

THE  AGE

INDEPENDENT. ALWAYS.

2019



# Quality Journalism

Since its first publication on October 17, 1854, *The Age* has been serving its readers with intelligent, independent journalism. Every day, it reaches out to the Victorian community and beyond, educating, challenging and interacting with its readers. Our journalists are passionate about uncovering the truth of the matter: from political promises and business bargaining, to AFL scandals and even the best coffee in Melbourne. We believe inspiring stories are all around us, just waiting to be discovered.

For more than 160 years we've been committed to fearless and honest storytelling. Despite the constantly changing ways our readers can access our journalism, we continue our commitment to upholding quality in everything we do - this will never change.



**ALEX LAVELLE, EDITOR**  
*THE AGE*



**Independent.**  
**Always.**

# The Complete News Experience

*The Age* offers a complete cross-platform news experience enjoyed by millions of Australians each month. The newsprint edition is available 7 days a week, complemented by 24 hour digital news coverage, optimised to desktop, mobile and tablet.

Australia's #4 cross platform news brand (print + digital)

**3.6**  
million  
(Monthly)



*The Age* Newsprint  
Monday - Sunday



*The Age* Online  
24-7 Monday - Sunday  
[theage.com.au](http://theage.com.au)



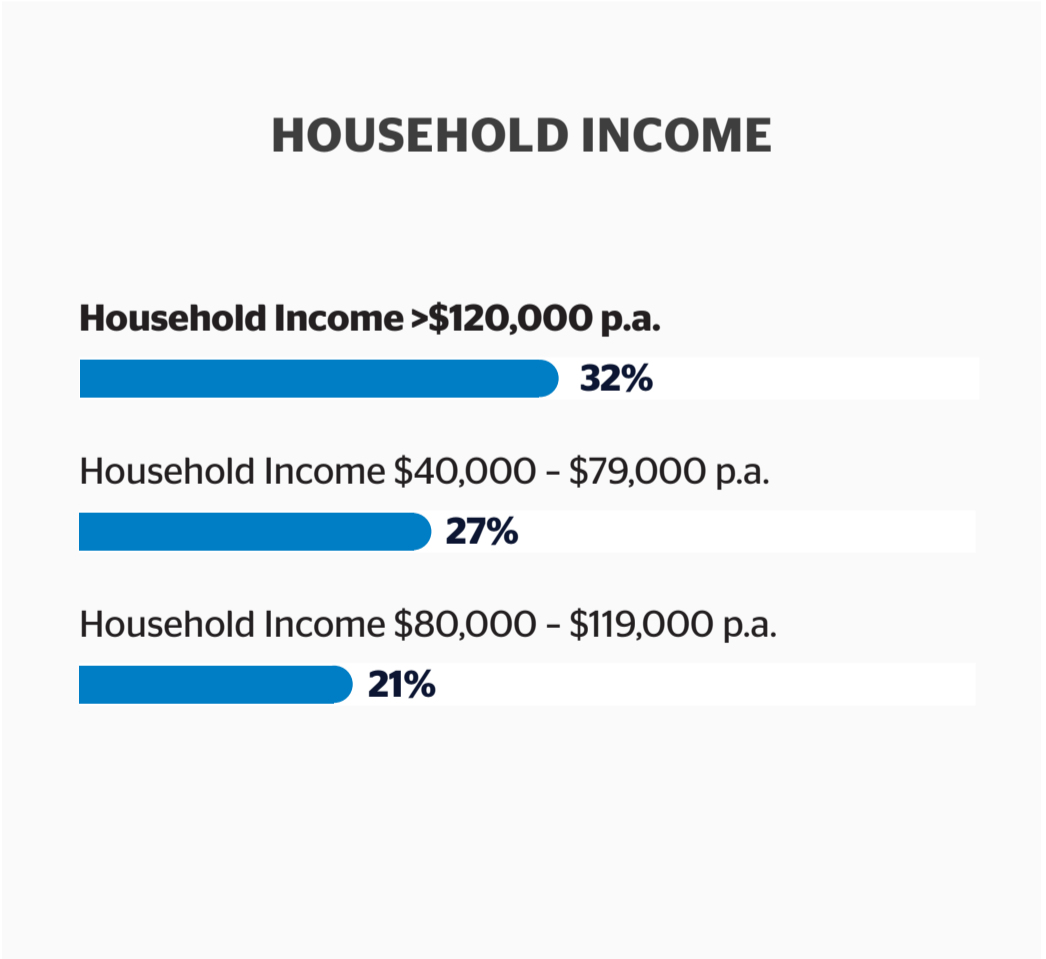
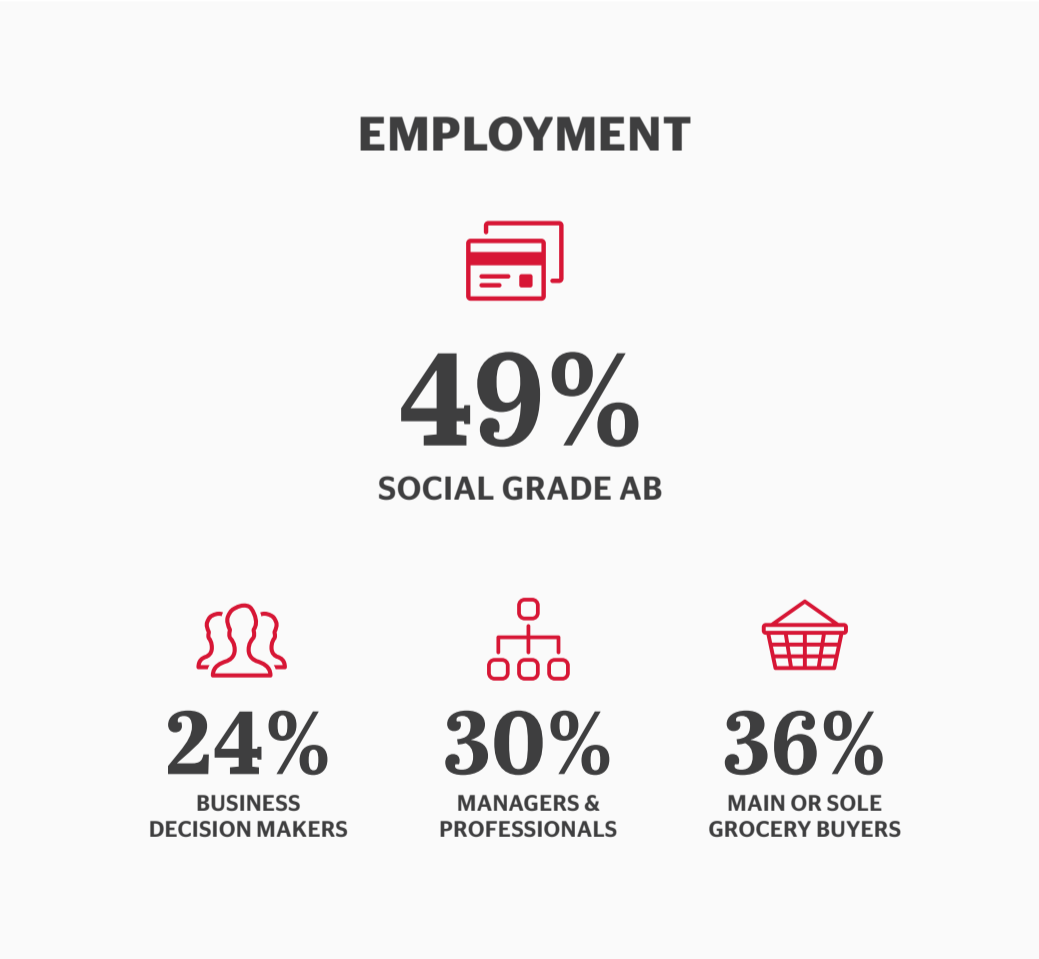
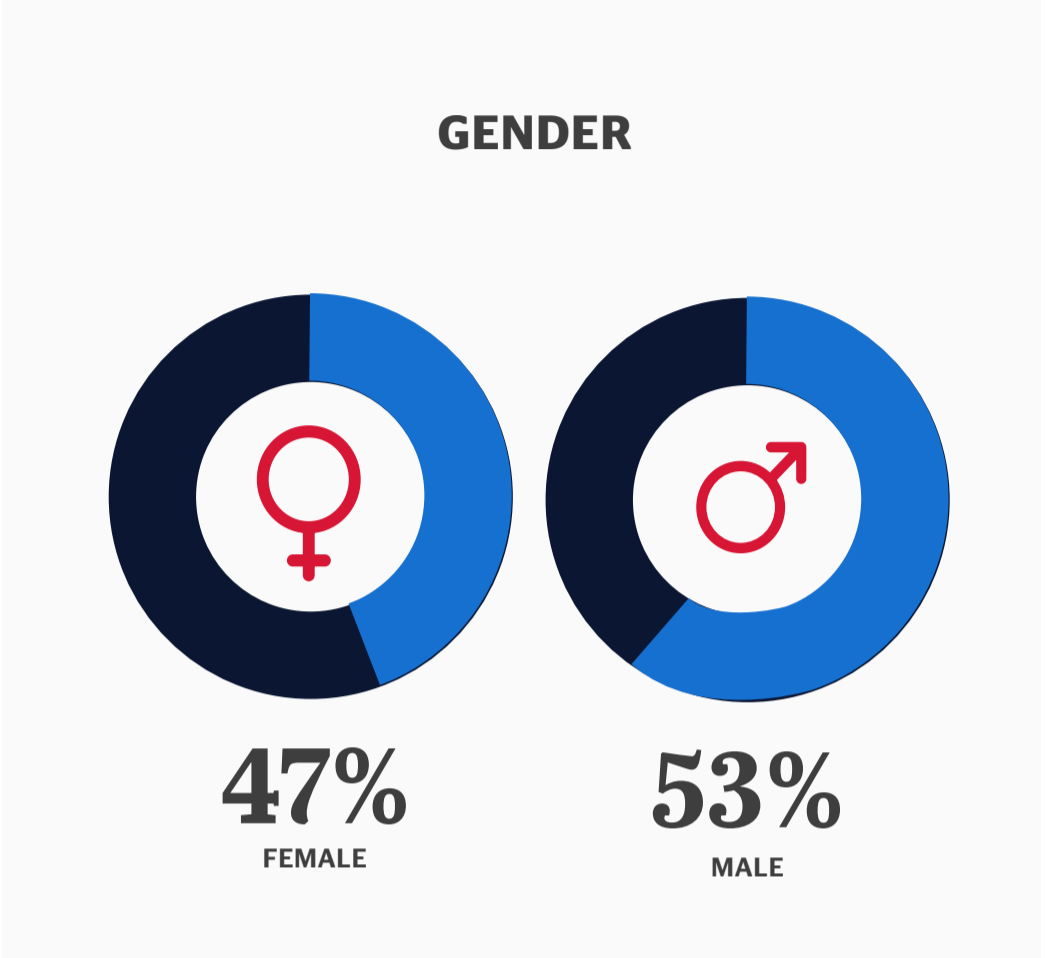
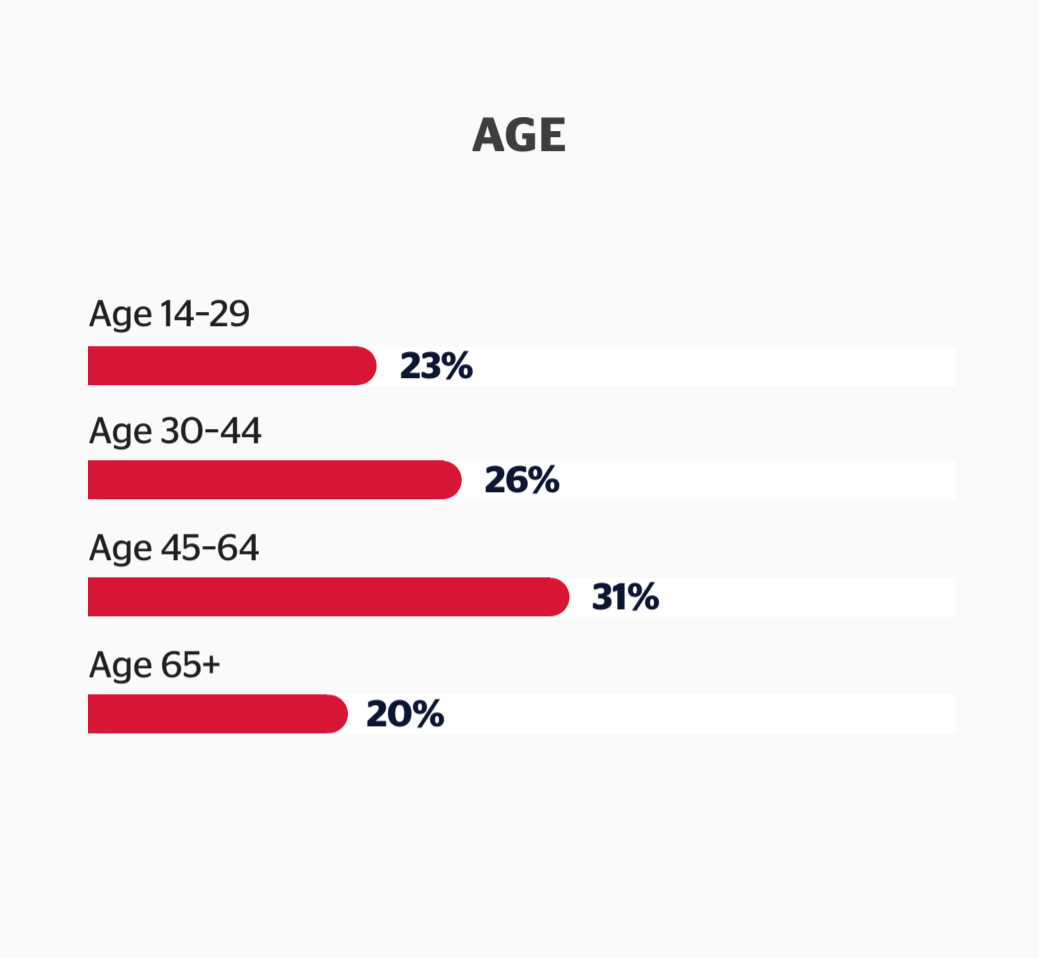
**THE AGE**  
INDEPENDENT. ALWAYS.





