

# IT'S HARD NOT TO LOVE SUNDAYS

THE POWER OF PRINT SERIES

MAY 2015

*“I like to keep **Sunday a little unplanned** so I have one day a week I can feel free and easy . One thing is consistent, it always starts with coffee at a local cafe and with the Sunday Telegraph”*

## FOUR HAPPY POINTS

1. Sunday is a powerful day to reach people when they're **positive, relaxed and active**.
2. Our papers are different on Sundays to the rest of the week because our content reflects the **Sunday mindset**.
3. Our readers love their Sunday paper - it's part of a weekly habit because it **entertains, informs and sets the tone for the week**.
4. Advertisers love the Sunday paper because it **delivers an engaged audience** of busy Aussies as they're preparing for Sunday activities and the week ahead.

# OUR HAPPIEST AND MOST RELAXED DAY OF THE WEEK



WE'RE **MORE LIKELY** TO BE RELAXED, FREE AND EASY ON SUNDAY.

<b>SUNDAY IS...</b>	Relaxed	241ix
	Easy	163ix
	Happy	155ix
	Free	126ix

SO IT'S NO WONDER THAT WE'RE IN **A POSITIVE FRAME OF MIND...**

We share more positive stories via social media on Sundays than any other day of the week.

...AND MORE **OPEN TO SUGGESTION**

**70%** agree that they're always open to suggestion for Sunday activities.

OUR **HAPPY MOOD** ON SUNDAYS HAS A POSITIVE ROLE TO PLAY IN MEMORY.



# RETHINKING RELAXATION



## THE DYNAMICS OF SUNDAY ARE CHANGING

- 1 IN 3 people agree that Sundays are busier than ever.
- 43% of families agree that Sundays are busier than ever.

## A BALANCE BETWEEN INDULGING IN OUR INTERESTS, SPENDING TIME WITH FAMILY & GETTING THINGS DONE.

- 65% of people say they do whatever they want to do unstructured and spontaneous.
- 61% of families say it's a day to spend time together.
- 52% say it's a day to get things done.

# AN ACTIVE DAY OF SHOPPING AND SOCIALISING

68%

Cooked a meal from scratch



66%

Went grocery shopping



43%

Entertained guests



38%

Visited a department store



34%

Online shopping



32%

Worked on DIY projects



31%

Clothes and shoe shopping



17%

Booked/planned a holiday



14%

Shop electrical/whitegoods



10%

Shopped for furniture



10%

Decorated their home



6%

Planned a health regime



OUR PAPERS PROVIDE ADVERTISERS WITH AN OPPORTUNITY TO **ENGAGE WITH BUSY SUNDAY LIVES**

THIS MAKES SUNDAY A **UNIQUE DAY COMMERCIALY.**

PEOPLE ARE RELAXED, RECEPTIVE AND ACTIVE –  
OPEN TO TRYING NEW THINGS AND SPENDING MONEY.

*“Sunday is the last chance to enjoy the weekend before going back to weekday routine.  
A time to cram as much in as possible.”*

## BECAUSE SUNDAY IS DIFFERENT, SO IS OUR SUNDAY PAPER



OUR COMMITMENT TO NEWS NEVER WAIVERS BUT THE TONALITY OF OUR SUNDAY PAPERS REFLECTS THE SUNDAY MINDSET.

KEY EDITORIAL PILLARS INCLUDE ESCAPE, BODY+SOUL, CONFIDENTIAL, SPORT, THE TV GUIDE AND OUR SUNDAY GLOSSY MAGAZINE.

WHICH IS WHY IT'S SUNDAY'S BIGGEST SELLING NEWSPAPER NETWORK.

4.1 MILLION AUSSIES READ OUR PAPERS EACH SUNDAY.

A NETWORK WHICH GIVES BRANDS ACCESS TO SUNDAY MORNING'S MOST ENGAGED MEDIA AUDIENCE.



## AN APPROACH THAT KEEPS THEM COMING BACK WEEK-AFTER-WEEK

ALMOST 2 IN 3 AGREE THAT SUNDAY IS THEIR FAVOURITE DAY TO READ THE PAPER

BECAUSE IT'S AN ENJOYABLE READ...

**ALMOST 3 IN 5**

Agree it's an enjoyable read.

**ALMOST HALF**

Keep going back for their favourite sections.

THAT KEEPS THEM IN THE KNOW...

