

# Fishing & Boating



**Publication Date:**  
Date, 16<sup>th</sup> August 2015

The Age is due to publish a Fishing & Boating special report on 16th August 2015 featuring industry specific products and services.

This feature will appeal to advertisers who offer a wide range of commercial or boutique boats, engines, electronics and marine accessories along with fishing rods, reels and all manner of marine equipment.

The Fishing & Boating special report allows advertisers the chance to share their products and services while targeting a relevant and interested audience.

A unique opportunity to promote your business in The Age's M, an iconic brand that is not to be missed.

## Why Advertise?

- M Readers are **37%** more likely than other Victorians to have spent their last holiday on a yacht, houseboat or ship.
- M Readers are **19%** more likely than other Victorians to be a fan of Sailing. M Readers are **31%** more likely than other Victorians to regularly watch Sailing Live or on TV.
- Over **8-in-10** (or **232,000**) M Readers intend to holiday in Australia in the next 12 months.
- Frequent Travellers - Over **1-in-4** (**78,000**) M readers have been on 4+ trips domestically on holiday.

## Deadlines

**Booking: Date 7<sup>th</sup> August 2015**  
**Material: Date 12<sup>th</sup> August 2015**

**For advertising enquires or more information, please contact:**  
**(03) 8667 1017**

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



Source: \*emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending March 2015, people 14+ only. M (Sunday Age) L4W Av

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