The Age reaches  
**3.6 million**  
people across desktop, mobile,  
tablet and print each month.

# The Age's Premium Audience



Source: EMMA conducted by Ipsos MediaCT; People 14+ for the 12 months ending November 2018.



# News

## NEWS AND OPINIONS

News is at the heart of what we do everyday, from breaking news to the latest local, national and world news featuring expert opinion and insights.

Written by our team of award-winning journalists, our factual reporting has a well-deserved reputation for independence and integrity.



*...fearless  
journalism ...  
quality analysis  
and opinion*

## News



### General News

Devoted to local and national news. Expect a barrage of exclusive stories that explain what happens in your city and country – and why.

*The Age* provides greater depth, analysis and clarity around the biggest stories and events.

## World



### World

Showcases the best of our experienced team of correspondents and their commitment to covering your world through Australian eyes.

## Awards

### NEWS MEDIA AWARDS 2018

News story of the year – China's Operation Australia, Nick McKenzie & Richard Baker.

### PANPA 2017

Best Specialty App/ Microsite – China's Operation Australia

### PANPA 2016

Best Specialty app/microsite – The Big Sleep

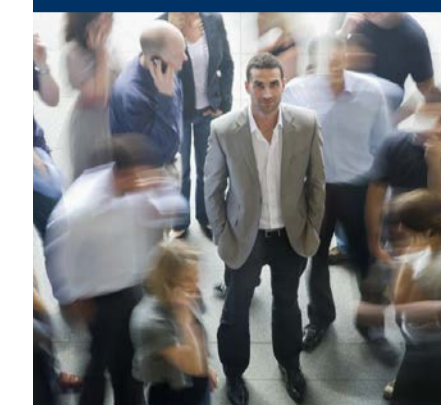
### PANPA 2015

Best App/Mobile Site of the Year

### PANPA 2013

Newspaper of the Year

## Comment



### Comment

A forum for voicing your opinion or hearing people voice theirs. Comment includes Editorial, Opinions, Letters to the Editor and other topical information.

### The Age Readers' Poll

Topical questions are put to Victorians everyday.

## Insight



### Insight

Every Saturday, Insight provides a deeper analysis of local and international events.

With longer feature articles enabling stories to be explored in more detail, Insight adds substance to recent news and events. Also featured are the popular Opinion pages with articles by regular and popular columnists.



# Business

## BUSINESS AND FINANCE

Our highly respected business pages cover local, national and international news and commentary on business, markets, the economy and public policy. We offer a network of Australia's most trusted business and personal finance brands, focused on delivering quality news and up-to-the-minute information across all platforms.



## Technology



### Technology

Technology has become an integral part of our lives, breaking down global borders and disrupting traditional markets.

We cover the biggest news in technology and its impact on how we consume, purchase and interact around the globe.



## Inspiration

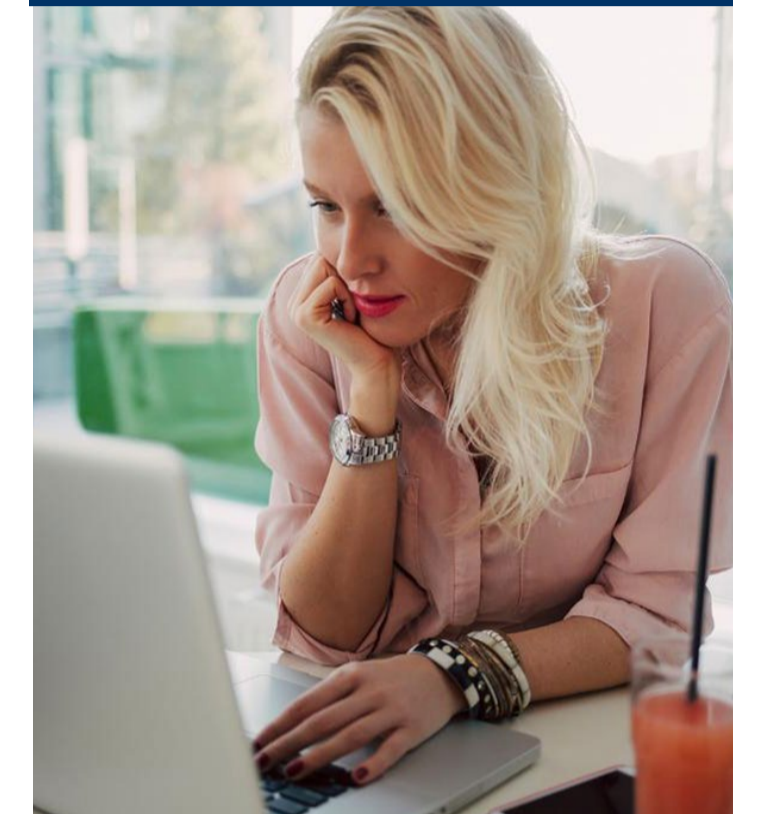


### Small Business

Targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures. The section showcases stories from small business owners on the highs and lows of running a business, plus advice from some of Australia's most successful entrepreneurs.



