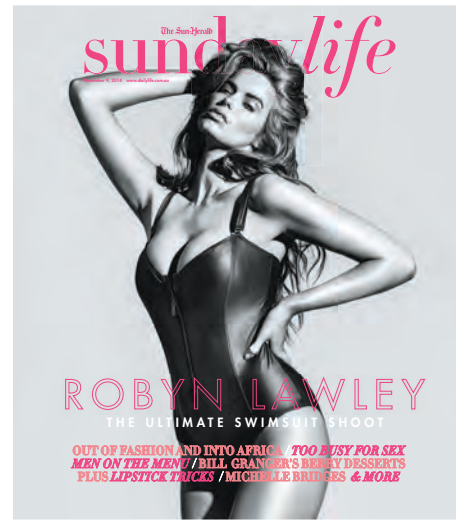


sunday*life*



“ *Sunday Life* is for a woman who knows who she is and what she wants. Intelligent, well-educated and successful, she seeks style and quality... in her home, in the way she dresses, for her family and in what she reads.

She wants to be inspired... to cook, to shop, to decorate, to travel. She wants to be entertained and informed and she wants it in a package that's positive, uplifting and packed with ideas.

Sunday is a special day of relaxation and fun with family and friends when there is time to be receptive to new and exciting things, time to indulge in our beautiful lifestyle pages of food, travel, fashion, homes, plus in-depth profiles on the people she wants to read about and stories that challenge, touch and make her laugh. ”

PAT INGRAM
EDITORIAL DIRECTOR





ASPIRATIONAL
CREATIVE
INSPIRATIONAL
WARM
STYLISH
INTELLIGENT
PASSIONATE
POSITIVE

Spend Sunday with a soul mate



PAT INGRAM
EDITORIAL DIRECTOR

Pat has more than 40 years' experience in the publishing industry having launched and edited many titles including *Cosmopolitan* and *Harper's Bazaar*. She was Publishing Director of ACP's women's titles including *The Australian Women's Weekly* and *Woman's Day* for more than 20 years.

Her passions are the arts, reading, cooking and travel and spending as much time as possible with her family, which includes two grandchildren, at her second home in Vanuatu.



Danielle Teutsch
EDITOR

Editor Danielle Teutsch has worked at Fairfax for 13 years, as a journalist, health writer and editor. She is also a mother of three young children, and, like most of our readers, finds Sunday is the day of the week where she can relax and recharge.

"I love bringing our readers stories that are relevant to their lives, and that inspire them on Sunday - the one day of the week when they have time to kick back," she says. "Modern women juggle a lot so I want to make sure that Sunday Life gives them the best excuse to lie on the lounge and be totally immersed in a magazine that really reflects their dreams and aspirations."

THE SUNDAY LIFE TEAM

TERESA CUTTER

Teresa Cutter is a wellness expert, chef and authority on healthy cooking. She is the founder of The Healthy Chef and author of five healthy eating cookbooks. Each week she offers up to date information to inspire positive life changes and a delicious healthy recipe.

ADAM LIAW

Adam Liaw is a cook, author and television presenter, and a winner of Masterchef Australia. His delicious simple family food includes recipes and cooking techniques handed down from his parents and grandparents, many of them Australian classics with an Asian twist.

DR JOANNA McMILLAN

Our famous nutrition expert gives great insight into health eating habits with her popular weekly column A Day on a Plate.

PENNY McCARTHY

Our fashion editor has worked on most of the top fashion magazines in the country. Her fashion philosophy is stylish, classic and wearable with an eye for quality investment dressing.

JAMIE DURIE

Australia's favourite landscaping and garden guru Jamie writes regularly the latest home trends and how to make your home an indoor/outdoor sanctuary.

STEPHANIE DARLING

Stephanie has had a long and impressive career in beauty journalism. Apart from the latest developments in beauty she road tests new treatments every week.

ANDREA JONES

Andrea Jones was the founding Sydney editor of Sunday Life. Passionate about stylish living, Andrea went on to edit Home Beautiful. She has since reported on homes & design for The Sydney Morning Herald and Sunday Life.

