

A nighttime photograph of a city skyline reflected in a wide river. The sky is a deep blue, and the buildings are illuminated with various lights, including warm yellow and cool blue tones. The water in the foreground is dark, with bright reflections of the city lights. A bridge is visible in the distance across the river.

Media Kit

Effective April 2017

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Herald Sun | *News Corp* Australia

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Herald Sun | *News Corp* Australia

Editorial team

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Welcome to the *Herald Sun*

The *Herald Sun* is Australia's most read and highest selling daily newspaper*. With 24/7 access to breaking news, sport and entertainment coverage consumers can now access the *Herald Sun* wherever and however they choose.

The *Herald Sun* remains as popular and accessible as ever, continuing to reach 72% of the Victorian population each month, with an audience of over 3.2 million Victorians in print and online*.

Herald Sun delivers readers unrestricted access to the best local news, expert opinions, investigations and analysis across mobile, desktop and tablet. And our website, heraldsun.com.au has a new site layout and design to showcase greater live, local and personal content.

The launch of our digital subscription offering, **Herald Sun+**, puts the *Herald Sun* brand front and centre in readers' minds. **Herald Sun+** provides members with new features, functionality and benefits including a personalised hub, **My News**, where members can save articles to read later, access shortcuts to favourite areas as well as a new member benefits program **+Rewards**.

Commercially, we continue to invest in our products. We have introduced a greater range of creative advertising options to engage our readers and deliver significant value to advertisers. From ad-note mini books, creative shapes and wraps to integrated multi-platform solutions, advertising packages are specially designed to suit a variety of business objectives.

Our newspapers, across seven days, remain the strongest print news products in the state*, while our website, mobile sites apps are forging a strong digital future. Across print and digital, we continue to create compelling journalism that reflects Victorians' views and interests.

Sincerely,

Damon Johnston
Editor, Herald Sun

Nathaniel Bane
Head of Digital (News), Herald Sun

Experienced writers

Cameron Adams National Music Writer

Cameron has been the music writer at the *Herald Sun* for over 10 years. In that time he has interviewed everyone from Madonna to Meat Loaf, Robbie Williams to Radiohead and people who don't bother with surnames like Pink and Kylie. With a broad taste in popular music, Cameron reviews concerts from Britney Spears to Fleetwood Mac.

Andrew Bolt Associate Editor and Columnist

Andrew Bolt is Australia's most-read social commentator and some would say the most contentious. Andrew began his stellar career at News Limited and then soon became the Asian correspondent before becoming a bi-weekly columnist with the *Herald Sun*. Specialising in a range of topics from politics to film, and foreign affairs to education, Andrew is never afraid to speak his mind, making him a popular speaker and debater.

James Campbell State Politics Editor

James Campbell is a straight shooter and social commentator best known for his award-winning political journalism. Prior to becoming a journalist, he worked for a number of Liberal MPs in Victoria including the shadow health, community services and housing ministers.

Terry McCrann Associate Editor - Business

A journalist for more than 40 years and a columnist for over 30 years, Terry McCrann provides critical analysis on the wide range of events and personalities that have shaped the nation, from entrepreneurs to politicians. His commentaries on the great stories and issues in and around the economy, business and politics, have won him numerous awards.

Susie O'Brien Columnist

Susie O'Brien is a weekly columnist at the *Herald Sun*, writing on family, social, political and lifestyle issues. She's cheeky, forthright and fun, and has even been known to take off her clothes to make a point. She has three kids - four if you count her husband - and has a PhD in Education. Susie is an experienced media performer, used regularly on the 7pm Project, Today, and Melbourne Talk Radio.

Mark Robinson Chief Football Writer

Mark "Robbo" Robinson is a household name in footy-mad Victoria. His award-winning and incisive journalism helps shape the news agenda each day in our sport-crazed state. Robbo is a hard-hitting reporter, not afraid to ask the tough questions. He's outspoken, opinionated and, not surprisingly, has a large following of loyal readers who turn to his top-rating blog, 'The Tackle', each Monday at heraldsun.com.au for their post-weekend footy fix.

Andrew Rule Associate Editor

Andrew Rule's CV is as long as the rap sheets of many of the crooks whose lives and crimes he has covered. After more than 30 years as an all-round investigative journalist, much of it on the crime beat, Rule has a contact book that contains more fiends than friends. The co-author, editor and publisher of many non-fiction titles is well known for the Underbelly books that inspired the successful TV series.

Wendy Tuohy Feature Writer - Weekend

Wendy Tuohy has worked as a journalist since she started as a school-leaver cadet in 1984. Wendy is currently writing regular light-hearted opinion pieces as well as an 'every woman' style column for **Weekend** each Saturday. Wendy's column often covers subjects including women's issues, pop culture, working motherhood, parenting, relationships and humorous takes on contemporary family and workplace life.

Herald Sun | *News Corp* Australia

Our audiences

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Print 

MONTHLY
2,632,000
total readership per month

MONDAY-FRIDAY
1,261,000
average readership per day Mon-Fri

SATURDAY
1,036,000
average readership each Saturday

SUNDAY
953,000
average readership each Sunday

Digital 

MONTHLY
2,497,000
total audience each month

Print and digital 

MONTHLY
4,366,000
total audience each month

Herald Sun Weekly Readership > Mon-Sun



Victoria	Herald Sun (M-Sun Net) (L4W)
Ballarat	69,000
Bendigo	63,000
Geelong	115,000
Hume	82,000
Latrobe - Gippsland	128,000
Melbourne - Inner	262,000
Melbourne - Inner East	153,000
Melbourne - Inner South	196,000
Melbourne - North East	216,000
Melbourne - North West	147,000
Melbourne - Outer East	233,000
Melbourne - South East	318,000
Melbourne - West	308,000
Mornington Peninsula	140,000
North West	74,000
Shepparton	64,000
Warrnambool and South West	64,000

Herald Sun | *News Corp* Australia

Our publications

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Herald Sun | Print & digital everyday

With over 4 million* monthly readers across print and online, the *Herald Sun* is Victoria's favourite newspaper brand. Appetite for the *Herald Sun* reinforces the continuing value of newspapers and their importance to Victorians.

The *Herald Sun* delivers the best news and views from those in the know, including Australia's most-read political commentator Andrew Bolt, the nation's leading business voice Terry McCrann, investigative crime writer Andrew Rule, and social columnists Susie O'Brien and Rita Panahi. Readers enjoy privileged access to some of the most connected people in town including Jeff Kennett, Tom Elliott and Laurie Oakes.

In footy-mad Melbourne, there is no greater authority on our great game than the team at the *Herald Sun*. With Mark "Robbo" Robinson at the helm as chief football writer, the *Herald Sun* delivers the most in-depth news and analysis every day, across every platform. And with the likes of David King, Mick Malthouse, Patrick Dangerfield and Dermott Brereton weighing in, it's an unbeatable combination. The *Herald Sun* has also added unrivalled video coverage from Fox Sports to the mix.

Whether it's news, sport, food, fashion, music or movies, information on your home or your next getaway, the *Herald Sun* has every angle covered.



Sport | Print & digital everyday

The *Herald Sun* is Australia's best destination for sports lovers and number one for footy - the lifeblood of Victoria.

Combining the power of Australia's most popular daily newspaper and heraldsun.com.au, the *Herald Sun* is the biggest voice of the greatest game in Australia.

Led by Chief Football Writer Mark "Robbo" Robinson, the Herald Sun team has the heaviest hitters in footy. With Patrick Dangerfield, Marcus Bontempelli, Trent Cotchin, David King, Mick Malthouse, Matthew Lloyd, Dermott Brereton and James Hird weighing in, it's an unbeatable combination.

The *Herald Sun* is essential reading for every sports fan with breaking news, Australia's best match analysis, the country's best stats packages, and award-winning photographers. A weekly diet of must-read digital columns includes Robbo's hard-hitting 'The Tackle' and Jon Ralph's 'The Buzz'. Scott Gullan's sports news and gossip column 'The Score'

appears on weekdays, while Jon Anderson's mega column 'Ando's Shout' dominates on Sundays.

We're the champions for fans of NRL team the Melbourne Storm, A-League's Melbourne Victory and Melbourne City, Super Rugby's Melbourne Rebels, Super Netball's Melbourne Vixens and Collingwood Magpies netball teams, NBL's Melbourne United, Big Bash's Renegades and Stars, plus the AFLW competition. We are also home to Australia's biggest fantasy footy game, **SuperCoach**.

And we publish the most comprehensive coverage of international events including the Australian Open tennis, the Spring Racing Carnival, the Australian, Formula One Grand Prix, and the summer of cricket with the Boxing Day Test at the MCG.

The *Herald Sun* is the place to stay up to speed with sport and to connect with sports fans.



BusinessDaily | Print & digital everyday

BusinessDaily is the place to turn for Australia's most informed, on-the-ball and accessible coverage of all things money and business.

It is home to the nation's best-known business commentator, Terry McCrann, and a team of experts including Scott Pape, the Barefoot Investor.

Focused on Australia's leading companies, the share market, investment, money makers and the economy, **BusinessDaily** is the place for news and guidance on personal finance and small business.

It is a staple for the 42,000* professionals and managers who read the *Herald Sun BusinessDaily* every weekday. Read by around 67,000* university educated readers, **BusinessDaily** is also the paper of choice for 32,000* readers with a household income of \$120,000 or more.

Published Tuesday to Saturday, **BusinessDaily** complemented by BusinessSunday every week in the *Sunday Herald Sun*.

* emma™ conducted by Ipsos MediaCT, 12 months ending February 2017. Nielsen Digital Ratings Monthly, Feb 17.



Confidential | Print & digital everyday

Confidential has its finger on the pulse of celebrity news, gossip and entertainment. Showcasing all that is hot and happening in showbiz, fashion, parties and everything celebrity.

Appearing in the *Herald Sun* seven days a week, **Confidential** offers readers everything they need to know about the world of celebrities, parties and the general fabulousness that comes with living in Australia's most liveable city Melbourne.

In its hard-to-miss location behind the news pages, **Confidential** is popular amongst women and attracts 35,000* females aged 14+ and 516,000 all people 14+ across the week.

Positioned alongside **Confidential** at the back of the *Sunday Herald Sun*, Parties Central captures the must-see photos of headline guests and VIPs from the latest local events and launches.

The *Herald Sun* also recently launched a new-look **Confidential** section online and on mobile. It's richer, more engaging and more local.



Entertainment | Print & digital everyday

The *Herald Sun* brings the vibrant world of Melbourne entertainment into readers' hands in print and digital every day.

Get the inside word on what's coming up with Melbourne's authority on the hottest gigs, live acts, arts, movies and cinema session times and the biggest interviews and reviews.

The daily print Entertainment pages cover movie listings, art plus music and theatre reviews and online features current events such as The Melbourne Comedy Festival, **Confidential**, photos, movies, television, arts, music, books and competitions.

Weekly highlights include Tuesday's 'Arts' section covering theatre and dance, Thursday's **Hit** with the latest listing from Melbourne's premier live music venues, as well as movies, music, charts and reviews.

