

Good Weekend



2017

MEDIA KIT



Connecting Australians with the world around them.

EVERY

SATURDAY

Good Weekend is Australia's premiere magazine of quality journalism in the country. Our aim is to provoke, move and amuse, working with the best writers in the business to tell stories which feel urgent and compelling, because they encapsulate and explain our times.

For over 30 years Good Weekend's reputation for editorial credibility has built a valued readership. Reaching close to a million Australians every week, our readers are discerning and hard-to-reach, relying on Good Weekend to inform, challenge and entertain them.



Amelia Lester
Editor, Good Weekend

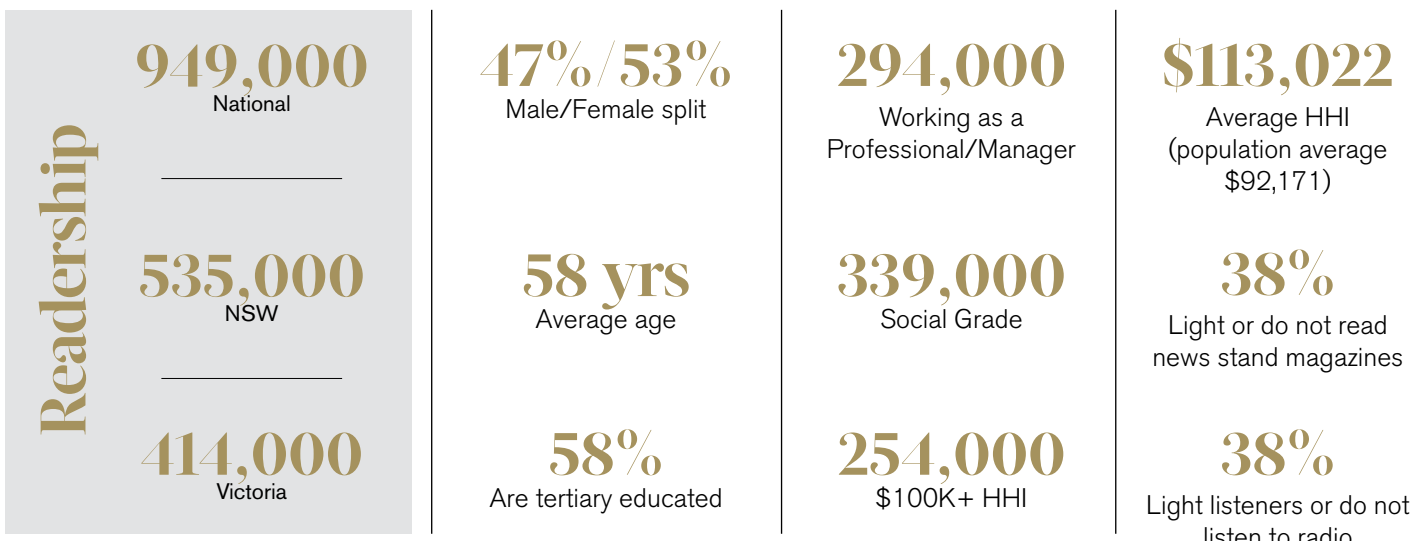
Amelia Lester spent ten years in New York as an editor and writer at The New Yorker, where she was managing editor, re-launched a section, and, most recently, led the magazine's digital strategy. She grew up in Sydney and graduated from Harvard University with a degree in English and American literature and language.



A Premium Audience

With **949,000 readers**, Good Weekend’s reach is equivalent to, or **better than the top 5 TV programs** such as Sunday Night, Seven News, Nine News and 60 Minutes.*

Good Weekend is also the **highest reaching Newspaper Inserted Magazine** among the **AB Social Grade**.



*Source: OzTAM Pty Limited 2016 As at 6 December 2016**Source: emmaTM, conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2016, Nielsen Digital Ratings Monthly September 2016. Good Weekend NSW/VIC AIR

The Writers



AMANDA HOOTON

has been a features writer for Good Weekend for 14 years. She has won a British Press Award and a Walkley award for her journalism, and in 2012 published a book, *Finding Mr Darcy*.



STEPHANIE WOOD

is a features writer for Fairfax Media, also writes a food column for Fairfax Media's Daily Life website. She is a former deputy editor of the (sydney) magazine, and former editor of the The Age Good Food Guide.