HEATHER NETTE-KING

A respected Melbourne interior stylist and homes blogger, Heather's eye for style is impeccable. The homes she showcases are packed with inspiration.

MICHAEL GEBICKI

One of Australia's leading travel writers and photographers, Michael Gebicki is a Sydney-based journalist who has spent much of the past three decades with a camera in one hand and a notebook in the other. His work appears regularly in the pages of major metropolitan newspapers and magazines.



OUR COLUMNISTS

An impressive band of high profile women contribute to Sunday Life every week writing about issues, philosophies, family, relationships and simply the tender and funny aspects of life.

They include Jane Caro, Tracey Spicer, Jessica Rowe, Wendy Squires, Kerri Sackville, Kathy Lette, Meshel Laurie, Jacinta Tynan and Jo Stanley.



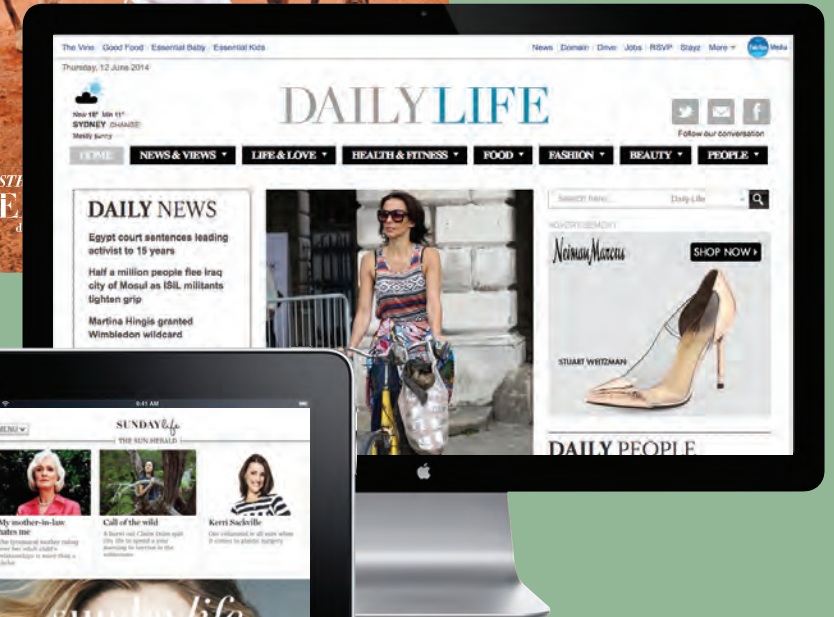
*Sunday Life reaches
more than 770,000 readers
every week, on everyone's
favourite day- Sunday!*

BREADTH OF REACH

Together *Sunday Life* and our sister *Daily Life*, every week and every day, aim to celebrate and recognise women!

Sunday Life and *Daily Life* combined reach 1,502,000 readers each month.

Furthermore, *Sunday Life* and *Daily Life* combined reach 473,000 women in Social Grade A or B each month.





AUDIENCE

Total audience of 773,000.

62% or 477,000 are women.

259,000 readers are AB women.