Saturday's **Weekend** section is the go-to-guide for weekend planning with ideas and information on local activities and events for the whole family.

Sunday Herald Sun's **Scene** features in-depth interviews, gaming, music and film reviews allow Victorians to enjoy some down time with the best-value read of the week.

* emma™ conducted by Ipsos MediaCT, 12 months ending February 2017. Nielsen Digital Ratings Monthly, Feb 17.



Careers with Seek | Print & digital everyday

Careers with Seek is all about careers and job skills.

Published in the *Herald Sun* each Saturday, **Careers with Seek** gives readers an insight into the latest employment news and trends, advice on workplace issues and informative facts and figures to help them make decisions about their career path.

Careers with Seek is targeted to people who work in a trade or professional role, want to improve in their current position, make a change into a different job or field, or are passive jobseekers and would be enticed into making a switch for just the right role.

Careers with Seek includes dedicated 'Upskill' training and education editorial which aims to encourage all workers to update and upgrade their informal and/or formal skills to improve their career prospects.



Classifieds | Print & digital everyday

Herald Sun's daily Classifieds section includes shopper retail listings, general services and public notices.

The **Classifieds** section is the perfect way to share life's special moments including marriages, the arrival of a new baby, or a friend or loved ones' birthday.

The **Classifieds** section is also the destination for memorial tributes, death notices, and event listings. Permanent tributes and memorial message boards are published online.



Stellar | Print magazine Sunday & digital content everyday

Launched in August 2016 Stellar is Sunday's new superpower, delivered on Australia's favourite day, it's the largest reaching glossy across the entire eastern seaboard.

Sitting grandly at the beginning of the week, for most Australians the 24 hours known as Sunday remains the only time shielded from the hectic pace and unrelenting demands of modern life. Whether it's spent lingering over coffee at home or over brunch at a favourite cafe, for millions of Australians, Sunday morning is the only window of the week to sit down and enjoy a good read. With research showing these readers are looking to be entertained, inspired and enjoy a little escapism from their Monday-Saturday routine, it is in these key areas that Stellar delivers by providing highly engaging yet informative, compelling celebrity interviews and beautiful photo shoots.

As Sunday morning gives way to Sunday afternoon, Australians head to the shops; embark on a DIY project; and plan their meals for the week ahead – and it is for precisely this Sunday mindset that Stellar specialises in lifestyle content across the key pillars of fashion, beauty, travel, home and of course food, courtesy of Donna Hay and Delicious on Sunday.

With its unique mix of high-profile columnists, expert contributors and senior feature writers, readers have come to expect the unexpected from **Stellar** every Sunday. After all, the best day of the week deserves nothing less.



Escape | Print liftout Sunday & digital content everyday

Escape is about inspiring readers and helping to make their travel dreams a reality.

It is about understanding readers' wants and needs – and then delivering the information required to make their journey as easy, and memorable, as possible.

Regular **Escape** sections include favourite travel spots from celebrities, travel trends and important issues such as travel health.

Inserted into Australia's number one Sunday newspaper, *Sunday Herald Sun*, it delivers rich content that reaches all market sectors and covers every aspect of travel from budget backpacking to reviews of five-star resorts.

In a relaxed weekend environment, **Escape** readers will be introduced and inspired to travel with different options and driven to escape.com.au for the best travel deals on offer.

With local Victorian deals revealed each week, **Escape** captures the imagination of readers seeking to get the most out of their travel money and who love looking for their next great holiday destination.

Escape reaches 554,000 Victorians every Sunday. It's read by 204,000 who intend to travel overseas and 327,000 looking to travel interstate in the next 12 months.*

*emma™ conducted by Ipsos MediaCT, 12 months ending February 2017, Victoria. Nielsen DRM, Feb 17.



Scene | Print liftout Sunday & digital content everyday

The Scene weekly entertainment liftout brings you the best in entertainment, arts and gaming news.

Keep up to date with the latest releases with Vicky Roach's film reviews and our wrap-up of film events around Melbourne for the coming week. Get the full story as film writer Neala Johnson and **Scene** editor James Wigney go behind the scenes on some of the biggest blockbusters and talk to the A-list stars.

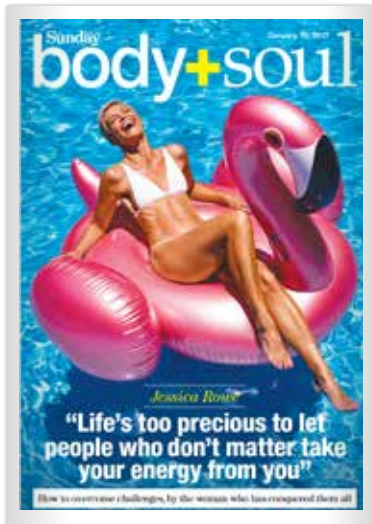
Music writers Cameron Adams, Kathy McCabe and Mikey Cahill round up the latest album releases and hottest tour news, as well as picking out the must-see gigs and essential songs for the week ahead.

Alice Clarke deciphers the jargon to keep you at the cutting edge of new tech with her game, app and gadget reviews. The **Scene** arts calendar will bring you up to speed on the coming plays, musicals, concerts and art exhibitions coming to the city and experts Catherine Lambert and Simon Plant chat to the brightest stage stars each week.

Style Police runs a critical eye over the red-carpet hits and misses and pop culture guru Nui Te Koha give his unique take on the hot-button issues of the day in The Last Word.

And don't miss our planner for inside tips of how to best spend your weekend with a round-up of what to do, see and hear around town.

Scene, every week in the *Sunday Herald Sun*.



Body+Soul | Print liftout Sunday & digital content everyday

Body+Soul captures the relaxed weekend mindset.

For more than 10 years **Body+Soul** has been a leading source of inspiration for those seeking to live a happier, longer, healthier life.

Loyal readers rely on **Body+Soul** for expert health, body, food, parenting, beauty and relationship advice as well as trustworthy information and research to help them make up their own minds about their health and wellbeing.

Read by 45 per cent* of female *Sunday Herald Sun* readers, **Body+Soul** is accessible across multiple platforms.

It is now even easier for readers to locate **Body+Soul** content online and in print. Working hand-in-hand, the liftout and website provide readers with more information on each and every topic, every day of the week.

*emma™ conducted by Ipsos MediaCT, 12 months ending February 2017, Victoria. Nielsen DRM, Feb 17.



Taste | Print liftout Tuesday & digital content everyday

The perfect balance of new places to eat out and new dishes to eat in, Taste has everything everyday foodies need to get their weekly cuisine fix.

Each week, **Taste** showcases the best in local and national restaurants, food trends, news about established and new chefs as well as how readers can achieve mouth-watering dishes at home.

Taste features a weekly column by Australia's popular foodie Matt Preston as he gives his 'cravatalicious' take on dining in and out of the home. Taste 'Confidential', wine, beer and restaurant reviews are all part of the weekly **Taste** mix along with delicious recipes to whip up at home.

Weekly recipes are designed to delight and inspire readers and are graded by time, ease of preparation and skill, and are based on in season ingredients and the most popular searches on taste.com.au.

The *Herald Sun* **Taste** liftout stimulates readers' minds and tastebuds by giving them access to Australia's most experienced food writers. It celebrates the best local talent and represents Australian food culture.

Beyond the printed page, **Taste** works in close alignment with Australia's number one recipe site, taste.com.au.

Taste reaches 587,000* Victorians every Tuesday. 80 per cent* of readers say flavour and taste are their priorities when choosing food.



Switched On | Print liftout Wednesday & digital content everyday

Switched On is a weekly section that looks at the ever converging world of home entertainment.

With emphasis on the most popular and controversial shows, as well as more comprehensive TV show reviews, **Switched On** makes planning the week in television easy for readers.

Published every Wednesday, **Switched On** also has a strong focus on the newest gadgets and games, the latest in home entertainment technology, and keeps a close eye on what's happening on the internet.

Edited by Darren Devlyn, **Switched On** targets media-savvy consumers thinking about buying electronic products or deciding what to watch on television.

Switched On ensures consumers receive news of the latest technology trends from a trusted source and guides people who are confused about electronics to help them make the right choices.

Switched On is popular amongst TV lovers with readers being 32 per cent more likely to be heavy consumers of television watching 4 hours or more a day.*

*emma™ conducted by Ipsos MediaCT, 12 months ending February 2017, Victoria. Nielsen DRM, Feb 17.



Hit | Print liftout Thursday & digital content everyday

Hit is published in the *Herald Sun* every Thursday and aims to bring readers the hottest news, reviews and features in music, movies and what's on right now in their city.

Edited by James Wigney, **Hit** has the best stable of entertainment writers in the country. Cameron Adams and Kathy McCabe have their fingers on the musical pulse of Australia and the world, from the biggest international acts to the coolest bands emerging from local venues.

Australia's most widely read movie reviewer Leigh Paatsch casts his critical eye over the new releases to help readers decide how

to spend their hard-earned money, while Neala Johnson and Vicky Roach deliver profiles on Hollywood's hottest names.

Herald Sun's Hit is available in print and online making it a one-stop destination for readers to make the most of their precious spare time.

Read by 256,000 Victorians every Thursday, its readers are 34 per cent more likely to have been to a concert in the last 3 months.*



Carsguide | Print liftout Friday & digital content everyday

Carsguide brings readers up to date news and reviews of all things automotive.

Each week 371,000* *Herald Sun* readers read **Carsguide** in print. Readers turn to **Carsguide** to learn all they need to know about the biggest financial investment most of them will make after buying a home. In fact, nearly 47,000* male Friday *Herald Sun* readers who intend to buy a car in the next 12 months read **Carsguide**.

The only national, weekly publication for car buyers, **Carsguide** is home to the nation's leading motoring journalists and opinion leaders. Every new passenger vehicle on the market is assessed,

compared and reviewed; from the cheapest commuter runabout to the most expensive, top of the range automobile.

Turn to 'Prestigeguide' at the back of the **Carsguide** section and read what the experts think about the latest prestige vehicles, from the aspirational to the exotic, direct from car launches around the world.

*emma™ conducted by Ipsos MediaCT, 12 months ending February 2017, Victoria. Nielsen DRM, Feb 17.



Weekend | Print liftout Saturday & digital content everyday

Weekends are all about slowing down.

They're about switching off, putting your feet up and taking the time to read about all the things that make Victoria great.

With a focus on women aged 24 to 49, the *Herald Sun's* dedicated lifestyle section **Weekend** captures that relaxed vibe with the very best in celebrity interviews, profiles on some of Victoria's most recognisable characters, as well as fashion, food, film, arts and entertainment.

Columnist Wendy Tuohy shares her parenting trials and tribulations while Chrissie Swan, Kathy Lette and Mark Dapin take a look at the lighter side of life.

Fancy a cook up? The world's favourite celebrity chef, Jamie Oliver, leads our food team with recipes to take readers from Saturday night entertaining to Sunday brunch while the *Herald Sun's* much-loved recipe columnist Kate McGhie shares her kitchen secrets.

