

# Luck of the Irish



**Publication Date:**  
**Tuesday 15<sup>th</sup> March**

On St Patrick's Day, everyone has a little Irish in them and wants to show it! Green, Guinness and 4 leaf clovers are the theme for an afternoon spent in a lively Irish pub to celebrate the emerald isle, its food, its Guinness and its people.

On the 15<sup>th</sup> of March in the lead up to St Patrick's day 2016, The Sydney Morning Herald Good Food liftout will publish a special feature highlighting the best Irish pubs and food that Sydney has to offer.

Promote your business to an affluent and keen audience that loves to enjoy the best in life.

## Why Advertise?

- Compared to others in NSW, Good Food readers are 56% more likely to intend to travel to UK/ Ireland for holidays in the next 12 months.
- Almost 7-in-10 (323,000) Good food readers have been to a restaurant in the last 4 weeks.
- They are 34% more likely to be in the top spending quintile for eating out (Meals in restaurants, hotels, clubs, etc)
- Compared to others in NSW, Good Food readers are 60% more likely to have been to UK/Ireland in the past 12 months.
- They are also 22% more like to go to a hotel for a drink once or more a week

## Deadlines

**Booking: 7<sup>th</sup> March 2016**

**Material: 11<sup>th</sup> March 2016**

**For advertising enquires or more information, please contact:**

02 9282 1120 or [featuresdirect@fairfaxmedia.com.au](mailto:featuresdirect@fairfaxmedia.com.au)

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