## Money



### Money

Money is the place for authoritative advice on your financial health and wellbeing.

Money delivers news and analysis of the latest trends in superannuation, investment, funds management, tax and insurance. Whether it be retirement planning, running a self-managed super fund, or buying a home.



# Sport

## SPORTS COMMENTARY AND ANALYSIS

In general, Australians love their sport and readers of *The Age* are no different. Our Sport section appears every day of the week in print and across our digital platforms. *The Age* Sport section delivers the most insightful coverage of the latest triumphs, tragedies, twists and turns from the world of sport.



### Sport



#### Sport

Our print and online sections continue the tradition of great sports writing and breaking news. From Caroline Wilson to Jake Niall, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.



S M T W T F S

### AFL



#### Australian Rules

Our coverage is chock-block full of AFL news, expert commentary and leading analysis. The site features ladders, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.



### Cricket



#### Cricket

With flair and insight, leading journalists and analysts take you to the heart of one of our nation's best-loved games. Both at home and abroad we deliver comprehensive coverage of all Test matches and tours, highlighted with the Ashes and World Cups.



### NRL



#### Rugby League

Get the smartest view on the NRL, featuring the latest news and authoritative views from *The Age's* quality editorial team; previews and reviews of each week's round; live scores, fixture and ladder info; news from your club; blogs, polls and fan photos.



### Union

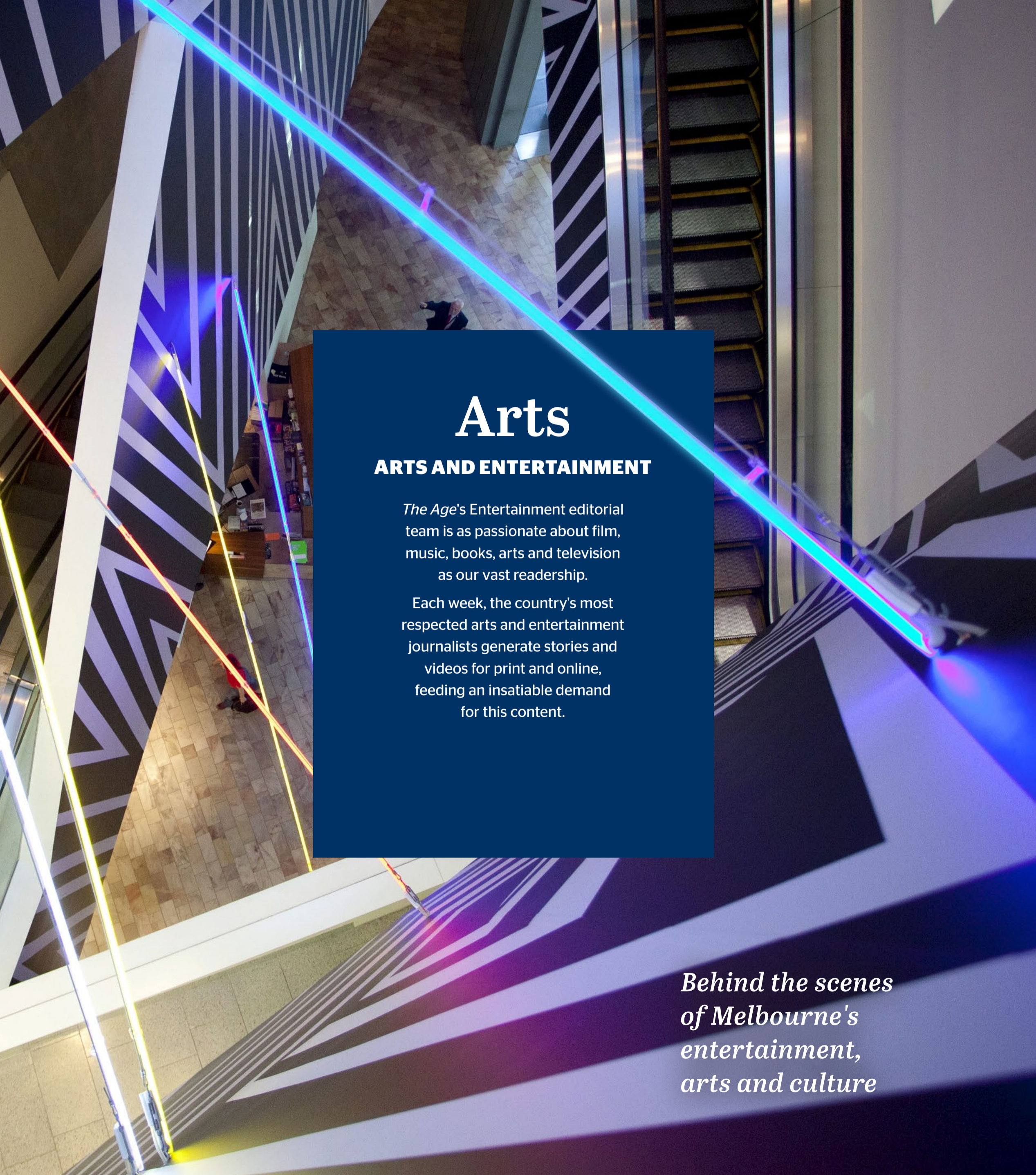


#### Rugby Union

Put advertisers in front of one of the most loyal and affluent audiences in online sport - the rugby fan. Our rugby coverage is dedicated to 'true believers' of the game throughout the world, providing the most in-depth and comprehensive rugby experience available.

Track the rugby action all year round, with current news, expert commentary and leading analysis.





