goodfood

AUSTRALIA'S HOME OF THE HATS

MEDIA KIT 2018

good food

AUSTRALIA'S | HOME OF THE HATS

Good Food, your essential guide to eating out, eating in & everything in between.

The 'go to' place for lovers of good food & wine everyday. Our food and wine experts position us as the authority on food and wine in Australia and they deliver this content on various platforms, including a weekday print section read by over a million people and our website, goodfood.com.au. We are the home of the hats through our national Good Food Guide and we have provided the only respected Australian restaurant rating system for over 30 years.

Good Food is the place to find the best recipes by our team of influential writers, wine recommendations, industry news, restaurant reviews, and thought–provoking articles on the issues impacting food and eating.

Editorial Team

Monique Farmer
Life Editor

Ardyn Bernoth
National Editor
Good Food

Roslyn Grundy
Deputy Editor of Good Food
Melbourne Editor of the Good
Food Guide

Andrea McGinness
National Digital Editor

Myffy Rigby
National Editor
Good Food Guide

Callan Boys
National Food and Bar
Writer

Gemima Cody
Chief Restaurant Critic
The Age

Terry Durack
Chief Restaurant Critic
The Sydney Morning
Herald

Jill Dupleix
Reviewer and
Recipe Columnist

Huon Hooke
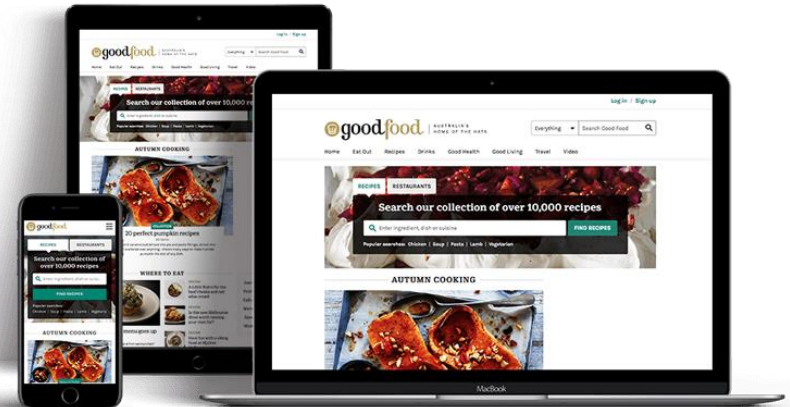Wine Writer

Good Food Portfolio

Good Food Reach

Print*

The Sydney Morning Herald
INDEPENDENT. ALWAYS.

878,000

THE AGE
INDEPENDENT. ALWAYS.

720,000

Digital**

PAGE VIEWS
1,564,786

PAGE VIEWS
1,391,061

PAGE VIEWS
(UNIQUE)
1,298,994

PAGE VIEWS
(UNIQUE)
1,232,648

Social^

266,000   **86,800**   **181,000**

Audience Profile

The *Good Food* audience is more likely
to be savvy, educated and keen to be 'in the know' of
the latest food trends and openings across the nation.

FEMALE **MALE**
58% **42%**

SOCIAL GRADE AB
32%

AVG HH INCOME
$120,000+

AGE
34% 45 - 64
24% 30 - 44

LIFE STAGE
28% Families
26% Empty Nesters

OCCUPATION
31% Managers & Professionals

Food & Dining

Each month *Good Food* reaches:

1,492,000 people who **eat out** at least once a month

1.545,000 people who have been to a Cafe or to a Hotel / Bar for a drink in the last month

1,742,000 entertainment goers

Good Food audiences are **10% more likely** that the gen pop to say that **food is a passion** in their life.

Good Food audiences are **13% more likely** than gen pop to say they **use food** to show they **care for people**.

Retail & FMCG

Each month GF Digital reaches **239K** grocery buyers.
Each month GF Print reaches **578k** grocery buyers.

44% of female *Good Food* audiences say they look for anti-aging benefits when shopping for skin care products and 20% of *Good Food* audiences intend on buying anti-age moisturiser.