JANE CADZOW

is a feature writer for Good Weekend. She has had four Walkley Award nominations, twice winning the Walkley for best magazine feature writing. She was highly commended in the 2004 Graham Perkin Award for Australian Journalist of the Year.



KONRAD MARSHALL

was previously a senior writer at The Age, deputy editor of the (melbourne) magazine, and cut his teeth during a decade in the United States as an award-winning feature writer.



MELISSA FYFE

is a former deputy editor of The Sunday Age and was part of the news-breaking Age investigations unit. She writes about politics, crime, the environment, and any good yarn happening around Melbourne.



TIM ELLIOTT

is a senior feature writer for Good Weekend. A journalist for 22 years, Tim won a Best Feature Award at the National Magazine Awards and has written two books, including *The Bolivian Times*.



GREG CALLAGHAN

has been a feature writer for more than 20 years, has taught feature and news writing at the tertiary level, and is the author of three books. He is a former deputy editor of Good Weekend.



BENJAMIN LAW

is a journalist, columnist and TV writer. He is the author of two non-fiction books: *The Family Law* and *Gaysia: Adventures in the Queer East*.

Lifestyle Gurus



TERRY DUDACK

is the chief restaurant critic of the Sydney Morning Herald, co-director of the Financial Review Top 100 Restaurants Awards, and the author of six books on food and dining.



DANNY KATZ

is a newspaper columnist for The Age, The Sydney Morning Herald and The West Australian. He is also the author of the books *S.C.U.M.*, *Dork Geek Jew* and the *Little Lunch* series for children.



KAREN MCCARTNEY

has published books including *Iconic Australian Houses*, *Superhouse* and *Perfect Imperfect*. She also produces Belle's architecture pages and runs edit'd, a bespoke content agency.



NEIL PERRY

is one of Australia's most influential chefs and the owner of multi-award-winning restaurant Rockpool. Neil's passion for quality produce is evident in all his dishes and in the business projects he undertakes.



THE

REGULARS

UPFRONT

Modern Guru: Danny Katz solves tricky life dilemmas.

Minutes With: Now you're always seated next to the most interesting person at the dinner party. Staff writers encounter fascinating figures for a limited time and let us in on the conversation for striking insights on their success.

Two of Us: One of the best-loved and best-recognised columns in Australian media, Two of Us profiles a relationship between two Australians – brothers and sisters, husbands and wives, parents and children, and friends from countless walks of life. Often deeply moving and always fascinating, this column generates letters to the editor every week and remains a page readers nominate as one of their favourite reads.

LIVING

Food: Chef Neil Perry interprets his signature style in relaxed, inspiring recipes full of fresh flavours. Neil provides tips on ingredients and techniques, as well as wine recommendations that will match the food.

Home: With her trademark wit and impeccable taste, Karen McCartney travels the world to identify the cutting edge of design, and how to achieve the look in your own living environment.

BACK CHAT

A page packed with don't-miss-it brain food: Samurai Sudoku, Get It?, and cult favourite, The Quiz.

Plus Benjamin Law's Adult Education column is a screamingly funny look at the hard-won lessons of adult life.

66

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99

2017 Special Issues



Premium Gloss Edition

VIRTUOSOS 25th March 2017

Across business, culture, sport and more, we celebrate Australians who have reached the pinnacle.

Booking Deadline: 3 March, 2017
Material Deadline: Noon 15 March, 2017

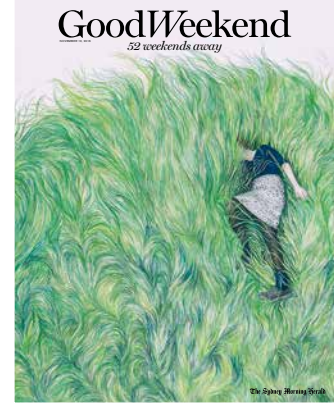


Premium Gloss Edition

STYLE + MOTHERS DAY GIFT GUIDE 6th May 2017

The trends and people who are making our lives more beautiful.

Booking Deadline: 13 April, 2017
Material Deadline: Noon 26 April, 2017



52 WEEKENDS AWAY ISSUE 28th October 2017

The definitive, independent guide to short Australian getaways.

Booking Deadline: 6 October, 2017
Material Deadline: Noon 18 October, 2017



Premium Gloss Edition

DESIGN & INNOVATION + FATHERS DAY GIFT GUIDE 26th August 2017

A forward-thinking look at how technology is reshaping our world.