If eating out is more appealing, **Weekend** reviews the hottest restaurants and cafes and keeps readers up to date with the latest local food news and events.

Australia's best film reviewer Leigh Paatsch shares his thoughts on the latest releases and our comprehensive arts coverage and event listings means you'll be the first to know what's going on around Melbourne and beyond with live music, theatre, dance, comedy and entertainment.

Weekend is also the Saturday home of Australia's premiere travel media brand Escape; showcasing the best of Victoria as well as affordable interstate and overseas trips. **Weekend** is the best part of the week.

Weekend reaches 477,000 Victorians every Saturday and 112,000 women aged 25-54.*



Realestate | Print liftout Saturday & digital content everyday

Across our Saturday lift-out, regular magazine features, weekly Commercial Property coverage and our bespoke digital solutions, we offer comprehensive coverage of and reach into Melbourne's real estate market.

Our premium **Realestate** section in Saturday's Herald Sun is Melbourne's property bible. Saturday's lift-out features breaking news, advice from experts, trend coverage, and market insights invaluable to buyers, sellers and vendors alike. We provide inspiration and information on residential sales, investment opportunities, new projects, land developments and home builders.

We also regularly publish magazine features including our Best of Melbourne series to focus on specific areas of market interest. Whether it's Starting Out talking to first home buyers, or Best of Retirement

showcasing options for people nearing retirement, we've got a range of highly relevant tactical opportunities to get your message in front on your most ideal customer.

Wednesday is and has always been '**Commercial Property Day**' in Melbourne. Our weekly mid-week coverage is published within the *Herald Sun's* **BusinessDaily** section and provides insight into the key influences and trends in the property market, and expert advice to help identify the best commercial opportunities.

Our Saturday **Realestate** audience of 330,000* reaches First Home Buyers, Investors, Families and Empty Nesters. As such, we're committed to delivering results and exceptional value to Melbourne's leading property marketers.

*emma™ conducted by Ipsos MediaCT, 12 months ending February 2017, Victoria. Nielsen DRM, Feb 17.

Social

newsXtend

- Advertising
- Content management
- Conversion tracking



Integration

campaign solutions studio outbrain storyful.

- Advertorial
- Content Marketing
- Integrated Header
- Sponsored



Search

newsXtend Google AdWords

- Dashboard
- Click to Call
- Click to Directions



Targeting

News connect powered by QUANTUM

- Demographic
- Geographic
- Keyword
- Postcode
- Purchasing Behaviour
- Re-targeting
- Supermarket & Residential property data

High Impact

News Corp Advertising Lab

- Cube
- Lumberjack
- Slider



Video

UNRULY

- Click to Video
- RMX Video
- Lightbox Video



Augmented Reality

PLATTAR

Augmented Reality



Metro

- The Advertiser inspired by South Australia
- The Courier Mail
- The Daily Telegraph
- MERCURY THE VOICE OF TASMANIA
- NT News
- The Sunday Times

Regional

- Cairns Post
- Geelong Advertiser
- Gold Coast Bulletin YOU & ME & GCB
- Townsville Bulletin
- The WEEKLY TIMES

Community

- Community newspaper group
- GeelongNEWS
- Leader COMMUNITY NEWS
- Messenger community news
- news local
- QUEST COMMUNITY NEWS

National

- THE AUSTRALIAN
- birth from the
- COUNTRYSTYLE
- delicious.
- donna hay
- FOX SPORTS
- GQ
- INSIDE
- kidspot.com.au
- news.com.au
- VOGUE

Sections

- body+soul
- BusinessDaily
- careers
- carsGuide
- CONFIDENTIAL
- ESCAPE
- Hit.
- money saver HQ
- realestate
- scene.
- stellar
- SuperCoach AFL
- taste COM F&B
- weekend

Digital Support

- News Corp Advertising Lab
- News connect powered by CLEARTEXT
- News Corp studios
- newsxtend
- storyful.
- MBX MULTIBRAND EXCHANGE
- UNRULY

Herald Sun | *News Corp* Australia

Creative options

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Print creative options overview

There are a variety of exciting creative executions that can make your product really stand out in print.

Please contact your News Corp Australia Sales Representative to request an in-depth presentation on the available options.



MEGAWRAP



5x7 COVER WRAP



ADNOTE



30x2 COVER WRAP



HALF PAGE GATEFOLD



BELLY BAND



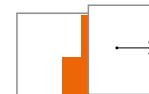
TRANSPARENT WRAP



RIBBON



SLIDE



TAB SLIDE



PAGE COLOUR TINT



8-PAGE UNCUT



L-SHAPE



U-SHAPE



Z-SHAPE



ISLAND



T-SHAPE



UPSIDE DOWN T-SHAPE



SPINAL GAP



PODIUM



BOOKENDS



STRAP & STRIP



FLOATING STRIP



TRAM TRACKS



SPINAL TAP



FRAME



CORNERS



CONTOUR/INTRUSIONS



CIRCLE



BOOKENDS WITH CIRCLE



FIREPLACE



TOP & TAIL



W-SHAPE



CHECKERBOARD



TRIANGLE



DIAGONAL



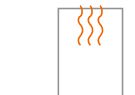
STEPS



H-SHAPE



TOP SHELF



SCENTED

Print creative options

M2x6



M9x4



Third page vertical



Half page spread



Frame



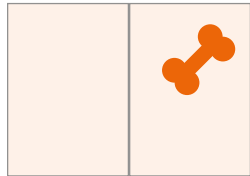
AdNote



AdNotes

AdNotes allow advertisers to secure premium front cover posing, guaranteeing your ad will be seen. Achieve cut-through and enhance your brand recognition, call to action or trial.

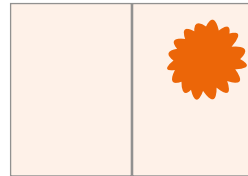
Readers naturally and instinctively reach for AdNotes as they lift them off the page. They are retained, acting as reminders. AdNotes are a brilliant way to engage creatively with an active audience who are keen to receive specials and offers. There are numerous creative ways you can use this medium from special shapes, scratch and sniff, tear off coupons plus many more.



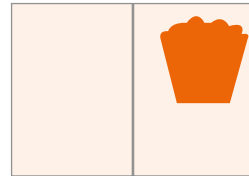
Bone



Christmas tree



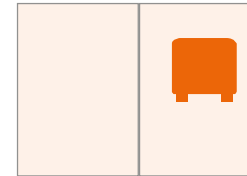
Flower



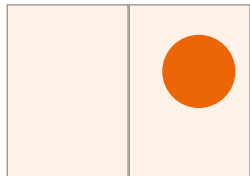
Popcorn



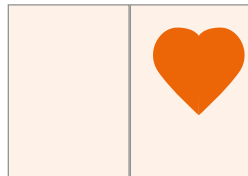
Star



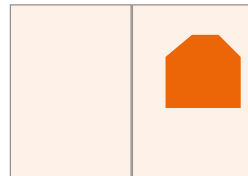
Bus



Circle



Heart



Price tag



Star burst



Butterfly



Diamond



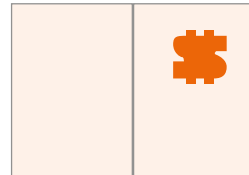
House



Shamrock



Car



Dollar sign



Leaf



Snowman

Speak to your dedicated News Corp Australia Sales Representative for further details and an overview of all publisher conditions.

Note: bookings are subject to availability and approval of the publisher. There are limitations to the placement of AdNotes and minimum quantity booked.

Online and mobile creative options

Half page lumberjack



Page reveal



Over the page with skins



Mobile site over the page



Mobile site spot expander



Mobile site video in banner



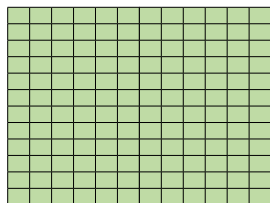
Herald Sun | *News Corp* Australia

Sizes

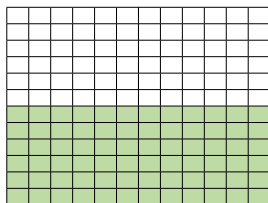
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Print sizes

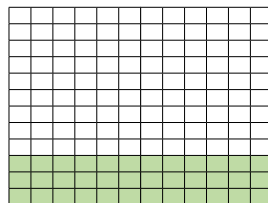
Tabloid 405mm (h) x 290mm (w)



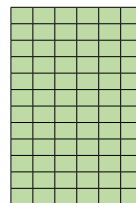
Double page spread
M12x12
380mm x 551mm



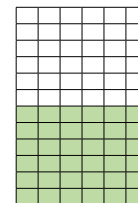
Half page spread
M6x12
188mm x 551mm



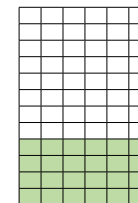
Quarter page spread
M3x12
92mm x 551mm



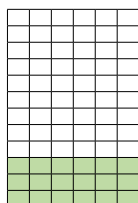
Full page
M12x6
380mm x 262mm



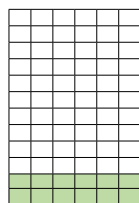
Half page horizontal
M6x6
188mm x 262mm



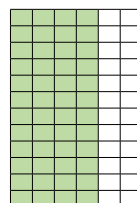
Large strip
M4x6
124mm x 262mm



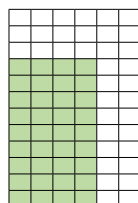
Medium strip
M3x6
92mm x 262mm



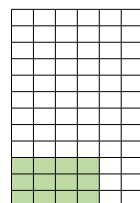
Small strip
M2x6
60mm x 262mm



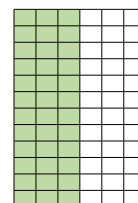
Dominant
M12x4
380mm x 174mm



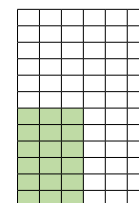
Portrait
M9x4
284mm x 174mm



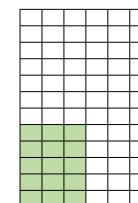
M3x4
92mm x 174mm



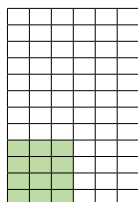
Half page vertical
M12x3
380mm x 129mm



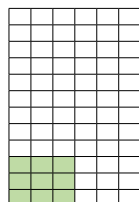
Quarter page
M6x3
188mm x 129mm



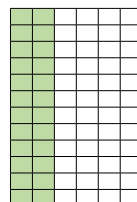
M5x3
156mm x 129mm



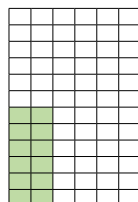
M4x3
124mm x 129mm



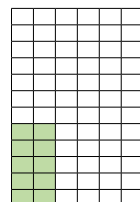
M3x3
92mm x 129mm



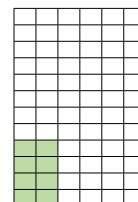
Third page vertical
M12x2
380mm x 85mm



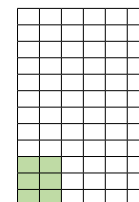
M6x2
188mm x 85mm



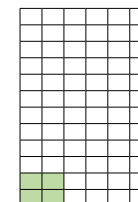
M5x2
156mm x 85mm



M4x2
124mm x 85mm



M3x2
92mm x 85mm



M2x2
60mm x 85mm

Online and mobile sizes

Leaderboard 728 x 90 (px)