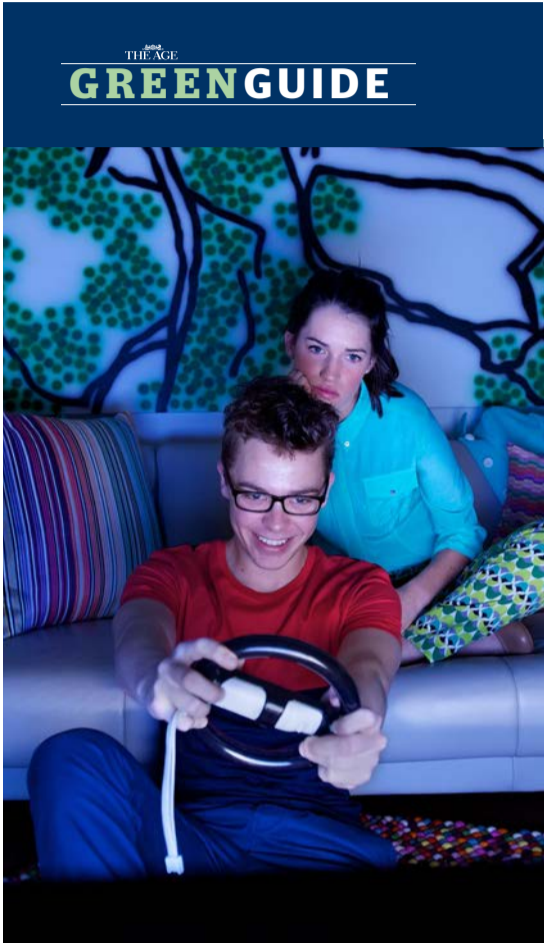
# Arts

## ARTS AND ENTERTAINMENT

*The Age's* Entertainment editorial team is as passionate about film, music, books, arts and television as our vast readership.

Each week, the country's most respected arts and entertainment journalists generate stories and videos for print and online, feeding an insatiable demand for this content.

*Behind the scenes of Melbourne's entertainment, arts and culture*



### Television

Unique in that it boosts circulation and readership of *The Age* every Thursday. First published in 1949 as *The Age Radio Guide* and then expanding into *The Age Radio and Television Guide* in 1956, Green Guide remains a favourite with *Age* readers who hold it in high regard for commentary, analysis and review of current and forthcoming television programs, as well as the reviews of streaming services, CDs, DVDs, computer games and software.



### Entertainment

It's Friday and the weekend starts here, with a weekly guide to the best entertainment in your city. EG covers the pick of movies, music and theatre with reviews, interviews and extensive lists, from the latest film releases, to the best gigs and stage shows. EG is aimed at a broad audience of entertainment lovers, and also contains a planner to the weekend and beyond.



### Melbourne scene

The focus of *The Sunday Age's* lift-out M is people: what they wear, where they go and what they do. M covers fashion, food, health, the home, gardening, and entertainment, particularly within the Melbourne scene. M also includes a 7 day TV guide which ensures retention over the week and greater exposure.



### Spectrum

Spectrum captures the cultural life of Melbourne with a thought-provoking and entertaining mix of stories and reviews on film, music, books, performing and visual arts, television, food, gardening and design. Our team of respected writers brings readers the city's most comprehensive guide to the people, events and issues in the arts.





# Lifestyle

## FOOD AND TRAVEL

Be inspired by our sections, whether it's the best food in town or the perfect travel destinations. Our audiences are passionate and discerning, looking to feed their minds and bodies.



## TRAVELLER



### Discerning travellers

Traveller inspires, entices and informs. With a line-up of Australia's most experienced travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice.

Traveller on Saturday together with our website Traveller.com.au, offer our readers 'the' destination for travel inspiration at home or on-the-go.



## @goodfood



### Australia's home of the hats

Good Food is one of the most loved sections and dominates food journalism in Australia. Influential, credible and with a huge loyal following, Good Food has been a must-read for passionate food-lovers for almost three decades. With our iconic reviews, recipes, food news, trends and personalities, Good Food is ideal for anyone who loves eating in, eating out and everything in between.



## Lifestyle



### Lifestyle

Lifestyle offers smart, engaging content about the issues that matter most in the lives of our audiences. From relationships to parenting, health and wellness to trend stories about fashion and beauty. It also includes opinion pieces from a community of high-profile female contributors under the Daily Life banner.





# Magazines

## INSERTED MAGAZINES

Our news inserted magazines stand proud with its tradition of credible award-winning journalism.

Our magazines, with their strong editorial philosophy of quality, trust and integrity offer unparalleled access to the homes and hearts of the most significant segment of our society.



## Good Weekend

Australia's premier newspaper-inserted magazine, Good Weekend continues to set the benchmark for excellence in Australian journalism. A confident leader in the inserted magazine market, Good Weekend offers a rare balance found in no other magazine; an even male/female readership and a mass reaching vehicle with premium appeal. Delivering a dedicated, loyal and reliable reader base, Good Weekend is regularly invited into the sanctuary of the weekend, offering advertisers a unique opportunity to play a part in our readers' weekend routine.



## Sunday Life

*The Age's* must-read weekly magazine, Sunday Life, is bold, vibrant, and stylish. Its goal is to inspire. Inspire your body, inspire your mind. With this in mind, we have created beautiful, lively and inspirational pages in food, home, fashion, travel and health and wellbeing. Every week we showcase great style, give practical advice, interview the famous and fascinating and offer brilliant ideas for your next meal, trip, purchase, outfit or outing.



## Executive Style

Executive Style is Australia's Magazine for sophisticated male professionals who enjoy the finer things in life. Whether it's a prestige car, a beautiful timepiece or a fine whisky, we know it's the things you want - not the ones you need - that generate the biggest buzz. It's also about living the life you want, from fine dining to a luxury property purchase and how you keep yourself in top shape - mentally and physically - every day of your challenging but rewarding life. Executive Style is inserted in *The Age* and the *Herald* quarterly.



# Marketplaces

## PROPERTY, EMPLOYMENT AND AUTOMOTIVE

*The Age's award winning marketplaces connect audiences with authoritative and aspirational news and information across automotive, property, and employment.*

### Domain



#### Property

Domain comprehensively covers the real estate market across both metropolitan and regional areas, featuring up-to-date property information and extensive and visually engaging listings of properties for sale.

Whether it's making the biggest purchase of their lives, buying an investment property, or relocating to a new city, with Domain, advertisers can connect with consumers at these pivotal moments.



### Employment



#### Employment

The Employment Network is a suite of products designed to connect employers with active and passive job seekers through integrated recruitment campaigns across our owned and partner brands.

It's multi-channel and cross platform, giving advertisers the ability to reach candidates anywhere, anytime and on any device.



### Drive



#### Automotive

Drive provides the latest automotive news through one of Australia's most experienced and respected editorial teams.

Our writers are passionate and authoritative, offering trusted advice and reviews in; finance, insurance, and maintenance.

Through its multi-media platform, Drive delivers a high quality, affluent audience for advertisers.



# Print Advertising

The Age offers bespoke advertising solutions which leverage the power of print to engage readers as they lean into the best news content.