Booking Deadline: 4 August, 2017
Material Deadline: Noon 16 August, 2017



Premium Gloss Edition

ARTS & CULTURE 14th October 2017

The most interesting and ground-breaking singers, writers, actors, and performers.

Booking Deadline: 22 September, 2017
Material Deadline: Noon 4 October, 2017



CHRISTMAS GIFT GUIDE 2nd December 2017

Good Weekend helps you navigate your way through Christmas with our famous annual Christmas Gift Guide.

Booking Deadline: 10 November, 2017
Material Deadline: Noon 22 November, 2017

RATE CARD

EFFECTIVE FROM JANUARY 1, 2017

EXPENDITURE		\$148,820	\$293,200	\$430,980	\$563,122	\$689,894	\$925,260	\$1,139,400
National Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	39,300	38,320	37,750	36,990	36,250	35,530	34,040	32,600
Full Page (incl. GST)	43,230	42,152	41,524	40,689	39,875	39,083	37,445	35,859
Double Page Spread	72,265	70,455	69,410	68,020	66,660	65,320	62,580	59,950
Double Page Spread (incl. GST)	79,491	77,501	76,351	74,822	73,325	71,851	68,838	65,945
Half DPS	54,315	52,940	52,165	51,115	50,110	49,110	47,030	45,050
Half DPS (incl. GST)	59,746	58,234	57,382	56,226	55,120	54,021	51,733	49,555
Half Page	24,690	24,060	23,710	23,240	22,780	22,320	21,380	20,480
Half Page (incl. GST)	27,159	26,466	26,081	25,564	25,058	24,552	23,518	22,528
Third Page	20,745	20,225	19,940	19,525	19,130	18,750	17,965	17,210
Third Page (incl. GST)	22,820	22,248	21,934	21,477	21,043	20,625	19,762	18,931
New South Wales Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	22,035	21,480	21,160	20,730	20,315	19,915	19,080	18,275
Full Page (incl. GST)	24,238	23,628	23,276	22,803	22,346	21,907	20,988	20,103
Double Page Spread	40,505	39,490	38,885	38,120	37,360	36,610	35,070	33,600
Double Page Spread (incl. GST)	44,555	43,439	42,773	41,932	41,096	40,271	38,578	36,960
Half Page DPS	30,440	29,675	29,170	28,640	28,080	27,520	26,365	25,260
Half Page DPS (incl. GST)	33,484	32,643	32,087	31,504	30,888	30,271	29,001	27,786
Half Page	13,840	13,495	13,290	13,020	12,765	12,510	11,985	11,480
Half Page (incl. GST)	15,224	14,845	14,619	14,322	14,041	13,761	13,184	12,628
Victoria Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	17,770	17,325	17,070	16,725	16,390	16,065	15,385	14,745
Full Page (incl. GST)	19,547	19,057	18,777	18,398	18,029	17,671	16,924	16,220
Double Page Spread	32,670	31,855	31,380	30,750	30,130	29,535	28,295	27,110
Double Page Spread (incl. GST)	35,936	35,040	34,518	33,825	33,143	32,489	31,125	29,821
Half Page DPS	24,555	23,950	23,585	23,105	22,640	22,200	21,265	20,375
Half Page DPS (incl. GST)	27,011	26,345	25,943	25,415	24,904	24,420	23,392	22,413
Half Page	11,160	10,885	10,720	10,505	10,290	10,090	9,666	9,265
Half Page (incl. GST)	12,276	11,974	11,792	11,555	11,319	11,099	10,632	10,191

Premium Position Loadings			
Inside Front Cover 1	25%	Consecutive FHRH per page	25%
Inside Front Cover 2	20%	Consecutive RHP per page	15%
Inside Front Cover 3	15%	1/2 pg spread FH per page	20%
Third Page on Contents	15%	Centrespread	20%
Half page on Letters/Modern Guru	15%	Opposite Weekender - Living	10%
Opposite Starters - Upfront	15%	Weekender - Food & Wine/Fashion	10%
Opposite Two of Us	20%	Opposite Weekender - The Quiz	10%
FHRH	15%	Outside Back Cover	40%
FH or RH	10%	Specified Positioning	10%
RHP within Feature Story	10%		

State only broken space smaller than a half page is subject to availability. Cancellations made after deadline will be charged 100% of the insertion cost. Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.

IPAD ADVERTISING (NATIONAL)

For iPad advertising opportunities including Full page, In Article and monthly sponsorships please contact your Fairfax Media representative.

