

GoodWeekend



OVERVIEW



GoodWeekend 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.



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.



WHAT'S INSIDE

Weekender

Your guide on 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.





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.

WHAT'S INSIDE



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.

EDITORIAL TEAM



Amelia Lester
Editor

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.

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*.



Jane
Cadzow



Jane 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.



Amanda Hooton

Amanda 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*.

EDITORIAL TEAM

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*.



Greg Callaghan



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*.



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.

EDITORIAL TEAM

Neil Perry

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



Highly regarded in the fashion industry, our 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.



GoodWeekend

FURTHER INFORMATION

ADVERTISING CONTACT INFORMATION

Nerissa Corbett

Brands & Audiences Director, Prestige

(02) 9282 2096

ncorbett@fairfaxmedia.com.au

Lauren McIntyre

Brands & Audiences Manager, Prestige

(02) 9282 1064

lauren.mcintyre@fairfaxmedia.com.au

AUDIENCE PROFILE

adcentre.com.au

DEADLINES

adcentre.com.au