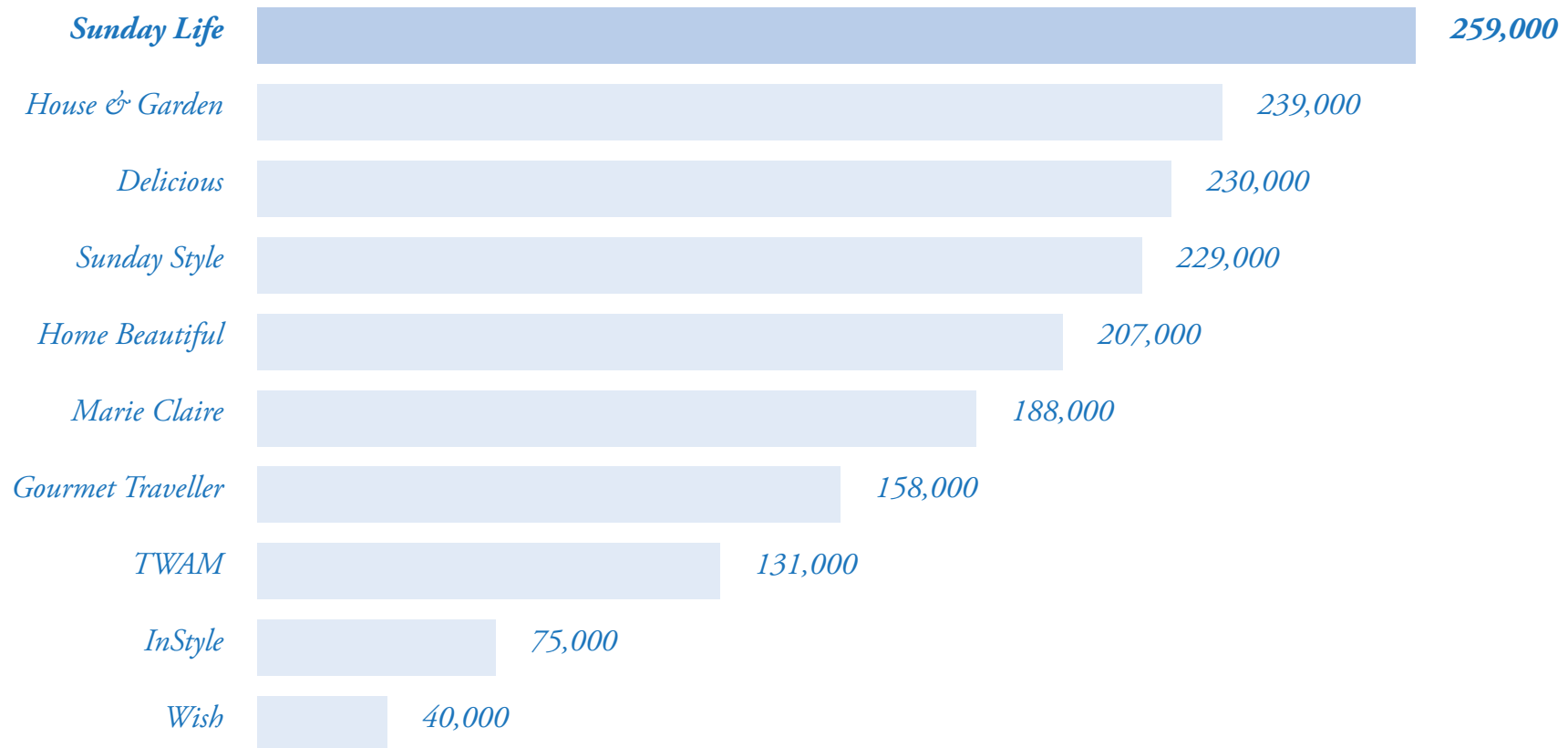
101,000 of readers are women with
a HH income of \$100,000+.

Sunday Life readers are 15% more likely
to be in the top spending quintile for clothing
and footwear compared to other Australians.

6 in 10 *Sunday Life* readers
have held a dinner party or entertained
friends in the last month.

92% of *Sunday Life* readers are
responsible for buying groceries,
and 77% are responsible for cooking
in their household.

WHEN IT COMES TO REACHING AB WOMEN...





FOOD

Adam Liaw is a cook, author and television presenter, and a winner of Masterchef Australia. His delicious simple family food includes recipes and cooking techniques handed down from his parents and grandparents, many of them Australian classics with an Asian twist.

Adam's philosophy is to capitalise on the ample availability of fresh quality produce in Australia to make quick and easy dishes the whole family will love. And most of all enjoy making.



83% of *Sunday Life* readers are responsible for buying groceries, and 77% are responsible for cooking in their household.