2017 DEADLINES

Issue date	Cover	Booking deadline	Material deadline - 12pm	Cancellation deadline
January	January 21	December 30	January 11	December 22
	January 28	January 6	January 18	December 29
February	February 4	January 13	January 25	January 12
	February 11	January 20	February 1	January 19
	February 18	January 27	February 8	January 25
	February 25	February 3	February 15	January 28
March	March 4	February 10	February 22	February 2
	March 11	February 17	March 1	February 9
	March 18	February 24	March 8	February 16
	March 25	March 3	March 15	February 23
April	April 1	March 10	March 22	March 2
	April 8	March 17	March 29	March 9
	April 15	March 24	April 5	March 16
	April 22	March 31	April 12	March 23
	April 29	April 7	April 19	March 30
May	May 6	April 13	April 26	April 6
	May 13	April 21	May 3	April 13
	May 20	April 28	May 10	April 20
	May 27	May 5	May 17	April 27
June	June 3	May 12	May 24	May 4
	June 10	May 19	May 31	May 11
	June 17	May 26	June 7	May 18
	June 24	June 2	June 14	May 25
July	July 1	June 9	June 21	June 1
	July 8	June 16	June 28	June 8
	July 15	June 23	July 5	June 15
	July 22	June 30	July 12	June 22
	July 29	July 7	July 19	June 29
August	August 5	July 14	July 26	July 6
	August 12	July 21	August 2	July 13
	August 19	July 28	August 9	July 20
	August 26	August 4	August 16	July 27
September	September 2	August 11	August 23	August 3
	September 9	August 18	August 30	August 10
	September 16	August 25	September 6	August 17
	September 23	September 1	September 13	August 24
	September 30	September 8	September 20	August 31
October	October 7	September 15	September 27	September 7
	October 14	September 22	October 4	September 14
	October 21	September 29	October 11	September 21
	October 28	October 6	October 18	September 28
November	November 4	October 13	October 25	October 5
	November 11	October 20	November 1	October 12
	November 18	October 27	November 8	October 19
	November 25	November 3	November 15	October 26
December	December 2	November 10	November 22	November 2
	December 9	November 17	November 29	November 9
	December 16	November 24	December 6	November 16

Premium positions cancellation deadline: an additional 2 weeks notice is required for cancellations from premium positions.

Material deadlines subject to change for special execution editions (ie. insert bookings). Please contact your sales representative for more details.

Cancellation deadline 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Insert booking deadline 6 weeks prior to publication date.

Production specifications: Please refer to our specifications website: www.adcentre.com.au/good-weekend.aspx or email adprodunit@fairfaxmedia.com.au.

Please note that material received after deadline may be subject to strip-in fees.

PAGE SPECS

Size	Type Area	Trim Size	Bleed Area
Full Page	335 x 258mm	355 x 278mm	365 x 288mm
1/2 Horizontal	153 x 258mm	173 x 278mm	183 x 288mm
1/2 Vertical	335 x 117mm	355 x 137mm	365 x 147mm
1/3 Horizontal	98 x 258mm	118 x 278mm	128 x 288mm
1/3 Vertical	335 x 74mm	355 x 94mm	365 x 104mm
Horizontal Strip 30mm	10 x 258mm	30 x 278mm	40 x 288mm
Short Cover Wrap	255 x 258mm	275 x 278mm	285 x 288mm
Cover Spine Strip	355 x 20mm	355 x 20mm	365 x 20mm

Spreads

Size	Type Area	Trim Size	Bleed Area
Double Page Spread	335 x 536mm	355 x 556mm	365 x 566mm
1/2 Spread	153 x 536mm	173 x 556mm	183 x 566mm
1/3 Spread	98 x 536mm	118 x 556mm	128 x 566mm
Horizontal Strip 30mm Spread	10 x 536mm	30 x 556mm	40 x 566mm
Short Cover Wrap Spread	255 x 536mm	275 x 556mm	285 x 566mm

- Measurements are given in millimetres and are as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with production.

CONTACT DETAILS

Advertising Production Unit, Fairfax Media
Lvl 4, 1 Darling Island Road, Pyrmont NSW 2009.

Phone: (02) 9282 3322

Email: adprodunit@fairfaxmedia.com.au

Disclaimer: Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs. Fairfax Media reserves the right to refuse any material that does not meet our specifications. Effective of June 2008. Fairfax Media Productions reserves the right to change the specifications without notice at any time.



Contacts

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CONTACT