Medium rectangle 300 x 250 (px)



Half page 300 x 600 (px)



Side skins 115 x 1,050 (px) or 250 x 1050(px)



Mobile site banner 320 x 50 (px)



Mobile site medium rectangle 300 x 250 (px)



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Deadlines

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Print

Day	Section	Booking/cancellation deadline	Copy for in-house setting	Material deadlines display
				Full/spot/mono colour
Monday - Saturday	Premium positions	5pm, 2 weeks prior	12pm, 2 working days prior	5pm, 2 working days prior
	General News	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior
	Business Daily	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior
	Confidential	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior
	Sport (Mon-Fri)	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior
	Entertainment (Mon, Tue, Wed, Fri)	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior
Monday	Your Time	5pm, Tuesday prior	12pm, Wednesday prior	2pm, Friday prior
	MoneysaverHQ	5pm, Tuesday prior	5pm, Thursday prior	12pm, Friday prior
Tuesday	Taste	12pm, Tuesday prior	12pm, Thursday prior	12pm, Friday prior
	Learn	9am, Thursday prior	12pm, Thursday prior	5pm, Friday prior
	Commercial Property	5pm, Friday prior	10am, Friday prior	12pm, Monday prior
Wednesday	Switched On	11am, Wednesday prior	12pm, Thursday prior	5pm, 2 working days prior
	Business Tenders	5pm, Monday prior	11am, Monday prior	12pm, Tuesday prior
Thursday	Hit	5pm, Monday prior	12pm, Tuesday prior	5pm, 2 working days prior
	Gig Guide (inside Hit)	5pm, Monday prior	12pm, Tuesday prior	12pm, Wednesday prior
	BusinessOwner	5pm, Tuesday prior	9am, Tuesday prior	3pm, Tuesday prior
Friday	CarsGuide	2pm, Monday prior	12pm, Tuesday prior	2pm, Wednesday prior
Saturday	Weekend	5pm, Monday, 5 days prior	12pm, Tuesday prior	12pm, Wednesday prior
	Weekend Sport	9am, Thursday prior	12pm, Tuesday prior	9am, Thursday prior
	Realestate	5pm, Friday, 8 days prior	12pm, Friday prior	5pm, Monday prior
	CareerOne	10am, Thursday prior	11am, Thursday prior	3pm, Friday prior
	Home	12pm, Tuesday, 11 days prior	12pm, Wednesday, 10 days prior	4pm, Friday, 8 days prior
Sunday	Premium positions	9am, Monday prior	12pm, Thursday prior	5pm, Thursday prior
	General News	5pm, Tuesday prior	12pm, Thursday prior	5pm, Thursday prior
	Sunday Sport	5pm, Tuesday prior	12pm, Thursday prior	5pm, Thursday prior
	Escape	9am, Tuesday prior	9am, Thursday prior	12pm, Thursday prior
	Travel Directory (inside Escape)	4pm, Tuesday prior	11am, Tuesday prior	3pm, Thursday prior
	Entertainment	5pm, Tuesday prior	9am, Thursday prior	12pm, Thursday prior
	Sunday Realestate	5pm, Tuesday prior	9am, Thursday prior	12pm, Thursday prior
	Gig Guide (inside Entertainment)	5pm, Wednesday prior	12pm, Wednesday prior	12pm, Thursday prior
	tvguide	12pm, Friday, 16 days prior	5pm, Thursday, 10 days prior	5pm, Thursday, 10 days prior
	Body+Soul	10am, Wednesday, 18 days prior	12pm, Tuesday, 12 days prior	12pm, Tuesday, 12 days prior

Classifieds Bookings

For all Classifieds bookings Deadlines please visit www.newsadds.com.au/wp-content/uploads/VIC-Deadlines.pdf

Online and mobile

Delivery

Email stateadops.vic@news.com.au and place insertion order number, advertiser name and start date in the subject field.

* All digital turnaround times are based on receiving correct creative.

Creative type	Turnaround time*
Website leaderboard	2 full working days
Website medium rectangle	2 full working days
Website half page	2 full working days
Website rich content (eg. video, side skins)	5 full working days
Mobile standard banner	2 full working days
Mobile medium rectangle	2 full working days
Mobile and Tablet HTML5	7 full working days (templated ads) 10 full working days (custom)
Mobile custom production	10 full working days

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Specifications

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Print

Physical dimensions	Height (mm)	Width (mm)
Mechanical	405	289

Live art area	Height (mm)	Width (mm)
	380	262

Ad size name	Height (mm)	Width (mm)
M2x2	60	85
M3x2	92	85
M4x2	124	85
M5x2	156	85
M6x2	188	85
M12x2 (third page vertical)	380	85
M3x3	92	129
M4x3	124	129
M5x3	156	129
M6x3 (quarter page)	188	129
M12x3 (half page vertical)	380	129
M3x4	92	174

Ad size name	Height (mm)	Width (mm)
M9x4 (portrait)	284	174
M12x4 (dominant)	380	174
M2x6 (small strip)	60	262
M3x6 (medium strip)	92	262
M4x6 (large strip)	124	262
M6x6 (half page horizontal)	188	262
M12x6 (full page)	380	262
M3x12 (quarter page spread)	92	551
M6x12 (half page spread)	188	551
M12x3 (double page spread)	380	551

Print and classifieds

News Corp Australia is leading the world in colour news printing. To achieve our consistently high quality, we've dedicated years of research to develop the clearest colours, the cleanest whites and the sharpest blacks in the world of newsprint. To pass on these achievements to our advertisers, we insist on trade houses adhering to some simple yet strictly enforced procedures. This enables you to achieve the best possible results from the fastest newspaper presses in the world.

Newscolour quality control

News Corp Australia specifies GCR. Grey Component Replacement (GCR) is the procedure used in the colour separation process to reduce, or remove a grey component made up of yellow, magenta and cyan inks and replace it with a suitable amount of black ink.

The application of GCR improves shadow detail, reduces ink weight and renders cleaner colors on newsprint with less set off to other pages. For these reasons Newscolour specifications insist that the colour separator apply GCR.

Please note: replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the scanner operator assess the original material and use the appropriate percentage of GCR. Call our Quality Control Manager on 1300 557 418 to assist you with expert knowledge outlining the GCR process.

Four colour requirements

- ▶ **Image resolution** 200dpi @ 100%
- ▶ **Print sequence** Cyan, Magenta
Yellow, Black
- ▶ **Dot shape** Round

Tone reproduction guidelines

	C	M	Y	K
Highlights				
Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non-essential whites	0%	0%	0%	0%
Essential whites	3%	2%	2%	0%

Midtones

Allow for 30% dot gain. Keep midtones open for newspaper stock (more than for magazine separations, to compensate for dot gain).

Shadows

1. A maximum total shadow end density not to exceed 230%.
2. To allow ink trapping, limit Cyan, Magenta & Yellow to 90%.
3. Halftone Black limit is 80%.

Black and white material requirements

Monochrome

- ▶ **Image Resolution** 200dpi @ 100%
- ▶ **Catchlights** 0%
- ▶ **Non-essential whites** 0%
- ▶ **Essential whites** 2%
- ▶ **Midtones** Allow for 30% dot gain

Mechanical requirements

Tabloid format image size

Single page	380mm x 262mm (no bleed available)
Double page spread	380mm x 551mm (incl. gutter bleed)

Spot colour

There are eight News Corp Australia spot colour inks available and each of these can be broken down into process with one solid ink element.

Therefore spot color jobs should be supplied as process 'spot ready' separated files, to take advantage of the increased placement options within our publications.

Spot 1 100% M
Spot 2 100% C • 95% Y
Spot 3 100% Y
Spot 4 100% C • 60% M
Spot 5 100% C
Spot 6 100% M • 90% Y
Spot 7 50% M • 100% Y
Spot 8 100% C • 40% M

Please note: certain PMS colours are difficult to emulate with process colours on newsprint. The News Corp Australia Advertising Quality Control Manager will be happy to assist you in this selection if you have difficulty. Please telephone 1300 557 418.

Publishing conditions

- News Corp Australia reserves the right to refuse any material that is considered unsuitable for publishing.
- While every effort will be made to publish advertisements, no liability can be accepted for misplacement or omission.
- News Corp Australia cannot guarantee a level of response or be held responsible for poor response.
- The advertiser undertakes that the advertisement or insert does not contain material that is misleading or deceptive, and that it does not contravene any Federal or State laws or advertising industry codes.
- The advertiser and/or the accredited agency jointly and severally agree to indemnify News Corp Australia against any liability or potential liability for any penalty, damages, costs or otherwise arising from publication of advertisements.

Ad delivery

News Corp Australia is currently using third party providers Adstream and AdSend. News Corp Australia prefers files to be sent with Adobe Acrobat compression (PDF)*. To obtain the News Corp Australia Acrobat settings, please contact our Quality Control Team on 1300 557 418. All material successfully processed for publication are flagged with an acceptance in both Adstream and AdSend systems.

If you have not received an acceptance before the publication date please contact the Media Support Team on 1300 557 418 to ensure the material has been used.

*PDF/X-1a required for TV Guide.

Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at their convenience. Contact (03) 9875 8472. After hours contact 1300 557 418 (option 1).

Addrop

Addrop enables pdf delivery via FTP where an 'email link' can be sent several days prior to publication deadline.

Additional enquiries

Contact Media Support on 1300 557 418 (option 2).

Specification enquiries

Contact Quality Control on 1300 557 418 (option 3) or email qcsupport@newsLtd.com.au

Payment Options

Cash, bank cheque, personal cheque (subject to approval), Electronic Funds Transfer, credit card – American Express, Bankcard, Diners, Mastercard and Visa only.

The maximum dollar value transaction(s) allowed on credit card(s) within a 30 day calendar period must not exceed \$20,000 for an individual direct customer.

The credit card payment facility is not available to advertising agencies, newsagencies or third parties.

Advertisements which emulate an editorial style are subject to approval prior to publication. Guidelines for these advertisements are below:

Advertorial/editorial style requirements

Design

Advertisements must not copy the overall design of the newspaper.

Type

Advertisements must not use the same or similar typeface as those used by the host publication.

Border

Advertisements must be fully enclosed within a border. The border must have a minimum thickness of 4 point.

Header

Advertisements must have the word 'Advertisement' centred at the top and breaking into the border. 'Advertisement' must be set in a minimum 14 point for a full page, or for smaller advertisements, 10 point is the minimum.

Deadline

Advertisements of this nature are subject to an earlier deadline than usual. Complete material must be received no later than 12 noon, 2 working days prior to publication. Advertisements must not be misleading.

