

The Sydney Morning Herald | THE  AGE

GOOD WEEKEND

OVERVIEW

2015



Good Weekend

Overview

Every **Saturday** Good Weekend connects Australians with the world around them. Stories that **move, provoke** and **amuse**, capturing the very essence of human life. Every week our stories are the **talking points** at dinner parties, and our **commitment** is to bring readers a magazine that encompasses all aspects of the weekend.

Reaching 1.1 million Australians each week *Good Weekend* offers advertisers the opportunity to connect with readers in a relaxed and open weekend environment.

Why Advertise

- Our readers are very loyal, with **67%** reading two out of every three issues.
- **734,000** or **2-in-3** readers have purchased clothes in the last four weeks, and they are **22%** more likely than the average Australian to be big spenders on men's or women's fashion.
- **686,000** or **63%** of our readers have entertained friends or held a dinner party in the last four weeks.
- **328,000** or more than **3-in-10** readers have renovated or redecorated their home in the last three months.
- Our readers are **47% more likely** than average to be big spenders on eating out at restaurants.
- *Good Weekend* provides an exclusive hard to reach audience; **673,000** or **62%** of our readers don't read mass women's or women's fashion magazines.

Key Stats

Readership: 1,095,000



Profile



53%



AB

64%
ix:158



Ave HHI
\$111k



NSW
SYD METRO
41%



AGE
AVE
55yrs



GB

92%



61%



VIC
VIC METRO
33%

Advertising Contact Information

Lauren McIntyre: 9282 1064

lauren.mcintyre@fairfaxmedia.com.au

Deadlines

Bookings Deadline: 16 working days prior

Material Deadline: 7 working days prior

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2014 **Mass women's or fashion magazines refers to Harper's Bazaar, InStyle, Marie Claire, Vogue Aus, Elle, Famous, New Idea, NW, OK!, Take 5, That's Life, Who, Woman's Day, AWW, Cleo, Cosmo, Dolly, Girlfriend, Shop Till you drop

GOOD WEEKEND

Our Editorial Team

Good Weekend's award winning editorial, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians providing readers with a magazine that engages and involves.



Ben Naparstek

Ben is editor of *Good Weekend*. He has written for more than 40 publications since 2001, and was previously the editor of *The Monthly*. Recognised as one of the finest editing talents in the country, Ben has shown a remarkable ability to commission some of Australia's best writers.



Frank Robson

Frank 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 *Good Weekend*.



Stephanie Wood

Stephanie is a features writer for Fairfax Media, who also writes a food column for our *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* as the editor of the paper's weekend section.



Jane Cadzow

Jane is a feature writer for *Good Weekend*. She was awarded a Walkley Award for best magazine feature and was highly commended in the 2004 Graham Perkin Award for Australian Journalist of the Year.

Our Editorial Team

Good Weekend's award winning editorial, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians providing readers with a magazine that engages and involves.



Amanda Hooton

Amanda has been a feature writer for *Good Weekend* for 13 years. In 2005 she was awarded a Walkley award for best coverage of sport for a feature article.



Tim Elliot

Tim 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*.



Paul McGeough

Paul McGeough is a journalist and former editor of *The Sydney Morning Herald*. Paul is known for his hard-hitting investigative journalism and in 2003 won the Walkley Award for Journalism Leadership in recognition of his bravery in reporting from war zones and other dangerous areas.



John Safran

Comedian, documentary filmmaker, radio host, true-crime author and keen St Kilda fan, John Safran is one of *Good Weekend's* most popular writers with his satirical, fly-on-the wall style of journalism. Last year John was given a Ned Kelly Award for Best True Crime for his first book *Murder in Mississippi*.

Our Editorial Team

Good Weekend's award winning editorial, combines intelligent coverage of topical issues with heart-warming stories of ordinary Australians providing readers with a magazine that engages and involves.



Danny Katz

Danny is a newspaper columnist for *The Age* and *The Sydney Morning Herald*. He is also the author of the books *Spit the Dummy*, *Dork Geek Jew* and the *Little Lunch* series for children.



Benjamin Law

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*.



Penny McCarthy

Highly regarded in the fashion industry, our new fashion editor Penny McCarthy has worked in the fashion industry for over 20 years, as fashion director at *Harpers Bazaar*, *Marie Claire* and *Madison*, then joining *Vogue Australia* as fashion editor.



Jennifer Byrne

The host of ABC television's *First Tuesday Book Club* and a valued *Good Weekend* contributor, Jennifer Byrne has been a high-profile journalist for nearly 30 years and has won a number of awards for her television and writing work.

What's Inside



UP FRONT

A fun introduction to the magazine with funny and provocative short pieces that offer snapshots of metropolitan Australian society. Danny Katz brings his sage advice to the dilemmas of 21st century life in Modern Guru, while Benjamin Law offers refreshingly clear-eyed takes on modern life.



TWO OF US

One of the most 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.



WEEKENDER

Your guide to how to spend the weekend. We profile the restaurants, cafes and bars everyone is talking about; show you objects of desire to buy for your home and The List – great things to buy for your home that weekend, at every price point.

What's Inside



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 recommendations on wine that will match the food.

FASHION

Highly regarded Fashion Editor Penny McCarthy, along with Australia's best fashion photographers create "Five ways with" fashion, showcasing both investment pieces and high street dressing, featuring both female and male fashion trends.



LAST WORD & QUIZ

Good Weekend's popular "Last Word" column, first person stories from Australia's top writers, as well as the much-loved quiz to test your knowledge.

Special Issues Calendar 2015



Issue Date	Special Issue	Booking Deadline	Material Deadline
August 29, 2015	Father's Day Gift Guide	August 7, 2015	August 19, 2015
October 31, 2015	52 Weekends Away Issue	October 9, 2015	October 21, 2015
December 5, 2015	Christmas Gift Guide	November 13, 2015	November 25, 2015

For advertising enquires or more information, please contact: Lauren McIntyre: 9282 1064 lauren.mcintyre@fairfaxmedia.com.au

Note: Special Issues are subject to change

GOOD WEEKEND