

Back to School



Publication Date:
Sunday, 24th January 2016

Back to school is always an exciting time for kids, not so much for going back to school but shopping for the essentials and requirements for the school year. Spare a thought for the parents who have to go through several discussions with their children before they shop.

The Sun Herald will publish a special report to help parents make informed decisions. It will feature interesting editorial to engage our ever affluent audience.

If your business specializes in products and services that are related to schools, then promote your business to this relevant and ever engaged Sun Herald audience.

Why Advertise?

- 8-in-10 (55,000) of M readers living with u18s at home agree that formal education is vital to success in life.
- 9-in-10 (63,000) M readers with u18s at home agree that learning a trade is just as valuable as a university education. Compared to others in VIC,
- M readers with u18s at home are 13% more likely to agree that "Brands are important to me". Compared to others in VIC,
- M readers with under18 in HH are 20% more likely to agree to "I like to keep up with the latest trends".
- 8-in-10 M (56,000) readers with Under18 in HH agree to the statement "Quality is more important
- Close to 6-in-10 M readers with under18 in HH (42,000) agree that they like to try new experiences and products

Deadlines

Booking: Friday 15th January 2015

Material: Wednesday 20th January 2015

*All space is subject to availability.
Early bookings are highly recommended.*

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