Advertorial/editorial style deadlines

Deadlines for special sections and features may differ from those printed in this media kit. Please check with your sales representative for details. These deadlines may vary from time to time.

Note: days prior excludes weekends and public holidays.

Online and mobile

Ad format	Dimensions (px)	Maximum file size (Flash/image)
Website leaderboard	728 x 90	40kb
Website medium rectangle	300 x 250	40kb
Website half page	300 x 600	40kb
Website rich content (eg: video, side skins)	Available on request	Available on request
Mobile standard banner	320 x 50	35 kb
Mobile medium rectangle banner	300 x 250	35kb

For updated specifications please visit www.news corpora australia.com/ad-specs

3rd party ad serving guidelines and creative acceptance policies

- All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency.
- Should you wish to utilise a 3rd party ad serving vendor not currently listed, please contact your Campaign Manager as early as possible to arrange testing/certification and provide detailed publisher trafficking instructions. Vendors who do not provide the ability for News Corp Australia to track clicks through DFP will **not** be certified.
- News Corp Australia reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.
- News Corp Australia may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.
- News Corp Australia reserves the right to remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.
- The setting of 3rd or 4th party cookies on News Corp Australia sites for re-targeting or any other user tracking purposes is not permitted without prior approval from News Corp Australia. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation. Creatives can be returned to rotation once unauthorised connections have been removed.

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Inserts

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Deadlines and distribution

Booking deadlines

Availability should be checked as soon as a preferred date for insertion is available, at least seven days.

Delivery deadlines

Herald Sun inserts must arrive five working days prior to publication date, and nine days prior for *Sunday Herald Sun*. Additional costs to the customer will apply if delivery times are not adhered to or agreed to by Publishing Manager.

Deliveries earlier than 14 days will not be accepted. (Unless by prior agreement)

Cancellation

Cancellation must be verified four weeks prior to deadline of booked publication date.

Publisher's conditions

- Select runs (special regions runs) are based on News Corp Australia's current delivery runs not individual suburbs and as such every attempt will be made to cover nominated areas however 100% coverage is not guaranteed.
- All inserts are subject to approval of News Corp Australia, who reserves the right to refuse any material considered unsuitable for publication.
- Whilst every effort will be made to publish inserts as ordered, no liability can be accepted for misplacement or omission.
- News Corp Australia does not guarantee a level of response regarding an insert.

- The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene any Federal or State advertising laws or advertising industry codes.
- Both the advertising principal and the accredited agency jointly and severally agree to indemnify News Corp Australia publications against any liability for any penalty, damages, costs or otherwise arising from publication of the insert.
- News Corp Australia reserves the right to abort insertion of products outside of specification if it disrupts production.
- Commercial inserts may appear in any section within the booked day's publication.
- Please note insert quantities will be updated quarterly.
- News Corp Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses.
- News Corp Australia will give first right of refusal for insert berths to advertisers that book regular activity.

If you have any questions regarding inserts or for technical support please call our Inserts Manager (03) 9292 3468.

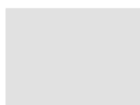
Specifications

Acceptable inserts

All paper weight specifications are the minimum acceptable. Please see following page for detailed information on acceptable sizes and stock weights.

Single sheet

390mm x 285mm (180gsm)
200mm x 180mm (135gsm)



Single fold

390mm x 285mm (100gsm)
200mm x 180mm (80gsm)



Acceptable folds



Unacceptable folds

No single spine. Uneven stack height will cause jamming.



Tabloid inserts

Four and eight page tabloid products, less than 100 gsm, must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required. Maximum size is 390mm deep x 285mm wide.

Card and envelope inserts

Cards and envelope inserts should be stacked flat in cartons with no turns. Packing should be used to fill gaps in rows. The weight of the carton should not exceed 15kg. The cartons should then be palletised and strapped as per palletising illustration.

Maximum insert thickness

The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Publishing Manager.

Use of unsuitable products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to clients for clearance prior to inserting.

Stapled inserts

Inserts less than 24 pages should not be stapled; a glued spine is the preferred option. Any insert that is stapled must have the staples firmly attached so they are not able to pull free and jam up the equipment.

If staples are used they must not exceed the thickness of the product and be placed perfectly within the fold of the product.

Unusual inserts

Any card, envelope, perforated insert, stickers, part fold backs, index folds or steps, or other insert material of an unusual nature, will require a dummy sample of the product to be viewed by the Publishing Manager prior to acceptance.

Testing of unusual products may be required, a minimum of 500 samples will be required, 6 weeks in advance of intended publication date. Inserts containing metal or sharp objects, such as keys, coins, razor blades etc, will not be accepted. Clients are advised to seek

assurance from printers that gloss surfaces will not be sticky or compacted into unmanageable bricks. Excessive slip may affect the insertion or retention of the insert into the paper.

Inserts with externally printed magazines

Loose inserts

Minimum size of the insert must be no less than 75% of the height and width of the product which it is being inserted into. Maximum size of the insert must be 20mm smaller than the width (spine to fore-edge) and 30mm smaller than the length (head to tail) of the product which it is being inserted into.

Bound inserts

Inserts which fall below the above loose insert specification bound-in inserts are the preferred option. Small bound inserts still present issues winding the host product onto disk and consultation with publishing management is required prior to approval. Bound insert specifications and guidelines will need to be coordinated with the commercial printer supplying the host product.

Inserting conditions

Whilst the specification table allows for some landscape shaped inserts it is preferred that the spine is the longest edge.

Some high gloss inserts are difficult to insert and may require approval prior to insertion.

Maximum size inserts (390mm x 285mm) run the risk of damage during the inserting and packaging processes.

Inserts below the winding capabilities (smaller than A4) will require direct (hopper) feeding into the publication and a surcharge may be applied to cover additional processing costs.

No guarantee is given for full coverage of these inserts in the distribution areas.

Specifications

Single sheet

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	135	135	135	135	135	140	140	140	145	145	145	145	150	150
210	135	135	135	135	140	140	140	145	145	145	145	150	150	
220	135	135	135	140	140	140	145	150	150	150	150	150	150	
230	135	135	140	140	140	145	145	150	150	150	150	150	150	
240	135	140	140	140	145	145	150	150	150	150	150	150	150	
250	140	140	140	145	145	150	150	150	150	150	150	150	160	
260	140	140	145	145	150	150	150	150	150	150	150	160	160	
270	140	145	145	145	150	150	150	150	160	160	160	160	160	
280	140	145	145	150	150	150	150	160	160	160	160	160	160	
290	145	145	150	150	150	150	160	160	160	160	160	160	160	
300	145	150	150	150	150	150	160	160	160	160	160	160	160	
310	150	150	150	150	150	160	160	160	160	160	160	160	180	
320	150	150	150	150	160	160	160	160	160	160	160	180	180	
330		150	150	150	160	160	160	160	160	160	180	180	180	
340			150	160	160	160	160	160	180	180	180	180	180	
350				150	160	160	160	160	180	180	180	180	180	
360					160	160	160	160	180	180	180	180	180	
370						160	160		180	180	180	180	180	
380							180	180	180	180	180	180	180	
390								180	180	180	180	180	180	

Single sheet folded (4 pages or up to 6 pages)

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	85	85	85	85	85	85	85	85	85	85	85	85	90	
210	85	85	85	85	85	85	85	85	85	85	85	90	90	
220	85	85	85	85	85	85	85	85	90	90	90	90	90	
230	85	85	85	85	85	85	85	90	90	90	90	90	90	
240	85	85	85	85	85	85	90	90	90	90	90	90	90	
250	85	85	85	85	85	85	90	90	90	90	90	90	90	
260	85	85	85	85	85	90	90	90	90	90	90	90	90	
270	85	85	85	85	90	90	90	90	90	90	90	90	90	
280	85	85	85	85	90	90	90	90	90	90	90	90	90	
290	85	85	85	85	90	90	90	90	90	90	90	90	90	
300	85	90	90	90	90	90	90	90	90	90	90	90	90	
310	90	90	90	90	90	90	90	90	90	90	90	90	100	
320	90	90	90	90	90	90	90	90	90	90	90	100	100	
330		90	90	90	90	90	90	90	90	90	100	100	100	
340			90	90	90	90	90	90	100	100	100	100	100	
350				90	90	90	90	100	100	100	100	100	100	
360					90	90	90	90	100	100	100	100	100	
370						90		100	100	100	100	100	100	
380								100	100	100	100	100	100	
390									100	100	100	100	100	

From 8 to 10 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	65	65	65	65	65	65								
210	65	65	65	65	65	65	65							
220	65	65	65	65	65	65	65	65	78					
230	65	65	65	65	65	65	65	65	78	78	78			
240	65	65	65	65	65	65	65	65	78	78	78	78		
250	65	65	65	65	65	65	65	65	78	78	78	78	78	
260	65	65	65	65	65	65	65	65	78	78	78	78	78	90
270	65	65	65	65	65	65	65	65	78	78	78	78	78	90
280	65	65	65	65	65	65	65	65	78	78	78	78	78	90
290	65	65	65	65	65	65	65	65	78	78	78	78	90	90
300	65	78	78	78	78	78	78	78	90	90	90	90	90	90
310	78	78	78	78	78	78	78	78	90	90	90	90	90	90
320	78	78	78	78	78	78	78	90	90	90	90	90	90	90
330		78	78	78	78	78	90	90	90	90	90	90	90	90
340			78	78	78	90	90	90	90	90	90	90	90	90
350				78	78	90	90	90	90	90	90	90	90	90
360					78	90	90	90	90	90	90	90	90	90
370						90	90	90	90	90	90	90	90	90
380							90	90	90	90	90	90	90	90
390								90	90	90	90	90	90	90

From 12 to 16 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	54	54	54	54	54	54								
210	54	54	54	54	54	54	54							
220	54	54	54	54	54	54	54	54						
230	54	54	54	54	54	54	54	54	54					
240	54	54	54	54	54	54	54	54	54	54				
250	54	54	54	54	54	54	54	54	54	54	54			
260	54	54	54	54	54	54	54	54	54	54	54	54		60
270	54	54	54	54	54	54	54	54	54	54	54	54	54	60
280	54	54	54	54	54	54	54	54	54	54	54	54	60	60
290	54	54	60	60	60	60	60	60	60	60	60	60	60	60
300	54	60	60	60	60	60	60	60	60	60	60	60	60	65
310	54	60	60	60	60	60	60	60	60	60	60	60	65	65
320	60	60	60	60	60	60	60	60	60	60	65	65	65	65
330		60	60	60	60	60	60	60	65	65	65	65	65	65
340			60	60	60	60	60	65	65	65	65	65	65	65
350				60	60	60	60	65	65	65	65	65	65	65
360					60	60	60	65	65	65	65	65	65	65
370						65	65	65	65	65	65	65	65	65
380							65	65	65	65	65	65	65	65
390								65	65	65	65	65	65	65