## COMMERCIAL CONTENT TO BESPOKE PRINT EXECUTIONS



MINI MAGAZINE



NEWSPAPER WRAP

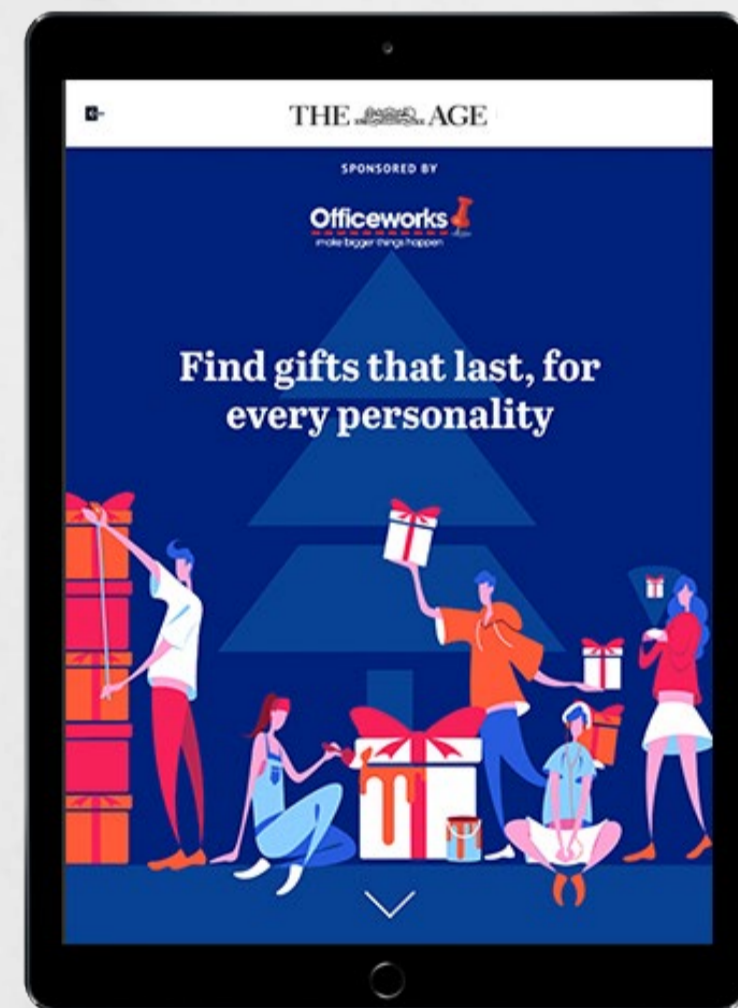


INTEGRATED COVER

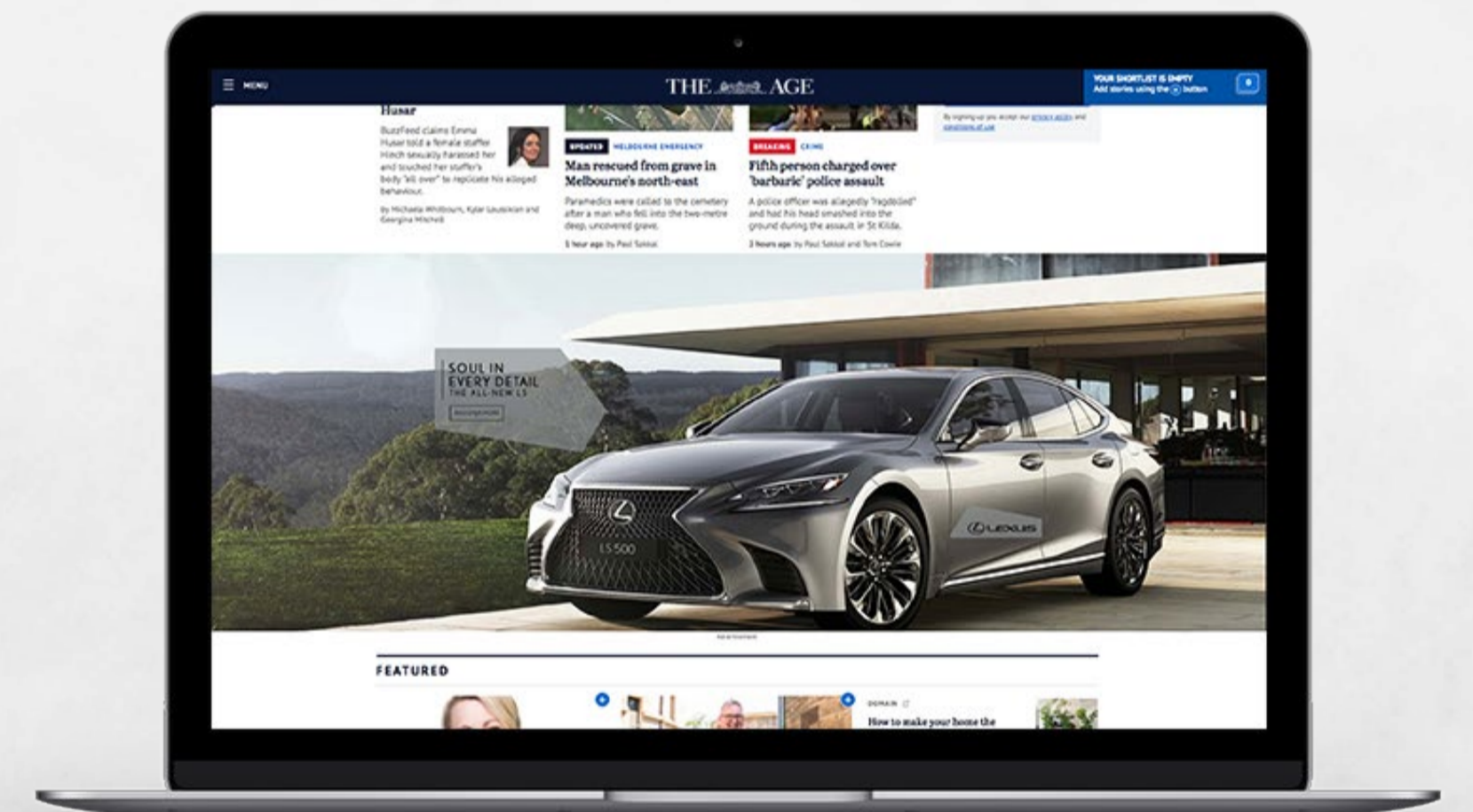
# Digital Advertising

*The Age* offers immersive digital advertising solutions which hero engagement beyond clicks. From dynamic rich media ad units to commercial content developed in partnership with Powered Studios, we can take your brand deeper into the content, to engage a high value readership.

