

Best Brunches



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Tuesday 16th Feb 2016

The warm summer days of February are the best time of year to enjoy a delicious and relaxing brunch with family and friends.

Hearty Bacon & Eggs, mushrooms, sausages, delicious pancakes, healthy fruit and yogurt and tasty eggs benedict, perfectly accommodated by a cup of coffee in one of the world's coffee cities. It's no wonder it has become such a popular way for Melbournians to spend their weekend mornings.

On the 16th of February The Age Good Food Epicure liftout will publish a special feature on the best brunches Melbourne has to offer. This is an excellent opportunity to highlight your business in front of an affluent and interested audience.

Why Advertise?

- Compared to others in VIC, Epicure readers are 45% more likely to go to a cafe for a meal or snack several times a week.
- They are 57% more likely to go a restaurant for a meal or snack about once a week.
- 60% (227,000) of Epicure readers agree that food is all about sharing.
- 51% (197,000) of Epicure readers are married.
- Over 43% (163,000) Epicure readers indicate that "Food is one of my passions in life"
- Close to 9-in-10 (334,000) Epicure readers indicate that "I am interested in other cultures".
- Close to 8-in-10 (303,000) Epicure readers indicate "My priority when choosing food is flavour & taste"

Deadlines

Booking: 8th Feb 2016

Material: 11th Feb 2016

For advertising enquires or more information, please contact:

02 9282 1120 or alesha.russell@fairfaxmedia.com.au

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

Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2015, people 14+ only. Epicure L4W AV Base : VIC