61% of readers are top spenders on food and beverages, and 74% say they believe in using the best quality ingredients.

60% of readers are passionate about food or enjoy cooking, and 61% like to experiment with new tastes and flavours.



FASHION

Not only does *Sunday Life* showcase stunning fashion shoots and glamorous locations every week, we also feature stylish, wearable clothes for real women. From High Street smart to investment dressing, we showcase the latest looks and how to wear them. We show how to be fashion forward, not a fashion victim, with clothes that are age and price appropriate.



Sunday Life readers are 36% more likely to be in the top spending quintile for clothing and footwear compared to other Australians.

3-in-4 *Sunday Life* readers agree “Quality is more important than price” when it comes to shopping.

76% of readers intend to purchase business or casual clothing or footwear in the next 6 months.

1-in-3 or 251,000 *Sunday Life* readers purchased footwear or clothing in the last 2 weeks, 16% more than average.

BEAUTY

Whether it's the latest skincare information, the new beauty technological breakthroughs or simply the best products for your lifestyle, skin and age, what woman does not like beauty advice?

Beauty Director Stephanie Darling brings you all this plus the tips and tricks from make up experts that will keep you up-to-date with your beauty routine. Stephanie road tests a new treatment or procedure every week and talks regularly about hair, from the best products to the latest looks.





Social AB readers are 36% more likely than the average Australian to be top spenders in health and personal care products.

Close to 7-in-10 or 523,000 readers have used beauty services* in the last 3 months (Index: 123)

8-in-10 readers purchased hair care or styling products at least once every 6 months and are 27% more likely than the average Australian to have been to the hairdresser in the last 4 weeks.

Readers are 24% more likely the average Australian to say they enjoy shopping for cosmetics

Readers are 22% more likely than the average Australian to agree
“I look for anti-ageing benefits when I shop for skin care products”

*Beauty services: body/face massage, cosmetic dental surgery, cosmetic surgery, facial treatment, Hair colour, Hair removal or waxing, hairstylist, manicure/pedicure, non-surgical cosmetic treatment

Source: emma™, conducted by Ipsos MediaCT, people 14+ for the 12 months ending November 2015, Sunday Life NSW/VIC



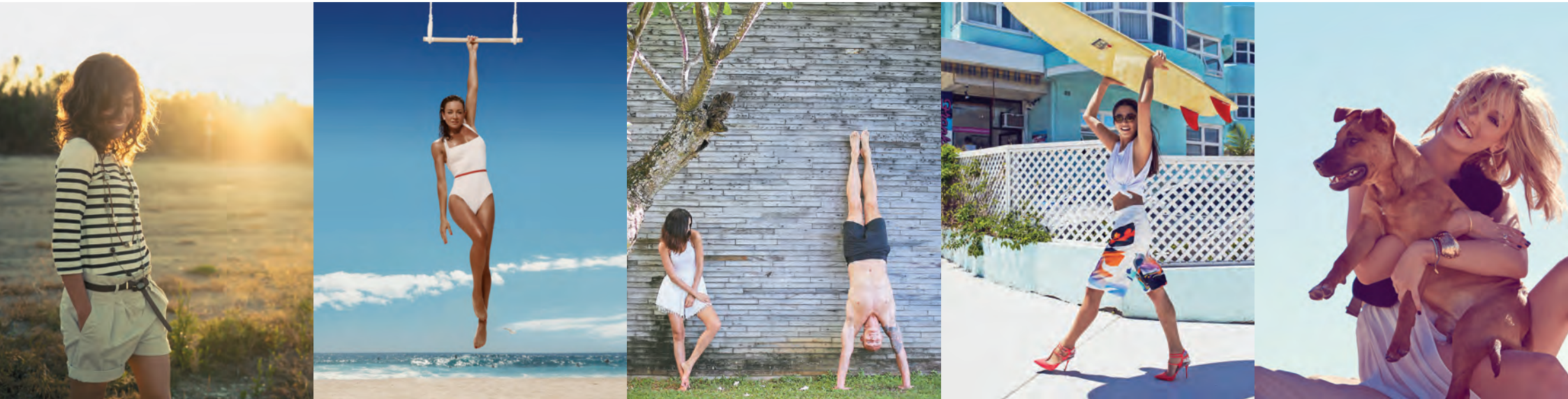
HEALTH & WELL-BEING

Tips, tips and more tips. Teresa Cutter will dish them out to an ever-devouring audience as well as offering a mouth-watering and healthy recipe each week.

