

*The Sydney Morning Herald*



OVERVIEW  
JUNE 2015



# The Sydney Morning Herald OVERVIEW

*The Sydney Morning Herald* reaches a discerning and affluent audience who are attracted by the more in-depth analysis and insightful opinions as well as the broad content across the various days of the week.

Its news pages, analysis and commentary set the standard for journalistic excellence, involving the questioning reader in the affairs of Sydney, Australia and the world.

### *Comment*

A forum for voicing your opinion or hearing people voice theirs.

'Comment' includes 'Editorial Opinions', 'Letters to Editor' and other topical information.



### *News*

Devoted to local and national news. Expect a barrage of exclusive stories that explain what happens in your city and country - and why.



## WHAT'S *INSIDE*

### *Private Sydney*

Our popular column documenting the goings-on around Sydney, pulled together by a team of reporters who hear the whispers and know the secrets of the biggest city in the nation.



### *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 insight and fact on our global issues.



### *News Review*

Credible, thoughtful, intelligent - 'News Review' provides incisive commentary on key news and events. This informative Saturday section delivers thought provoking analysis of the week's events and puts a spin on the news, dissecting the arguments and defining the issues.



*smh.com.au*

The home page is the place for the latest in Breaking News and what's happening in Sydney, nationally and around the world. It is also the place to start your search for all information.



*NSW*

In-depth views and analysis of the latest news from around the state.

# WHAT'S ONLINE



*National*

'National' takes a look at what's making headlines nationally and of interest to Australians.

*World*

The 'World' section incorporates the latest breaking news from around the world as well as stories of interest on places, people and organizations.



*Video*

'Video' includes the latest videos from around the world as well as smh.com.au/tv and the latest photo galleries by our own and other press agency photographers.



**Darren Goodsir**  
*Editor in Chief*

Darren is the Editor in Chief of *The Sydney Morning Herald* and *The Sun-Herald*, and he's also in charge of the *Brisbane Times* and *WAtoday* digital only newsrooms. He joined Fairfax in 1997 and his roles have included news editor, chief of staff, transport editor, urban affairs editor, and national security reporter. Darren has published two true-crime novels - one of which, *Line of Fire*, was used as the basis for the acclaimed ABC TV miniseries *Blue Murder*.

# EDITORIAL TEAM

**Dave Braithwaite**

Dave is the Digital Editor of *The Sydney Morning Herald*, working with its industry-leading online, mobile and tablet teams. He was one of the Herald's first cross-platform journalists, and has had an extensive digital media career in newspaper and broadcast environments. Dave's previous roles have included Online News Editor at *The Age*, Executive Producer of SBS News and Current Affairs Online, and Managing Editor of SBS Online.



**Judith Whelan**



Judith is the News Director for *The Sydney Morning Herald* and *The Sun-Herald*, with almost 30 years experience as a journalist, both in Australia and overseas. Previously Judith has been the longest-serving editor of *Good Weekend*, an assistant editor and New Zealand correspondent for the *SMH*, a reporter and editor in London, and has been a finalist in the Walkley Awards for her reporting on transport and health.



## David Rood

David has worked as a journalist in Sydney and Melbourne for more than a decade. Over that time he has covered beats from politics to education - all the while placing a premium on storytelling and breaking news. *The Sun-Herald* David puts on lawns and cafe tables every Sunday crafts the best stories, most informed opinion and analysis as well as all you need to know about travel and entertainment to make your Sunday.

# EDITORIAL TEAM

## Connie Levett

Connie is *The Sydney Morning Herald's* Tablet editor. She started her career with Fairfax Media 1986 and has been a journalist both in Australia and overseas for more than 25 years. Her focus has been on international news reporting, particularly in Asia, where she worked as the *SMH's* South-east Asia correspondent based in Bangkok. From 2009-2012 she was the Fairfax Media's Foreign Editor.



## Michael Evans



Michael is *The Sydney Morning Herald* Saturday Editor, with more than 16 years experience across the *SMH* newsroom. Michael has been a Walkley award finalist, and is an award winning former business writer and columnist, having edited the daily business diary *CBD* for three years. He has spent three years in Europe, including stints on financial news wires.

# EDITORIAL TEAM

Georgia Waters

Georgia has more than eight years' experience working in media. She started her career as a journalist at Fairfax's pioneering digital masthead *The Brisbane Times*, the first digital-only mainstream news site in Australia, soon after its launch in 2007, before moving to *The Sydney Morning Herald* as its inaugural social media editor. She is passionate about news and social media and is excited about the future of journalism.



Andrew Forbes



Andrew is the current Homepage Editor of smh.com.au. He has many years' experience in digital and print journalism, both in Australia and overseas. Andrew joined the SMH as a Night Editor in 2008, has been the Editor of the nationaltimes.com.au, Fairfax Media's opinion website, and previously worked on *The Sydney Morning Herald's* award-winning iPad app. He has also twice been a finalist in the Walkley Awards.

# EDITORIAL TEAM

Brian Brownstein

Brian is the inaugural Mobile Editor for *The Sydney Morning Herald* and *The Sun-Herald*. A journalist for more than a decade, he was previously the Deputy Editor and News Editor for smh.com.au. Brian has a sports journalism background and was heavily involved in Fairfax's digital coverage of the Olympics and football World Cup. Before starting at the SMH, Brian worked at AAP and for a variety of English publications.



Heath Gilmore



Heath is *The Sydney Morning Herald's* Monday to Friday print editor, who started his career with Fairfax Media in 1993. As an award-winning journalist, he has worked in regional and metropolitan Australia as well as overseas for more than 25 years. From 2010-2012 he was *The Sydney Morning Herald* chief-of-staff and was later appointed deputy editor.



## FURTHER INFORMATION

### ADVERTISING CONTACT INFORMATION

David Higgins  
(02) 9282 1984  
david.higgins@fairfaxmedia.com.au

### AUDIENCE PROFILE:

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

### DEADLINES:

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