## COMMERCIAL CONTENT TO BESPOKE DIGITAL EXECUTIONS



COMMERCIAL CONTENT  
Immersive content experiences with dynamic multimedia features.



UNIVERSAL RICH MEDIA  
Immersive ad formats which drive reader engagement and high dwell time.

# Metro Publishing Audience Personas



Reach our engaged digital readers across the Metro Publishing Network with bespoke audience personas.

**METRO PUBLISHING NETWORK**

THE  AGE

The Sydney Morning Herald

brisbane times

WAtoday



## Grocery Buyers

**1.61M readers**

Whether it's the scheduled weekly shop, weekly grocery delivery or a quick run down to the shop, this group have grocery shopping down to an art. They have their favourite brands, but researching and reading reviews of new or alternative brands isn't out of the question either.



## Informed Professionals

**382K readers**

At a stage in life where they are more concerned with job passion than how much they earn; these professionals want to work for a company that is going to have a positive impact on society.

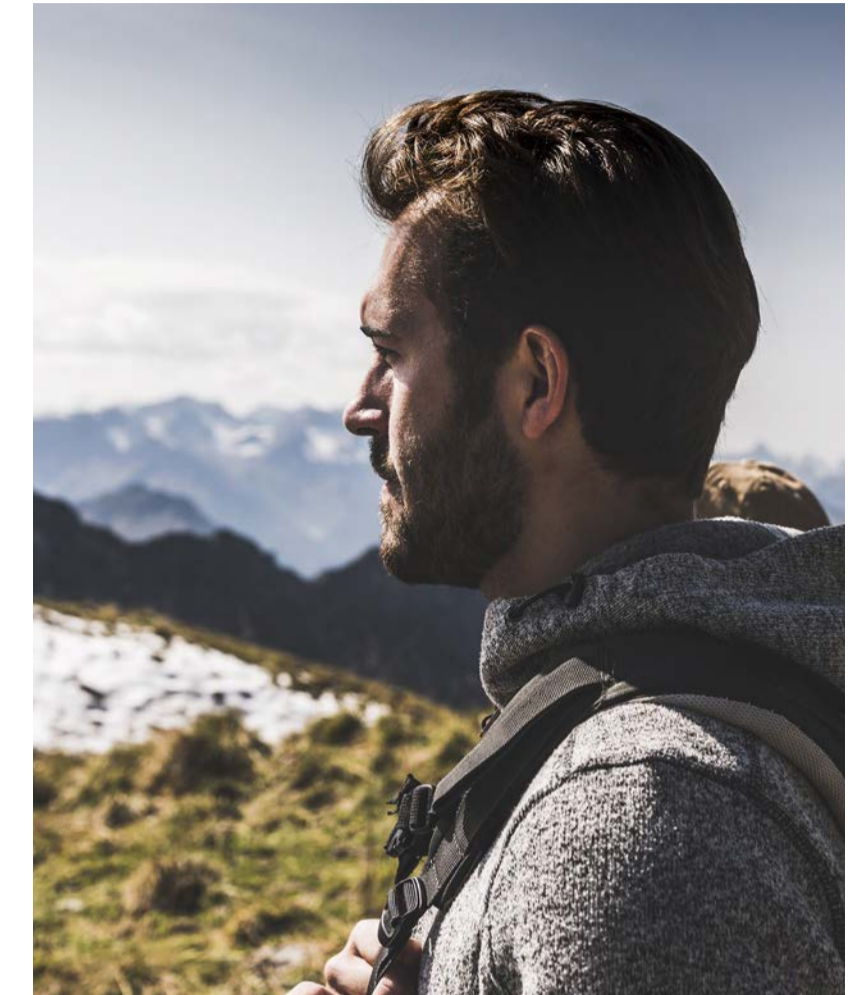
These clued-up individuals stay up to date with what's important. They are reading fashion articles and product reviews; they find the best trends from both international and up and coming brands as well as making sure they don't compromise on quality.



## Property Upgraders and Downsizees

**618K readers**

Life has changed significantly since they purchased their last property, and it no longer suits their needs. It's time to look for a new place home. Considering themselves seasoned property buyers, this group uses all the tools at their fingertips to search, finance and secure the next place they will call home.



## Travel Intenders

**651K readers**

Last year it was seeing friends in London, then skiing in the Val d'Isère. This year it'll be the temples of Kyoto. Next year's a toss up between New York and Norway, tacked onto the back of a work trip. It's just a week extra, right?

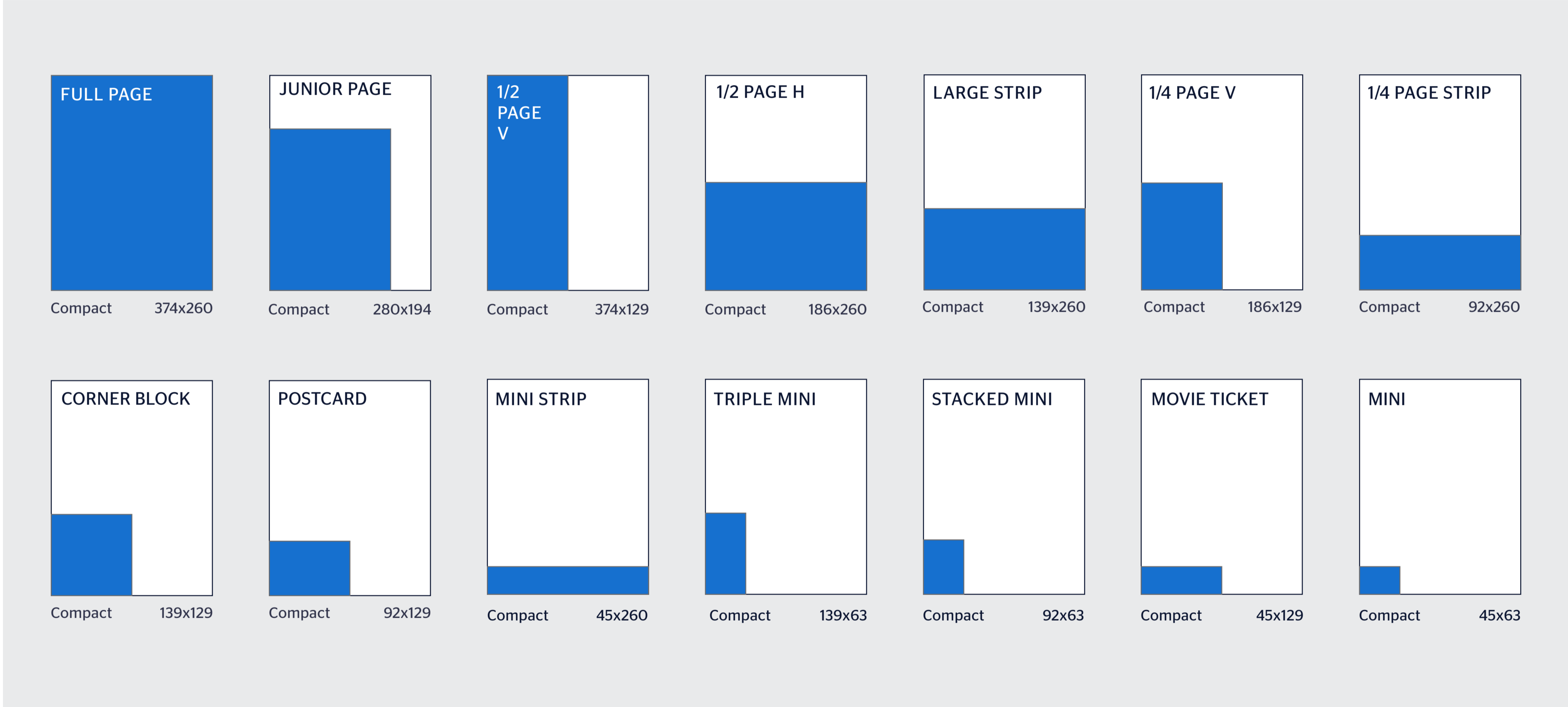
For this audience, the world has no shortage of mind blowing destinations and they're planning to visit as many of them as possible.

