

The Sydney Morning Herald | THE AGE

GOOD WEEKEND

Every
Saturday



2016

MEDIA KIT

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.



“
With her passion for longform journalism and impeccable credentials Amelia brings a fresh perspective and quality to one of Australia's most loved and respected mastheads.”

Pat Ingram
 Editorial Director,
 Good Weekend
 & Sunday Life

DISTINCTIVE VOICES, FEARLESS REPORTING, and a sense of style: these are the essential elements of Amelia Lester's Good Weekend. Now that longform journalism is more sought after than ever, she works with the best writers in the business to tell the stories which feel urgent and compelling because they encapsulate and explain our times.

Amelia Lester spent ten years in New York as an editor and writer at The New Yorker, where she was managing editor, re-launched a section, and, most recently, led the magazine's digital strategy. She grew up in Sydney and graduated from Harvard University with a degree in English and American literature and language.

OUR CREDENTIALS

GOOD WEEKEND HAS ALWAYS BEEN COMMITTED TO bringing our readers a well rounded offering that encompasses all aspects of weekend leisure with some of the country best journalism in stories that are relevant, topical and thought-provoking combined with inspirational and aspirational lifestyle pages.

Pat Ingram
 Editorial Director,
 Good Weekend & Sunday Life

READERSHIP*

950,000

National

533,000

NSW

417,000

Victoria

WHY ADVERTISE?

- *Good Weekend* is the highest reaching newspaper inserted magazine among A/B social grade Australians.
- Reaching over 950,000, the equivalent of a top 10 TV show such as Sunday Night, Nine News, Seven News and Today Tonight.
- *Good Weekend* has an evenly split audience between males and females (46% male / 54% female).

Source: emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2015, Nielsen Hybrid December 2015. Good Weekend NSW/VIC AIR



For advertising enquiries or more information, please contact:

National: 02 9282 2096 or 02 9282 1064

READER PROFILE

46%/54%

Male/Female split

57

years

Average age

73%

Live in capital cities

61%

Are tertiary educated

313,000

Working as a Professional/Manager

348,000

Social Grade A

251,000

\$100K+ HHI

\$110,070

Average HHI

(population average \$89,930)

43%

Baby boomers

38%Light or do not read
news stand magazines**36%**Light listeners or do not
listen to radio

Source: emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending December 2015, Nielsen Hybrid December 2015. Good Weekend NSW/ VIC AIR



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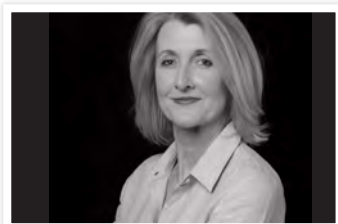
THE WRITERS



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*.



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.



GREG CALLAGHAN has been a feature writer for more than 20 years, has taught feature and news writing at the tertiary level, and is the author of three books. He is a former deputy editor of *Good Weekend*.



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*.



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*.



PAUL MCGEOUGH is an award-winning journalist and former editor of *The Sydney Morning Herald*, who reports for *Good Weekend* from all corners of the globe. 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.

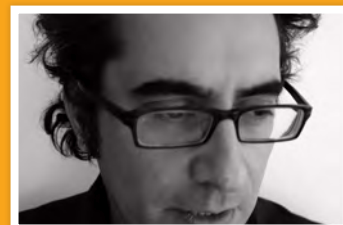


BENJAMIN LAW is a journalist, columnist and TV writer. He is the author of two non-fiction books: *The Family Law* and *Gaysia: Adventures in the Queer East*.

EDITORIAL STRENGTH



MADONNA KING is an award-winning journalist who works across print and radio. She is also the author of six books, including the biographies of Professor Ian Frazer and Joe Hockey, now Australia's Ambassador to the US.



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.



PENNY MCCARTHY is highly regarded within the fashion industry with over 20 years experience having worked for *Harpers Bazaar*, *Marie Claire* and *Vogue Australia*.

The Regulars



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.

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, while columnists Benjamin Law and Amanda Hooton offer refreshingly clear-eyed takes on modern life.

LIVING

Weekender

Your guide to how to spend the weekend. Featuring new ideas, best buys and hot spots to inspire, 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.

Fashion

Highly regarded Fashion Editor Penny McCarthy 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.

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.