**OVER 4 IN 10**

Agree it's how they stay in touch with the world.

**ALMOST 3 IN 10**

Agree it's their main source of news and current affairs.

AND FUELS THEIR CONVERSATIONS

**OVER 1 IN 5**

Agree it sets the tone for Sunday and the week ahead.

**ALMOST 1 IN 5**

Agree it fuels their conversations.

IT'S AN IMPORTANT PART OF THEIR SUNDAY (44%)

*"All Sundays start with a coffee and the mail. Good weather lunching with friends out/in or on the boat. Winter weather home watching a good football game."*

*"I like to take in a bit of what's going on in the world currently. Also love to look at what's on offer in the holiday section. Styling clothes is also something that intrigues me."*

*"Sundays are family time, and relaxing time. Sleeping in, followed by breakfast in bed (rarely) or breakfast as a family unit. Reading the Sunday paper over brekkie with a nice coffee, topics of interest usually to be shared and discussed."*

## AND DELIVERS ADVERTISERS SOLID RESULTS



### SHARE

72% shared information that they read in the Sunday paper with people they know.

16% shared an article that they read in the Sunday paper via social media.

### INFLUENCE

56% researched more information about a product, service or destination after reading about it the Sunday paper.

55% have cut out an article in the Sunday paper to refer to later.

### ACT

46% visited a retail location after reading about it in the Sunday paper.

36% purchased a deal or offer after reading about it in the Sunday paper.

SUNDAY PAPERS DELIVER RESULTS FOR ADVERTISERS.

APPENDIX

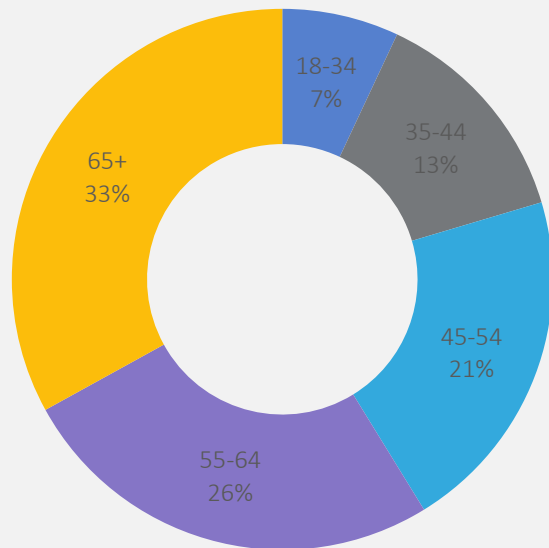
# ABOUT THE SAMPLE

**SAMPLE**  
1552

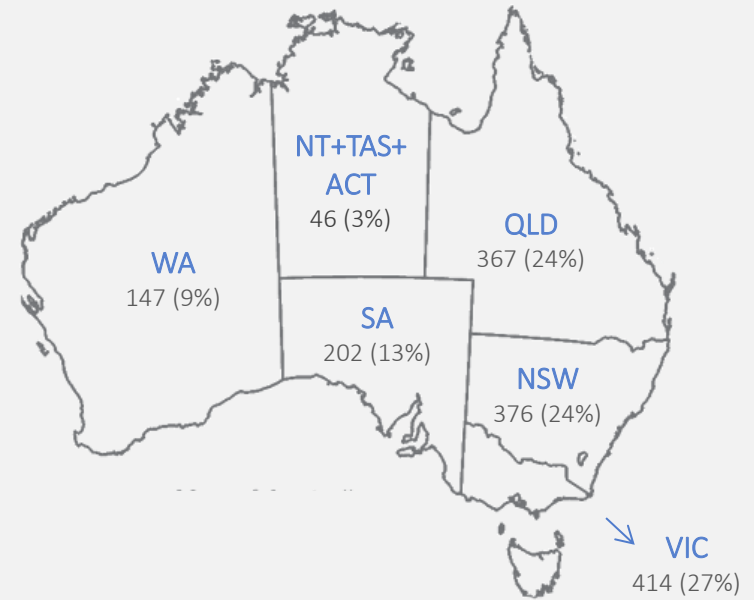
**IN-FIELD**  
May 2015

**GENDER SPLIT**  
M 44% | F 56%

**WEIGHTS**  
Results are weighted in-line with News Corp's audience.



**AGE SPLITS**



**STATE SPLITS**