From 18 to 24 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide
200	48	48	48	48	48	48								
210	48	48	48	48	48	48	54							
220	48	48	48	48	48	48	54	54						
230	48	48	48	48	54	54	54	54	54					
240	48	48	48	54	54	54	54	54	54	54				
250	48	48	54	54	54	54	54	54	54	54	54			
260	48	54	54	54	54	54	54	54	54	54	54	54		
270	54	54	54	54	54	54	54	54	54	54	54	54	54	
280	54	54	54	54	54	54	54	54	54	54	54	54	54	
290	54	54	54	54	54	54	54	54	54	54	54	54	54	
300	54	54	54	54	54	54	54	54	54	54	54	54	54	
310	54	54	54	54	54	54	54	54	54	54	54	54	54	
320	54	54	54	54	54	54	54	54	54	54	54	54	54	
330		54	54	54	54	54	54	54	54	54	54	54	54	60
340			54	54	54	54	54	54	54	54	54	54	60	60
350				54	54	54	54	54	54	54	54	60	60	60
360					54	54	54	54	54	60	60	60	60	60
370						54	54	54	54	60	60	60	60	60
380							60	60	60	60	60	60	60	60
390								60	60	60	60	60	60	60

From 26 to 48 pages

Minimum stock weight (gsm)

x	180	190	200	210	220	230	240	250	260	265	270	280	285	Wide

Packaging and delivery

Packaging

- Full packaging and delivery instructions must be supplied to the commercial printer. Please provide printer's name, address and phone number to your News Corp Australia representative.
- Inserts are to be turned so that the minimum turned height is 100mm (as per illustration).
- Spine of the insert to be packed all the one way within a bundle or turn. Bundles must contain a maximum of one turn with a maximum bundle weight of 10kg.
- Bundles may be strapped from top to bottom, single tie only (the wider the strapping the better). The tension of the strapping should not in any way damage the bundle.
- Boxes or cartons for packing should only be used at Publishing Manager's request if neat bundles can not be achieved. If packed in cartons inserts should be stacked flat with no turns. The weight of the carton should not exceed 15kg.
- Pallets should be Australian standard size 1,165mm x 1,165mm and in good condition, without loose or broken timbers.
- Maximum height of pallet to be 1,200mm including runners and the maximum weight not to exceed 1,000kg.
- If the pallet does not have a solid smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking.
- The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep the inserts flat, and avoid shifting during transportation. Gaps between bundles on the pallet should be kept to a minimum.
- A solid piece of wood, the same dimensions as the base of the pallet, should be placed on top of the stacked bundles to prevent strap damage.
- Inserts are to be stacked squarely on pallets with cardboard corners and shrink wrapped.

- Outside edges should be vertically even and the inserts should be stacked so that they do not protrude beyond the limits of the pallet.
- The pallets should be strapped four ways as per the following illustration.
- The pallet should be wrapped in plastic with cardboard corner protection and shrink wrapped for further protection.
- News Corp Australia reserves the right to refuse inserts which have been damaged in the process of printing, packaging and transportation.

Deliveries

All deliveries must be accompanied by a delivery docket which must indicate the following details:

- The name of insert and key number or code if available.
- The total number of pallets for delivery.
- The total amount of copies on each pallet.
- The number of pallets on each vehicle.
- When more than one delivery is used the last docket is to be marked 'final'.

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to client prior to inserting.

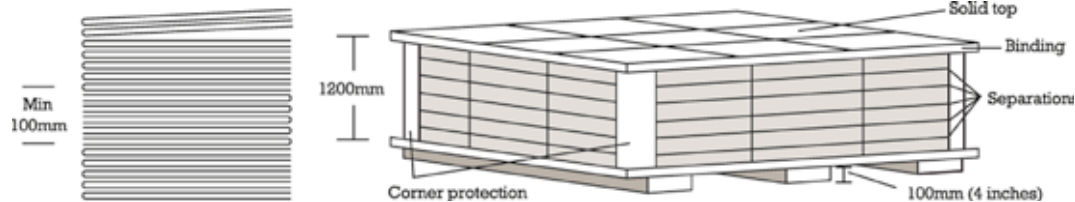
Pallet identification

The pallets must have the following information shown on at least two sides:

1. Client's name
2. The name and address of the company and the publication concerned
3. The publication issue, insertion date or other details for further identification
4. The estimated weight of the pallet
5. Total supplied quantity
6. Individual pallet quantity
7. Total number of pallets in consignment

Inserts delivery address

Publishing Department
 Herald & Weekly Times Melbourne Print Centre
 127 - 129 Todd Road
 Port Melbourne Vic 3207
 Telephone (03) 9292 3400



Herald Sun | *News Corp* Australia

Terms and conditions

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National Advertising Terms – March 2017**1. General**

- 1.1.** These terms and conditions apply to every booking made with News Limited or any of the Publishers listed in clause 21 (“Publishers”) by any means (including through use of an insertion order, booking form or over the phone) by an Advertiser for the publication in or distribution of an Advertisement with, on or in a print or digital property of any Publisher. Publishers may use as an agent the services supplied by any other entity including News Limited under the brand News Corp Australia.
- 1.2.** Each reference in these terms and conditions to Publisher is a reference to the relevant Publisher and, where there is more than one relevant Publisher, to each of them severally.
- 1.3.** Where a Publisher acts as an agent in selling advertising inventory for an entity which is not listed in clause 21, these terms will apply in addition to the terms imposed by the relevant publishing entity.
- 1.4.** Where an Advertiser is an agency, and places an Advertisement for publication under these terms and conditions, it agrees to these terms and conditions as principal and as agent for its client.
- 1.5.** Publisher has the right to amend these conditions at any time. Notification of amendment shall be deemed to have been given to all Advertisers immediately upon publication of the amended conditions or other written notice, which shall apply to all advertising received after the date of that publication (except where there is an express written agreement between the Publisher and Advertiser that those amendments will not apply to particular advertisements).
- 1.6.** Every Advertisement must comply with and is subject to these terms and conditions as well as other relevant terms (as available at www.newscompastralia.com), space or insertion orders (or other written agreements between the parties including any Advertising Expenditure Agreements), additional relevant terms as published or notified by the relevant Publisher (including as to creative requirements and technical specifications) and any relevant laws, regulations or codes of conduct. To the extent of any inconsistency between the various relevant terms, the following order of priority will be applied:
- these terms,
 - any terms or conditions separately agreed in writing including any Advertising Expenditure Agreements
 - any terms or conditions published or notified by a relevant Publisher (including as to creative requirements and technical specifications in order to eradicate any inconsistency).

2. Process

- 2.1.** Each publication and Publisher has different process requirements for placing or booking of advertisements. There is no binding agreement for the publication of an Advertisement however until the relevant processes for the particular Publisher have been completed by the Advertiser.
- 2.2.** Bookings which are in any way conditional will not be accepted.
- 2.3.** Advertiser authorises Publisher to dispose of any materials supplied to Publisher relating to an advertisement (including illustrations, copy, photographs, artwork, and press-ready PDF digital files) following publication of an advertisement. Publisher is not required to retain or return to Advertiser any such materials.

3. Publisher rights and discretions

- 3.1.** Every Advertisement submitted for publication is subject to Publisher's approval. Publisher may at its absolute discretion at any time:
- refuse to publish or distribute any advertisement without giving any reason (in which case, no charge to Advertiser will be incurred);
 - cancel a campaign (in which case, no charge to Advertiser will be incurred for the unpublished portion of the campaign); or
 - head an advertisement 'Advertisement'.
- 3.2.** Publisher owes no duty to Advertiser to review, approve or amend any Advertisement and no review, approval or amendment by Publisher will affect Advertiser's responsibility for the content of the Advertisement.

- 3.3.** Publisher may, but is not obliged to, under pressure of deadline and without prior consultation or notice to Advertiser, amend any Advertisement in any terms whatsoever, if Publisher perceives it to be (i) in breach of any law of Australia or of any state (whether civil or criminal), (ii) in breach of any pre-existing publishing agreement entered into by Publisher, (iii) defamatory, (iv) in contempt of court or parliament, (v) otherwise likely to attract legal proceedings of any kind, (vi) offensive. Should Publisher so amend the Advertisement, the agreed price shall not be reduced.

- 3.4.** Publisher has the right, and the right to permit other persons, to republish any Advertisement in any print, electronic or digital form for any purpose using any media and in any part of the world.

4. Positioning, Placement and other Advertiser requests

- 4.1.** The positioning and placement of an Advertisement is at the discretion of Publisher except where expressly agreed in writing by Publisher. Publisher will attempt to position Advertisements, in accordance with the Advertiser's request if the Advertiser has agreed to pay any relevant preferred position loading charges. If Publisher fails to publish the Advertisement in accordance with Advertiser's requests, then subject to clause 14.1, Publisher's liability will be limited to refunding the relevant position loadings paid.
- 4.2.** Where colour loading charges are separately levied by Publisher and paid by Advertiser, Publisher will attempt to publish Advertisements in colour, in accordance with the Advertiser's request. If Publisher fails to publish the Advertisement in colour in accordance with Advertiser's requests, then subject to clause 14.1, Publisher's liability will be limited to refunding the relevant colour loadings paid.
- 4.3.** If an Advertisement is to be published in a digital publication, Publisher may vary the placement and/or format of Advertisements across the relevant digital media Publisher will endeavour to notify Advertiser of such changes. Advertising space in a digital publication may be filled on rotation with various Advertisements from various Advertisers.
- 4.4.** If any Advertisement is specifically accepted for publication in a specific advertising category (including classified category or particular section) of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the Advertisement anywhere within the category at its discretion, unless a specific placement has been agreed in writing, (ii) reposition that category within the publication, (iii) alter the date of publication of that category. Case (i) and (ii) will not mitigate Advertiser's liability to pay. In case of (iii), if Advertiser did not agree to the altered date prior to publication, then if within 5 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of those adverse effects, the Advertiser will incur no charge for that particular Advertisement.
- 4.5.** If an Advertisement is specifically accepted for publication in a particular advertising supplement of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the Advertisement anywhere within the supplement at its discretion, unless a specific placement has been agreed in writing, (ii) alter the date for publication of that supplement, (iii) cancel the supplement. Case (i) shall not mitigate Advertiser's liability to pay. Case (ii) will not mitigate Advertiser's liability to pay unless Advertiser did not agree to the altered date prior to publication and within 5 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of those adverse effects, in which case the Advertiser will incur no charge for that particular advertisement. Should (iii) occur Advertiser shall incur no charge.

5. Deadlines & Specifications

- 5.1.** Publisher imposes various deadlines (including for the provision to the Publisher of bookings for Advertisements and material for Advertisements, changes or variations to Advertisements) and specifications (including for size). All deadlines and specifications must be met by Advertiser. Publisher is under no obligation in relation to material or information received after relevant deadlines or not in accordance with the relevant specifications.
- 5.2.** It is the Advertiser's responsibility to ascertain the relevant deadlines and specifications for the relevant publications for each publication or insertion date as deadlines and specifications may be changed at any time by Publisher. All deadlines and specifications are available at www.newscompastralia.com.

