

Fashion Fiesta



Publication Date:
Date, 26th July 2015

The Age 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 Age M Sunday is not to be missed.

Why Advertise?

- **51%** of the M audience are female.
- **8-in-10 (405,000)** indicate they believe "Quality is more important than price."
- **1-in-2 (260,000)** indicate they "try to look stylish at all times."
- **1-in-3 (179,000)** M readers indicate that "Brands are important to me."
- Female M Readers are **57%** more likely than other Victorians to buy clothing/fashion items.
- Female M Readers are 2.2x more likely to have spent over \$100 on clothing in their last visit to a store.

Deadlines

Booking: Date 17th July 2015

Material: Date 22nd July 2015

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

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