Plus, we bring you thought-provoking news, views and reads on health, fitness, nutrition, well-being, psychology, sex, relationships and more.

Our hugely popular Day on a Plate column features the diet of a notable person analysed by Dr Joanna McMillan.

An essential Family story will align closely with the much-loved Essential Kids and Essential Baby websites online, and feature great advice for families as well as reads from real people, experts and celebrities.



9 in 10 *Sunday Life* readers agree:
“I am taking steps now to stay healthy in the future”.

Readers are 30% more likely than average to do yoga or pilates
and 76% have done some form of exercise in the last month.

42% of readers have purchased vitamins or supplements at least once in the last 6 months.

Readers are 26% more likely to have used personal training or fitness instructor services in the last 4 weeks.



HOME

Top interior stylists Heather Nette-King and Andrea Jones peer inside some of the country's most gorgeous homes, especially for *Sunday Life* readers. We discover the most precious possessions of our most stylish people, in pages that are packed with inspiration. Plus, Australian's favourite landscape gardener Jamie Durie shows readers how to weave nature into their homes with his famous indoor/outdoor approach to living.



23% *Sunday Life* readers have done some home renovating or decorating in the last 3 months.

Readers are 70% more likely than the average Australian to have used a home renovations service in the last 4 weeks.

7-in-10 readers have done some gardening in the last months and 66% have purchased hardware or gardening products in the last 12 months.

49% of readers have purchased homewares or furniture in the last 12 months and 67% Agree “When it comes to shopping for furniture, I am willing to pay more if the quality is high.”

TRAVEL

Sunday is the perfect time to daydream and to plan experiences, so *Sunday Life's* stunning travel spread is also about inspiration. Big beautiful photographs illustrate our stories on the most exciting destinations, both at home and abroad. Our travel stories are brought to our readers by a team of top travel writers, headed up by Michael Gebicki.





3-in-5 *Sunday Life* readers intend to travel domestically in the next 12 months and 2 in 5 intend to travel abroad.

78% of readers agree “I like to discover new places/places I haven’t been before”.

Sunday Life’s international travellers are 41% more likely than average to fly First, Business or Premium economy class.

Sunday Life’s international travellers are 25% more likely than average to have gone on 2 or more international trips in the last 12 months.

SUNDAY LIFE - SPECIAL ISSUES 2016



Australia Day Special Issue

Sunday, 24 January 2016

This Australia Day Sunday Life's much anticipated fashion and food pages will highlight the things we love that are quintessentially Australian. Our fashion shoot will feature Australia's leading designers in the outback as we travel with the Ghan to the red earth of the desert. Sunday Life's new resident chef, Adam Liaw, will put his unique spin on favourite Australian classics: the sausage sizzle and lamingtons and our home feature showcases traditional Australian design. Plus our regular writers and columnists be adding a celebratory Australian spin.



Mothers Day Gift Guide

Sunday, 1 May 2016

With enough time left to get out there and shop, Sunday Life has gathered all the best products, stylists and photographers for the ultimate Mother's Day Gift Guide that will make mum's day on Sunday, May 8. Each year the gift guide provides readers with the inspiration they need to find the perfect treat that will show their mum just how much they love and appreciate them. Think fashion and accessories, home wares, beauty and fragrance, food and gadgets. From budget chic to lovely luxe. We'll also have our much-loved regular columnists, beautiful storytelling and must-read columns.