- 5.3.** Publisher accepts no responsibility for any error when instructions or copy have or has been provided over the telephone unless Publisher receives written confirmation of the instructions or copy before the deadline.

- 5.4.** It is the responsibility of the Advertiser to notify Publisher of any error immediately it appears. Unless so notified, Publisher accepts no responsibility for any recurring error or any Loss relating to that recurring error.

- 5.5.** Cancellations by the Advertiser must be made, in writing, prior to deadlines. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and, if Publisher proceeds with the publication of the relevant Advertisement, then Publisher will be entitled to charge the Advertiser accordingly.

6. Advertisements produced by Publisher

Publisher owns and retains all copyright and other intellectual property rights in relation to any Advertisements produced by Publisher or any materials provided by Publisher for use in an Advertisement. Advertiser obtains no rights in relation to those advertisements produced by any Publisher or in relation to content from any Publisher. This clause does not in any way derogate from Advertiser's obligations or liabilities in relation to such Advertisements.

7. Proofs

- 7.1.** Publisher may agree to provide proofs but only where so requested by Advertiser prior to relevant deadlines.
- 7.2.** Colour shown on any proof is an indication only. Final print colours may vary with the print process and stock variations.
- 7.3.** Where Publisher fails to provide a requested proof in accordance with clause 7.1, and the published advertisement substantially conforms to the copy provided by the Advertiser, then Advertiser is liable to pay the full cost of the Advertisement.

8. Inserts

- 8.1.** Publisher reserves the right to distribute inserts for more than one Advertiser at any time.
- 8.2.** All materials to be inserted into a publication must be delivered to Publisher in accordance with all requirements of Publisher including delivery address, deadlines, packaging and bundling requirements.
- 8.3.** Publisher, including its agents and contractors, may delay the distribution of inserts, if they reasonably believe that the quality or delivery of the relevant publication is likely to be jeopardised by the inclusion of the insert.
- 8.4.** Additional charges may need to be agreed between the parties where:
- insert materials are to be held by the Publisher at the premises of the Publisher (or its distributors) for more than two weeks; or
 - insert materials are to be re-consigned or require additional packing or handling.
- 8.5.** Risk in the insert materials remains with the Advertiser at all times.

9. Sampling

- 9.1.** Every proposal for the distribution of sample material is subject to Publisher's approval and Publisher may at its absolute discretion at any time refuse to distribute any sample material without giving any reason.
- 9.2.** Sample material must not contain alcohol.
- 9.3.** Risk in the sample materials remains with the Advertiser at all times.
- 9.4.** When providing samples to the Publisher for approval, any special handling requirements (including requirements of refrigeration or heating) must be made clear.

9.5. Every proposal for sampling requires the prior approval of the Publisher and possibly third parties involved in or permitting the distribution of the relevant publication. Samples must therefore be provided to Publisher in sufficient time to allow for consents to be sought and granted. No representation or warranty is provided that such consent will be granted.

9.6. Advertiser must deliver to Publisher the sample materials, in accordance with all requirements of Publisher including delivery address, deadlines and bundling of sample material.

9.7. Publisher may, without prior notice to Advertiser, refuse or cease to distribute any sample material, if Publisher reasonably perceives such material to be:

- a. in breach of any applicable law or regulation,
- b. likely to attract legal claims or proceedings of any kind; or
- c. offensive

9.8. Publisher may change the date of the sampling exercise for any reason and at any time without incurring any liability to Advertiser or other persons.

9.9. Publisher makes no representation or warranty as to the number of the relevant publication to be distributed on any particular day or that every copy of the relevant publication will be provided with a sample but will take reasonable steps to ensure that the sample and the relevant publication are distributed together.

9.10. Without limiting clause 15.2, Advertiser warrants that the sample material which it provides to Publisher for distribution with a publication:

- a. matches the samples approved by Publisher;
- b. is fully and properly sealed; and
- c. is packaged and labelled and complies in all other respects with all relevant laws and regulations.

Without limiting clause 15.2, Advertiser warrants that the distribution of the sample material by Publisher as contemplated by the Advertiser and Publisher under any agreement between them is lawful and will not give rise to any claims against or liabilities of Publisher, its directors, employees, contractors or agents.

10. Advertising Expenditure Agreements

10.1. Maximum period of any Advertising Expenditure Agreement is one year. In the absence of any valid Advertising Expenditure Agreement, including if an Advertising Expenditure Agreement has expired, casual rates will be charged by Publisher.

10.2. Publisher reserves the right to cancel or suspend any Advertising Expenditure Agreement at its absolute discretion. Advertising rates (but not percentage discounts) quoted in an Advertising Expenditure Agreement are subject to any increase or decrease notified by Publisher, which may occur during the period of the Advertising Expenditure Agreement.

10.3. Failure to receive, rejection or omission of an advertisement by Publisher does not affect the obligations of Advertiser in relation to total spend through the term of an Advertising Expenditure Agreement under that Advertising Expenditure Agreement.

10.4. If at any time Advertiser is not incurring advertising expenditure in the proportion that the part of the Advertising Expenditure Agreement up to that time bears to the entire Advertising Expenditure Agreement, Publisher reserves the right to either:

- a. adjust the percentage discount to the level which would normally be allowed by Publisher to a customer incurring advertising expenditure at that rate; or

b. terminate that Advertising Expenditure Agreement

10.5. At the expiry of an Advertising Expenditure Agreement, Publisher will determine Advertiser's actual advertising expenditure during the period of the Advertising Expenditure Agreement and:

- a. if the actual advertising expenditure is less than the agreed level as stipulated within the Advertising Expenditure Agreement a surcharge may be payable by Advertiser to Publisher to reflect the percentage or other discount which would have been provided by Publisher to an advertising customer incurring that level of advertising expenditure; and/or

b. Where a surcharge is applicable the percentage discount will be adjusted to the level which will be normally allowed by Publisher to an Advertiser incurring advertising expenditure at that rate.

11. Rates, invoices and GST

11.1. Advertisers agree to pay accounts rendered by the Publisher in accordance with its standard payment terms. Accounts will be rendered by Publisher on the basis of the casual rate applicable at the date of publication of the advertisement (regardless of the rates which were applicable when any advertising expenditure agreement was entered into), less any percentage discount agreed in writing between the parties.

11.2. Casual rates are as quoted by the relevant publication or sales representative and may be varied by Publisher at any time, effective from the time nominated by Publisher and such varied rates will apply from that nominated date including in relation to then current Advertising Expenditure Agreements (unless otherwise expressly agreed by the parties in writing).

11.3. Advertising expenditure will be calculated inclusive of loading values but exclusive of production charges.

11.4. If Publisher has quoted a rate to publish advertising for a client and that rate is different from that included in any published material or sales collateral, that quoted rate only applies to that specific client for that specific purpose where the advertising is booked directly with Publisher and without the involvement of any advertising, media buying or other agency (unless otherwise specifically agreed in writing by the Publisher).

11.5. Where the Publisher changes the basis on which advertising is charged by Publisher during the term of any Advertising Expenditure Agreement or between the booking and placement of any Advertisement, Publisher will endeavour to provide Advertiser with at least 28 days' notice prior to the change taking effect. Advertiser will be entitled to terminate the Advertising Expenditure Agreement or bookings affected (prior to the cancellation deadline for such affected bookings) within 14 days of such notice from Publisher.

11.6. Any dispute the Advertiser has with an invoice must be raised with Publisher promptly and no later than 45 days after the invoice date. After that time, Advertisers will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Advertiser.

11.7. All rates and charges are expressed by the Publisher as GST inclusive (except where otherwise made clear). Publisher will issue a valid tax invoice in relation to any supply of advertising or related services under these terms which are subject to GST.

11.8. Advertiser agrees to pay any GST liability arising in relation to the provision by Publisher of advertising services under these terms.

11.9. The GST component does not count towards overall advertising expenditure agreements or rate card discount levels.

11.10. Surcharges or rebates on advertising which is subject to GST will have the GST component recalculated. Calculations made by Publisher of any surcharge or rebate will be deemed to be conclusive and binding on Advertiser unless a manifest error is brought to the attention of Publisher by Advertiser within 14 days of notification to Advertiser. Surcharges or rebates only apply to Advertising Expenditure Agreements signed by both parties.

12. Commercial Credit

12.1. All advertising agencies are required to complete the News Limited Commercial Credit Application for Accreditation of an Advertising Agency and are then subject to the related assessment and processes.

12.2. If accreditation is not available to an Advertiser (including under clause 10.1), then the News Limited Commercial credit facilities may be available. The availability of any credit facilities is subject to Publisher's approval and conditional on lodgement of a written application. Any credit provided will be on specific terms made available as part of the application process. Where no credit application has been approved, upfront payment may be required for all advertising.

12.3. Where an Advertiser fails to pay an account by the due date or fails to comply with any relevant terms and conditions, any Publisher may, at their absolute discretion cancel or suspend any booked advertising or refuse to accept any further advertising of the Advertiser.

12.4. In the case of the transfer of an advertising account from one accredited advertising agent to another accredited advertising agent during the currency of an advertising or online listing order, both advertising agents shall immediately inform the relevant Publisher in writing. Accounts will only be transferred or accessed by agencies when Publisher is satisfied that the client in question has provided its express written permission.

13. Linked Advertising Expenditure Agreements to an Advertising Agency

13.1. A linked Advertising Expenditure Agreement with related companies is only available where an Advertiser and its subsidiaries, franchises or branch offices are linked together for the purpose of an Advertising Expenditure Agreement and where subsidiaries fall within the definition of that term in the Corporations Act 2001. Where that is the case, and subject to Publisher's approval which may be granted or withheld in its absolute discretion, the customer is entitled to combine its advertising expenditure with those subsidiaries, franchises and branch offices and receive the relevant discount.

13.2. Where an Advertiser wishes to establish a linked order, the following must be provided to Publisher in order to seek Publisher's approval for a linked order (which may be granted or withheld in its absolute discretion):

- a. a list of all subsidiaries, franchises and branch offices; and
- b. any other information that Publisher may in its discretion require to satisfy itself that Advertiser is entitled to place a linked order.

13.3. Direct customer Advertising Expenditure Agreements may not be linked to an advertising agency without the written approval of Publisher.

14. Limitation of liability

14.1. Nothing in these terms and conditions excludes or varies any rights or remedies under the Australian Consumer Law in the Competition and Consumer Act (2010) (Australian Consumer Law) which cannot be excluded, restricted or modified. However, Publisher excludes all rights, remedies, guarantees, conditions and warranties in respect of goods or services from an Advertiser's use of or acquisition of or in relation to the ordering or booking of any advertising services (including under an Advertising Expenditure Agreement) from the Publisher whether based in statute, common law or otherwise to the extent permitted by law. To the fullest extent possible and subject to News' liabilities and obligations under the Australian Consumer Law, the remaining provisions of this clause 14 shall apply.