33% of *Good Food* audiences say they intend on buying music/books/DVDs in the next 12 months.

82% believe quality is more important than price

Travel

73% like to experience **new & exciting places** and **53%** prefer a holiday to **relax and unwind**.

22% want to go on an eating out holiday for their next trip away.
[They are 44% more likely than gen pop, 25% more likely than Taste, 19% more likely than Delicious and 15% more likely than AGT]

Each month *Good Food* reaches:
1.234mil international and **1.784mil domestic** travel audiences.

943k travel intenders with **89% intending to travel** in the next 12 months

491k people who want to **visit a winery** or vineyard for their **next holiday**.

[They are 48% more likely than gen pop, 26% more likely than Taste, 25% more likely than Delicious and 15% more likely than AGT to want to go on a winery/vineyard on their next holiday.]

Automotive

Each month *Good Food* **digital** audiences reach **69k people** who intend on **buying a car** in the next **12 months**.

Each month Good Food **print** audiences reach **222k people** who intend on **buying a car** in the next **12 months.**

The Good Food audience is:
82% more likely than gen pop and 49% more likely than Taste audiences to want a Wagon.

59% more likely than gen pop, 50% more likely than Taste audiences, 35% more likely than Delicious audiences to **want a Hatchback**.

29% more likely than Delicious audiences to be **fanatical about cars**.

13% more likely than Taste audiences, 25% more likely than Delicious audiences to say they like cars that are built for **speed and high performance**.

Health & Fitness

Each month *Good Food* Digital audiences reach 445k sports participators and 295k health conscious people.

Each month *Good Food* Print audiences reach almost **1.3 million** sports participators and 823k health conscious people.

87% of *Good Food* audiences say they are taking steps to stay healthy in the future.

Good Food audiences are **13% more likely** than gen pop to say they look for drinks with **healthy ingredients**.

Advertising Opportunities

Print Advertising
Branded Experience
Branded Content
Display Advertising

Digital Advertising
Digital Advertising
Branded Content
Story | Immersive | Beyond the Page
Rich Media
Competitions
Sponsored Sections

Good Food Guide Awards
Event Sponsorship
Activation opportunities

Rate Card | Print

Print

Masthead Good Food Brand	Full Page	1/2 Page	1/4 Page	1/8 Page (Postcard)	1/16 Page (Stacked Mini / Movie Ticket)
The Sydney Morning Herald Good Food	$30,585	$15,292	$7,646	$3,823	$3,823
The Age Epicure - Good Food	$23,828	$11,914	$5,957	$2,978	$1,489

Loadings

Front Page	Page 2 & 3	Outside Back Cover	GTD Position includes RHP, solus on spread, consecutive placements (in addition to < left loads)
50%	40%	30%	30%

Rates are inclusive of colour. No discounts will apply for mono.
Information correct at time of publishing.
For more information **adcentre.com.au**

Awards 2018

For the past 37 years the Good Food Guide Awards have provided an industry benchmark for top quality dining in Australia, and has become the most respected food bible in the industry.

Each review listed in the guides has been carefully considered and chosen by our team of food journalists and renowned editors.

The Guides are launched each year with an event attended by the cream of the restaurant industry including owners, chefs, food writers, celebrity chefs and commercial sponsors.

Advertising opportunities include:

- Major Award Sponsorship (including on-site activation opportunities*)
- Advertising within national good food guide
- Media alignment with Good Food Guide coverage

Good Food Month

Sydney, Melbourne, Brisbane, Canberra & Perth

Fairfax's Good Food brand is the go-to guide for eating and drinking out or at home. *Good Food Month* is the live embodiment of all this amazing food content. The month attended by over 1 million people nationally each year, features a series of bespoke happenings, one-off lunches and dinners, and the famous Night Noodle Markets – where our partners have the opportunity to create engaging activations.

A showcase for:

Top chefs (local and international)

Our best restaurants and food businesses

Our world-class food scene and lifestyle

Vibrant cultural and culinary diversity

Regional produce and artisan producers

June|Melbourne   **July|Brisbane**   **October|Sydney**

Contact

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