News Corp Australia

SYDNEY CONFIDENTIAL



Sydney Confidential knows all the celebrity secrets.

Sydney Confidential in The Daily Telegraph is Sydney's answer to all things hot and happening in showbiz.

Appearing Monday to Saturday in the Daily Telegraph, *Sydney Confidential* provides our readers with up-to-the-minute celebrity news and entertainment.

- Latest celebrity news and gossip
- Insight into the lives of the world's rich and famous
- Daily 'spotted' section, revealing where local celebrities hang out
- All things entertainment, showbiz, fashion and Sydney's local party circuit

Sydney Confidential offers advertisers a great environment to connect with a highly engaged, fashion-forward and stylish female audience. Use this section to effectively present your entertainment, dining and clothing options.

Sydney Confidential is read by 139,000 females aged 18+, Monday to Friday (Net)*:

- 75,000 went to the cinema in the last 3 months
- 22,000 went to a rock, pop or jazz music concert in the last 3 months
- 85% bought something at a department store in the last 3 months
- 57% bought something online in the last 3 months
- 37% intend to travel overseas in the next 12 months

Get talked about in Sydney Confidential.

Format Newsprint

Day of Publication Monday - Friday (Net) Monday - Friday (Average) Saturday **Readership^** 605,000 238,000 276,000

^ emmaTM conducted by Ipsos MediaCT, 12 months ending September 2014. Last Week (Net) Last 4 Weeks (Average) Last 4 Weeks (Average)