14.2. Subject to clause 14.1, Publisher makes no representation or warranty of any kind and in particular makes no representation or warranty:

- a. in relation to the continued production of any publication, in print or digital form;
- b. in relation to the final placement, positioning or date of publication or distribution of an advertisement;
- c. that there will be one and only one copy of each insert or sample distributed in each relevant publication;
- d. that distribution of a publication will occur on a specific date, by a specific time, to a specific number of consumers or readers or within a specific geographic area;
- e. in relation to the number of visitors to its websites or the number of impressions at any site; or
- f. exclusivity.

14.3. Subject to clause 14.1, the Advertiser acknowledges that distribution of a relevant publication may be suspended or ceased at any time for any reason.

14.4. Subject to clause 14.1, Publisher is not liable to Advertiser for any direct or Indirect Loss of any nature including where arising from the total failure of Publisher, whether negligent or otherwise, to publish an Advertisement or from the failure of Publisher to publish an Advertisement in the form prescribed or from publication of the Advertisement with errors or omissions or in any way relating to the distribution or lack of distribution of the relevant publication.

14.5. Subject to clause 14.1, where any of the circumstances set out in clause 14.4 arise:

- a. Advertiser shall incur no cost where the Advertisement has not been published at all or where the error or failure has arisen solely due to the negligence of a Publisher or any of its employees, or agents; and
- b. in all other circumstances, and subject to the other applicable terms, the agreed rate shall be reduced according to circumstances. In no circumstances will the Publisher's liability be greater than:
 - i. in relation to the failure to provide any placement, position or other benefit in relation to which a specific loading charge was paid by the Advertiser, the amount of that loading charge; or
 - ii. otherwise, republication of the relevant advertisement, or payment of the cost of republishing the relevant advertisement, at Publisher's discretion.

14.6. Subject to clause 14.1, Publisher's liability for a breach of a term or guarantee implied by law is limited at Publisher's discretion, to the supply of the service again or payment for the cost of having the service supplied again.

14.7. Subject to clause 14.1, Publisher has no responsibility or liability to Advertiser in relation to:

- a. Publisher exercising its rights under these terms; or
- b. any failure of telecommunications services or systems which affect the receipt by Publisher of any material, a notice or communication of any kind or the publication of an advertisement or campaign.

15. Warranty & Indemnity

15.1. Advertiser warrants that it will only use the advertising space which it acquires to advertise its own brands, goods or services and may not sell or otherwise deal with that advertising space. Where Advertiser is an advertising agency the space may only be used by the client for which the space was initially acquired or booked.

15.2. Advertiser warrants that the advertisement complies with all relevant laws and regulations and that its publication in accordance with these terms will not give rise to any claims against or liabilities of Publisher, its directors, employees or agents. Without limiting the generality of the above, advertisers and or advertising agencies warrant that neither the Advertisement nor its publication breaches or will breach the Competition and Consumer Act 2010, Privacy Act 1988, Copyright Act 1968, Fair Trading Act 1985 or defamation, or infringes the rights of any person.

15.3. Advertiser indemnifies Publisher its directors, employees and agents against all claims, demands, proceedings, costs (including solicitors and own client costs), expenses, damages awards, judgments and any other liability whatsoever arising wholly or partially, directly or indirectly, from or in connection with the publication of the Advertisement. In particular and without limitation, Advertiser indemnifies Publisher its directors, employees and agents against any claims arising from allegations that the Advertisement contains material which constitutes:

- a. defamation, libel, slander of title;
- b. infringement of copyright, trademarks or other intellectual property rights
- c. breach of trade practices/ competition, privacy or fair trading legislations; or
- d. violation of rights of privacy or confidential information.

16. Privacy Statement

Publisher and News Limited (News) collects personal information about Advertiser, including for example Advertiser's name and contact details which you provide when registering or using our services as well as information from data houses, social media services, our affiliates and other entities you deal or interact with for example by using their services. We collect and use that information to provide you with our goods and services, to promote and improve our goods and services, to provide you with targeted advertising based on your online activities, for the purposes described in our Privacy Policy and for any other purposes that we describe at the time of collection. We may disclose your information to our related companies, including those located outside Australia. Any of us may contact you for those purposes (including by email and SMS) at any time. We may also disclose your information to our service and content providers, including those

located outside Australia. The policy also explains that if you do not provide us with information we have requested from you, we may not be able to provide you with the goods and services you require. Further information about how we handle personal information, how you can complain about a breach of the Australian Privacy Principles, how we will deal with a complaint of that nature, how you can access or seek correction of your personal information and our contact details can be found in our Privacy Policy at www.news corporaustrialiprivacy.com

17. Data Policy Compliance

Advertiser warrants that it will comply with the News Corp Australia Data Policy and in particular that, except as approved by the Publisher, Advertiser does not and will not collect personal information or tracking information in relation to users of Publisher's services and further warrants that material provided by or on its behalf for publication by Publisher does not contain:

- a. third party cookies intended to retarget Publisher's users or their browsers; or
- b. any code, technique or mechanism, to track or in any way identify users of any of Publishers' properties.

18. Jurisdiction

These terms and conditions are governed by the laws of the relevant state or territory listed in the table at clause 21 and each party submits to the exclusive jurisdiction of that relevant state or territory. Where Advertiser is making a single booking through a News Limited business (including News Australia Sales) with more than one Publisher, the relevant jurisdiction will be New South Wales.

19. Other conditions

Any text heavy Advertisement is subject to approval of the editor of the relevant Publication, to be exercised with unfettered discretion. Any such Advertisement must be presented in a manner which clearly delineates it from the editorial content of the relevant Publication including by labeling as an Advertisement in a prominent manner and using a clearly different font and format.

20. Definitions

- a. Advertisement includes any material in any form lodged for publication or other distribution as an advertisement (including as a published advertorial, insert or sampling exercise).
- b. Advertiser means each advertiser and or advertising agency who seeks to have Publisher publish or otherwise distribute an advertisement.
- c. Advertising Expenditure Agreement is a written agreement (in soft or hard copy form), which is signed or, in the case of a soft copy, otherwise agreed to in a mutually acceptable form, by or on behalf of both the Advertiser and the Publisher, detailing:
 - i. the percentage discount from the casual rate,
 - ii. any applicable adjustments to standard loadings,
 - iii. any applicable positional agreements, and
 - iv. any agreed minimum spend commitment by the Advertiser which is the basis for the benefits to be provided by Publisher as described in (i)-(iii) above,
 - v. to apply between that Publisher and that Advertiser for a specified period (not to exceed 12 months) and for a specific market and/or Publication(s).
- d. Loss means direct and indirect loss of any nature. Indirect loss includes the following: loss of profit, loss of business opportunity, loss of goodwill and payment of liquidated sums or damages under any other agreement.
- e. Publisher means any of the entities listed in section 21 below.

21. List of Publishers and associated details.

Additional relevant information can be found at www.news corporaustrialia.com

Publisher	If limited, then in relation to:	Jurisdiction
News Limited	News Corp Australia	New South Wales
Nationwide News Pty Ltd	The Daily Telegraph The Sunday Telegraph The Australian	New South Wales
Nationwide News Pty Ltd	The Sunday Times	Western Australia
Nationwide News Pty Ltd	Quest Publications	Queensland
Nationwide News Pty Ltd	News Local	New South Wales
Nationwide News Pty Ltd	NT News	Northern Territory
Leader Associated Newspapers Pty Ltd	-	Victoria
Messenger Press Pty Ltd	-	South Australia
News Digital Media Pty Ltd	-	New South Wales
The Herald & Weekly Times Pty Limited	-	Victoria
Advertiser Newspapers Pty Limited	-	South Australia
Davies Brothers Pty Limited	-	Tasmania
Gold Coast Publications Pty Limited	-	Queensland
News Life Media Pty Limited	-	New South Wales
Queensland Newspapers Pty Limited	-	Queensland
The Cairns Post Pty Limited	-	Queensland
The Geelong Advertiser Pty Limited	-	Victoria
The North Queensland Newspaper Company Pty Limited	-	Queensland



Male Sports Fans

792,000 *Herald Sun* readers are men aged 25-54 who are interested in sport

Combined, News Corp Australia products reach **94%** of Victorian males aged 25-54 including:

- **99%** who have visited a sports website in the last 3 months
- **96%** who have attended a professional sporting event in the last 3 months
- **98%** who have placed a bet in the last 3 months

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015. Total Audience (last 4 weeks). Filter: Vic.

Professionals

760,000 *Herald Sun* readers are professionals

Combined, News Corp Australia products reach **96%** of Victorian professionals including:

- **96%** who are employed full time
- **97%** who have a degree or other tertiary qualification
- **97%** who earn \$100,000 a year or more

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015. Total Audience (last 4 weeks). Filter: Vic.

All People

51% *Herald Sun* readers are aged 25-54

Combined, News Corp Australia products reach **94%** of Victorians aged 25-54 including:

- **94%** who have children aged under 18
- **95%** who are employed including **95%** who work full time
- **96%** who have renovated their home in the last 3 months and **93%** who have redecorated or refurbished

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015. Total Audience (last 4 weeks). Filter: Vic.



Mums

305,000 Herald Sun readers are mothers of children under 18

Combined, News Corp Australia products reach **96%** of Victorian mothers of children under 18 including:

- **96%** who are the main grocery buyer
- **97%** who spend \$200 or more at the supermarket in an average week
- **97%** who have bought pharmacy items in the last 4 weeks

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015. Total Audience (last 4 weeks). Filter: Vic.

Baby Boomers

31% Herald Sun readers are Baby Boomers

Combined, News Corp Australia products reach **96%** of Victorian Baby Boomers including:

- **97%** who have \$500,000 or more in savings and investments and **97%** with \$1,000,000 or more
- **96%** who have shares
- **96%** who have any kind of investment products

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015. Total Audience (last 4 weeks). Filter: Vic.

Women

370,000 Herald Sun readers are women aged 25-39

Combined, News Corp Australia products reach **93%** of Victorians women aged 25-39 including:

- **93%** who have bought clothes in the last 12 months
- **94%** who use toiletries and personal care products
- **94%** who have bought personal products in the last 4 weeks
- **94%** who use cosmetics and **95%** who have bought pharmaceutical/health products in the last 4 weeks

Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2015, Nielsen Online Ratings Mar 2015. Total Audience (last 4 weeks). Filter: Vic.



Home owners

1,949,000 *Herald Sun* readers are home owners

Combined, News Corp Australia products reach **95%** of home owners including:

- **96%** who have bought hardware/gardening products in the last 12 months
- **96%** who have renovated their home in the last 3 months
- **96%** who redecorated in the last 3 months

Young People

331,000 *Herald Sun* readers are aged 18-24

Combined, News Corp Australia products reach **87%** of Victorians aged 18-24 including:

- **90%** who have had a drink at a hotel/wine bar in the last 3 months
- **91%** who have been to a nightclub in the last 3 months
- **91%** who have been to a concert in the last 3 months
- **88%** who have been to the cinema in the last 3 months