

Fashion Fiesta



Publication Date:
Sunday 26th July 2015

The SMH will publish a special report on Fashion on the 26th July 2015 featuring the latest trends, products and services in an ever growing industry. This feature will appeal to advertisers who offer a wide range of fashion related products, boutique fashion stores, Hair and makeup stylists and products, and all things relevant to the Fashion industry..

This special report gives advertisers the opportunity to showcase their products and services while targeting a relevant and interested audience. A unique opportunity to promote your business in The SMH S section is not to be missed.

Why Advertise?

- 8-in-10 (232,000) S readers believe that "Quality is more important than price"
- 1-in-2 S readers indicate they "always try to look stylish"
- 6-in-10 (178,000) S readers say they "like to try new products"
- S readers are 42% more likely to have spent \$100+ on their last visit to a women's clothing store
- 1-in-2 (129,000) S readers indicate that they "love to shop"

Deadlines

Booking: Friday 17th July 2015

Material: Wednesday 22nd July 2015

For advertising enquires or more information, please contact:

02 9282 1120 or featuresdirect@fairfaxmedia.com.au

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