

THE  AGE



OVERVIEW  
2016





# The Age OVERVIEW

It's a mirror of Victoria's social nerve-centre, a daily talking point among the community; a barometer for the issues that matter.

**The Age** continues to deliver high quality, hard-hitting local, international and breaking news stories, just as it has for over 160 years..



# WHAT'S INSIDE

## Arts

'Arts', within the 'News' section, brings to readers the vibrancy of Melbourne's arts, entertainment and cultural scene every Monday to Friday.

From gallery openings and exhibition reviews to news about festivals or events, if it's popular culture, you'll find it in Arts.

## Correspondent

'Correspondent' in *The Saturday Age* offers readers in-depth analysis of foreign affairs, whilst 'Insight' is the second 'News' section every Saturday and provides a deeper analysis of local and international events. 'Insight' complements the main 'News' section and provides a showcase for journalistic excellence to deliver a compelling read every week.

## News

The 'News' book is the leading section of *The Age* every day and wraps all the other sections. 'News' contains all the latest local, national and international news and includes our daily 'Editorial', along with 'Opinion', the 'Letters' page and 'Focus'.



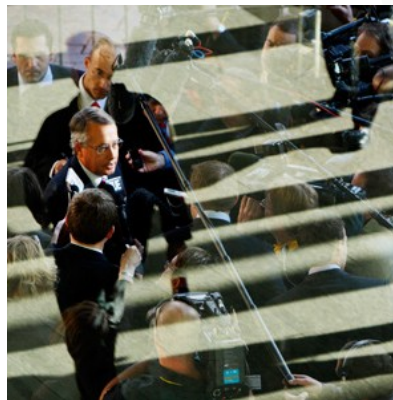
## World

'World' is a highly respected source on current affairs around the globe. 'World' contributors are based over a large footprint and place their lives in danger to bring readers insights and facts on our global issues.



*theage.com.au*

The home page is the place to start your search for all information across the website, and to navigate through our sections. Here, you'll find all major news categories including In-depth views and analysis of the latest news from across Victoria, a look at what's making headlines nationally, and the latest breaking news from around the world.



### *Federal Politics*

Here you'll find analysis and comment on the biggest stories in politics and how they affect you and your family. Including in-depth coverage from inside Canberra across a broad range of political issues.

# ONLINE CONTENT

## *Business / Money*

*Business Day & Money* cover the latest breaking stories affecting our economy, including information on markets, small business, executive style and companies.



## *Lifestyle Sections*

These sections include everything you need to know to make the right lifestyle choices for you and your family. Including content from *Entertainment, Life & Style, Good Food, Daily Life, Essential Baby, Essential Kids, Traveller, Technology* and *itpro*.





## Sport

'Sport' covers all the latest news from the world stage and includes the latest live scores and coverage of AFL, cricket, cycling and tennis.



## Property

*Domain* provides the latest commentary and news from the residential and commercial property sectors. Included are also trends in design and living, house prices and auction results.



## Cars

*Drive* includes the latest news and views from the world of automotive as well as our market place to buy and sell cars.



# ONLINE CONTENT

## Video

'Video' includes the latest videos from around the world as well as *The Age* and the latest photo galleries by our own and other press agency photographers.



# EDITORIAL TEAM

Mark Forbes  
*Editor in Chief*



Mark joined *The Sunday Age* as deputy editor in 2009, following his outstanding work as *The Age's* Indonesian correspondent based in Jakarta 2005. Mark served as News Director for *The Age* from 2013 – 2016, and was made Editor-In-Chief in 2016.

Margaret Easterbrook

Margaret joined *The Age* in 1989 as the Olympic Games reporter which involved covering Melbourne's bid for the 1996 Games. She has worked in the Canberra bureau covering federal politics and has been *The Age's* media reporter, social affairs reporter, and editor of *Insight*. Margaret became *The Saturday Age* editor in 2012.



Duska Sulicich



Duska has been a journalist for 26 years. She joined *The Age* in 1999 and has held senior editing roles for the past nine years. She was appointed editor of *The Sunday Age* in June 2013.

# KEY COMPETITOR OVERVIEW

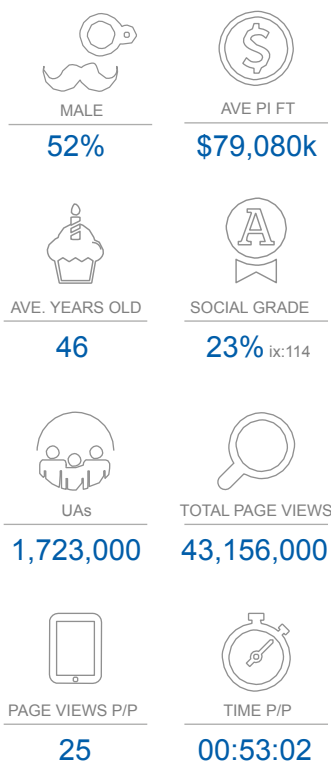
## The Herald Sun



*THE 'SELL'*

The Herald Sun is Victoria's favourite newspaper brand. The appetite for the Herald Sun reinforces the continuing value of newspapers and their importance to Victorians. The Herald Sun is all things to all people. It offers news, sport, entertainment, partnerships, a community voice and news across multiple platforms.

### KEY STATS



Sources: emma conducted by Ipsos MediaCT, People 14+ for the 12 months ending July 2015; Nielsen Online Ratings July 2015; Nielsen Online Ratings, Hybrid, Surfing, August 2015

# FURTHER INFORMATION

## ADVERTISING CONTACT INFORMATION

(03) 8667 2000

## AUDIENCE PROFILE

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

## DEADLINES

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