Food Special

Sunday, 14 August 2016

Sunday Life is committed to feeding our reader's big appetite for food features. Every issue we bring the fresh, healthy and family oriented dishes that are the trademark of our resident chef Adam Liaw. Our readers regularly ask for more food in our pages so for our annual special food issue we are inviting an exciting selection of chefs to join Adam to add variety and extra value for our big foodie audience.



Fashion & Beauty Special

Sunday, 6 March & 13 September 2016

After the significant success of the first fashion and beauty issue in September 2015, Sunday Life is thrilled to announce that in 2016 we will publish two GLOSS fashion and beauty issues. Sunday Life will be showcasing all the hottest new looks for the winter season, featuring stylish, wearable clothes for real women. From High Street smart to investment dressing, Sunday Life will feature the latest winter looks, with our fashion editor Penny McCarthy bringing our readers up to date with what and how to wear the new fashion trends. Alongside our stunning fashion pages, Beauty editor Stephanie Darling will bring our readers the latest products, the newest techniques and the fresh new looks for winter in both make-up and hair. This high quality editorial will offer the ultimate fashion and beauty look book for our fashion- loving readers.



Christmas Special Issue
Sunday, 4 December 2016

This year we will be getting you inspired for the festive season with a bumper Christmas Gift Guide which promises to help you find the perfect gift for all you loved one. We will have a bonanza of delectable recipes that will wow your family and guests, big or small, on Christmas Day. Plus how to whip up the remains of the day into great Boxing Day dishes. Our regular home and travel features will have a distinctive yuletide flavour. This will be our brightest festive issue ever so it's not to be missed.



Summer Holiday Special Issue
Sunday, 18 December 2016

Be part of our fabulous summer special. We will be covering everything that's hot under the sun. The best summer fashion with Fashion Editor Penny McCarthy, stay cool beauty with Beauty Director Stephanie Darling, and delicious summer eating with Adam Liaw. Plus beach house decor, hot travel destinations, our round-up of the best beach reads and Teresa Cutter hot weather workout. Our summer special will also carry all our regular readers' favourites, our columnists, well-being and family features as well as in-depth profiles on the people you want to read about.

BESPOKE EDITORIAL OPPORTUNITIES

BESPOKE EDITORIAL OPPORTUNITIES

THE EVENT



EVENT ACTIVATION



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HIGH IMPACT ADVERTISING SOLUTIONS



"IN ASSOCIATION WITH SUNDAY LIFE" REVERSE COVER

A PLACE FOR EVERYTHING AND EVERYTHING IN ITS PLACE

Food and style maven Kate Gibbs brings her kitchen tidy in ten easy steps. Arabella is omnivore volorpa

TO BE KISSING BY EVERYONE ORGANIZED, you need a kitchen that works as hard as you do. In a kitchen, you need a place for everything and everything in its place. The kitchen is the heart of the home, and it's the place where you spend most of your time. It's the place where you cook, eat, and entertain. It's the place where you want to be. So, it's important to have a kitchen that works for you. And that's where the kitchen comes in. The kitchen is the heart of the home, and it's the place where you spend most of your time. It's the place where you cook, eat, and entertain. It's the place where you want to be. So, it's important to have a kitchen that works for you. And that's where the kitchen comes in.

TENTS AND TIPS TO MAKE IT YOUR OWN

1. Choose a color scheme. 2. Choose a style. 3. Choose a material. 4. Choose a size. 5. Choose a shape. 6. Choose a color. 7. Choose a style. 8. Choose a material. 9. Choose a size. 10. Choose a shape.

IKEA.com.au/kidsstorage

SUNDAY life

By Mind, Inspiration.

"Exquisitely beautiful, sumptuous and full of raw emotion." — *THE NEW YORK TIMES*

Les Misérables

TREASURE AT HOME FOREVER

SUNDAY life

Body, Mind, Inspiration.

INTRODUCING LANTERN COOKERY CLASSICS

PENGUIN LANTERN

GLYNETH MEUNAN, KYLIE KWONG, GEORGE CALAMBARIS, Stephanie Alexander, MATT MORAN, Maggie Beer

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