LAST WORD & QUIZ

GW'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



FATHER'S DAY GIFT GUIDE

27th August 2016

Stuck for a stylish pressie for dad this Father's Day? Then check out our annual gift guide and make over the main man in your life this Father's Day with gifts that say debonair, not dag.

Booking Deadline: 5 August 2016

52 WEEKENDS AWAY ISSUE

29th October 2016

52 Weekends Away is the definitive, independent guide to short Australian getaways. Whether you're a gourmand or nature lover, looking for a romantic retreat or for a family trip, there are places suited to every taste, which is why we've organised the destinations into eight categories, including Coast, Country, Eco and Urban. Of course, you'll also find our usual range of features, from profiles and crime stories to poignant personal essays.

Booking Deadline: 7 October 2016



CHRISTMAS GIFT GUIDE

3rd December 2016

Lights! Bonbons! Action! The stage is set for a cracker of a Christmas. Looking for a practical gift? Think books and bags, shirts and shoe horns and stylish kitchen essentials. Good Weekend helps you navigate your way through Christmas with our famous annual Christmas Gift Guide. And when the Christmas rush is all but over, it's time to break out the bubbles and enjoy. After all, 'tis the season to be jolly!

Booking Deadline: 11 November 2016

2016

Note: Special Issues are subject to change

For advertising enquiries or more information, please contact:

National: 02 9282 2096 or 02 9282 1064

Beyond the Page

THE 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

IPAD APP*

78%
of our audience access the tablet app daily*

70%
of our audience agree it's their favourite news tablet app*

43%
of our audience agree the tablet app puts them in a positive mood*

739,934
GA Page Views for Good Weekend Tablet App*

Source: *Fairfax Media's Tablet Audience Study conducted by Hoop Group, May 2015. Based on smh/age tablet app; ^Google Analytics, Jan 2016. Based on SMH/AGE - Good Weekend Tablet App.

READER PROFILE

National

| Base = NSW/ACT/VIC | Reach (*000) | Profile (v%) | Population Profile (%) |
|---|-----------------|-----------------|---------------------------|
| Total | 950 | 100 | 100 |
| Sex | | | |
| Male | 437 | 46 | 93 |
| Female | 512 | 54 | 107 |
| Age | | | |
| 14-29 | 62 | 6.5 | 24 |
| 30-44 | 147 | 15.4 | 60 |
| 45-64 | 387 | 40.8 | 135 |
| 65+ | 354 | 37.2 | 216 |
| Socialgrade | | | |
| A | 348 | 36.6 | 178 |
| B | 231 | 24.3 | 122 |
| Occupation | | | |
| White collar | 425 | 44.7 | 115 |
| Managers, professionals | 313 | 33.0 | 151 |
| Personal income | | | |
| \$100,000+ | 100 | 10.6 | 155 |
| \$150,000+ | 40 | 4.2 | 208 |
| Value segments | | | |
| Educated ambition | 193 | 20.3 | 376 |
| Social creatives | 59 | 6.2 | 120 |
| Serene seclusion | 119 | 12.5 | 145 |
| Lifestyle indicators | | | |
| Big spenders | 128 | 36.8 | 117 |
| Grocery buyers | 867 | 91.3 | 108 |
| Own/paying off home | 743 | 78.2 | 138 |
| Investments \$500k+ | 226 | 23.8 | 148 |
| Use a credit card | 870 | 91.6 | 103 |
| Have smartphone or tablet in home | 888 | 93.5 | 100 |
| Domestic Travellers (last 12 months) | 794 | 83.6 | 106 |
| International Travellers (last 12 months) | 386 | 40.6 | 129 |



Rate Card

EFFECTIVE FROM JANUARY 1, 2016

| EXPENDITURE | | \$148,820 | \$293,200 | \$430,980 | \$563,122 | \$689,894 | \$925,260 | \$1,139,400 |
|--------------------------------|---------------|-----------|-----------|------------|------------|------------|------------|-------------|
| National Rates | Casual | 4x | 8x | 12x | 16x | 20x | 28x | 36x |
| 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 |
| New South Wales Rates | Casual | 4x | 8x | 12x | 16x | 20x | 28x | 36x |
| 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 |
| Victoria Rates | Casual | 4x | 8x | 12x | 16x | 20x | 28x | 36x |
| 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.

2016 Deadlines

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

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 or email adproductunit@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

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.



Contacts

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CONTACT