aspx](http://www.adcentre.com.au/good-weekend.aspx) or email [adproduct@fairfaxmedia.com.au](mailto:adproduct@fairfaxmedia.com.au).

Please note that material received after deadline may be subject to strip-in fees.

# Page Specs

Size	Type Area	Trim Size	Bleed Area
Full Page	335 x 258mm	355 x 278mm	365 x 288mm
1/2 Horizontal	153 x 258mm	173 x 278mm	183 x 288mm
1/2 Vertical	335 x 117mm	355 x 137mm	365 x 147mm
1/3 Horizontal	98 x 258mm	118 x 278mm	128 x 288mm
1/3 Vertical	335 x 74mm	355 x 94mm	365 x 104mm
Horizontal Strip 30mm	10 x 258mm	30 x 278mm	40 x 288mm
Short Cover Wrap	255 x 258mm	275 x 278mm	285 x 288mm
Cover Spine Strip	355 x 20mm	355 x 20mm	365 x 20mm

## Spreads

Size	Type Area	Trim Size	Bleed Area
Double Page Spread	335 x 536mm	355 x 556mm	365 x 566mm
1/2 Spread	153 x 536mm	173 x 556mm	183 x 566mm
1/3 Spread	98 x 536mm	118 x 556mm	128 x 566mm
Horizontal Strip 30mm Spread	10 x 536mm	30 x 556mm	40 x 566mm
Short Cover Wrap Spread	255 x 536mm	275 x 556mm	285 x 566mm

- Measurements are given in millimetres and are as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with production.

### CONTACT DETAILS

Advertising Production Unit, Fairfax Media  
Lvl 4, 1 Darling Island Road, Pyrmont NSW 2009.

Phone: (02) 9282 3322

Email: [adprodunit@fairfaxmedia.com.au](mailto:adprodunit@fairfaxmedia.com.au)

**Disclaimer:** Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs. Fairfax Media reserves the right to refuse any material that does not meet our specifications. Effective of June 2008. Fairfax Media Productions reserves the right to change the specifications without notice at any time.



**National**

Lvl 3, 1 Darling Island Rd,  
Pyrmont, NSW, 2009

02 9282 1030 or  
02 9282 1064

CONTACT