Source: Google Ad Manager - March 1 - March 28 2019.



# Advertising Dimensions

The Age



### Digital Solutions

The Age digital platforms offer a variety of digital solutions across online, mobile and tablet to cater to your requirements.

### Strategic Features

Strategic Features are unique publications created around topics of interest driven by audience, editorial and consumer needs. We offer our clients the opportunity to connect with our news audience across print, online and tablet.

### Direct Marketing

Our Direct Marketing service specialises in the delivery of direct response driven media solutions comprising of newspaper inserts/catalogues, bespoke printing, adhesive note advertising as well as a vast array of creative executions and paper stocks.

**All dimensions shown in mm's (height x width)**

Contact your Media Sales Representative for further details [adcentre.com.au](http://adcentre.com.au)



# Advertising Rates - Print

The Age

## Annual Spend Level Discounts

| ANNUAL SPEND LEVELS<br>(Excl. Gst) | Casual | \$60,000 | \$120,000 | \$240,000 | \$460,000 | \$840,000 | - |
|------------------------------------|--------|----------|-----------|-----------|-----------|-----------|---|
| Discount                           |        | -3%      | -5%       | -7%       | -9%       | -12%      | - |

## Advertising Rates - The Age

Positional loadings still apply.

| SHAPE          | NEWS               |                    |                    | Sections*          |                    |                    |
|----------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                | M-F                | SAT                | SUN                | M-F                | SAT                | SUN                |
| Full Page      | \$54,400.00        | \$81,184.00        | \$59,104.00        | \$23,827.84        | \$35,741.44        | \$25,738.56        |
| Incl. GST      | <b>\$59,840.00</b> | <b>\$89,302.40</b> | <b>\$65,014.40</b> | <b>\$26,210.62</b> | <b>\$39,315.58</b> | <b>\$28,312.42</b> |
| Junior Page    | \$30,600.00        | \$45,666.00        | \$33,246.00        | \$13,403.16        | \$20,104.56        | \$14,477.94        |
| Incl. GST      | <b>\$33,660.00</b> | <b>\$50,232.60</b> | <b>\$28,578.24</b> | <b>\$14,743.48</b> | <b>\$22,115.02</b> | <b>\$15,925.73</b> |
| 1/2 page V     | \$27,200.00        | \$40,592.00        | \$29,552.00        | \$11,913.92        | \$17,870.72        | \$12,869.28        |
| Incl. GST      | <b>\$29,920.00</b> | <b>\$44,651.20</b> | <b>\$32,507.20</b> | <b>\$13,105.31</b> | <b>\$19,657.79</b> | <b>\$14,156.21</b> |
| 1/2 page H     | \$27,200.00        | \$40,592.00        | \$29,552.00        | \$11,913.92        | \$17,870.72        | \$12,869.28        |
| Incl. GST      | <b>\$29,920.00</b> | <b>\$44,651.20</b> | <b>\$32,507.20</b> | <b>\$13,105.31</b> | <b>\$19,657.79</b> | <b>\$14,156.21</b> |
| Large strip    | \$20,400.00        | \$30,444.00        | \$22,164.00        | \$8,935.44         | \$13,403.04        | \$9,651.96         |
| Incl. GST      | <b>\$22,440.00</b> | <b>\$33,488.40</b> | <b>\$24,380.40</b> | <b>\$9,828.98</b>  | <b>\$14,743.34</b> | <b>\$10,617.16</b> |
| 1/4 page V     | \$13,600.00        | \$20,296.00        | \$14,776.00        | \$5,956.96         | \$8,935.36         | \$6,434.64         |
| Incl. GST      | <b>\$14,960.00</b> | <b>\$22,325.60</b> | <b>\$16,253.60</b> | <b>\$6,552.66</b>  | <b>\$9,828.90</b>  | <b>\$7,078.10</b>  |
| 1/4 page strip | \$13,600.00        | \$20,296.00        | \$14,776.00        | \$5,956.96         | \$8,935.36         | \$6,434.64         |
| Incl. GST      | <b>\$14,960.00</b> | <b>\$22,325.60</b> | <b>\$16,253.60</b> | <b>\$6,552.66</b>  | <b>\$9,828.90</b>  | <b>\$7,078.10</b>  |
| Corner Block   | \$10,200.00        | \$15,222.00        | \$11,082.00        | \$4,467.72         | \$6,701.52         | \$4,825.98         |
| Incl. GST      | <b>\$11,220.00</b> | <b>\$16,744.20</b> | <b>\$12,190.20</b> | <b>\$4,914.49</b>  | <b>\$7,371.67</b>  | <b>\$5,308.58</b>  |
| Postcard       | \$6,800.00         | \$10,148.00        | \$7,388.00         | \$2,978.48         | \$4,467.68         | \$3,217.32         |
| Incl. GST      | <b>\$7,480.00</b>  | <b>\$11,162.80</b> | <b>\$8,126.80</b>  | <b>\$3,276.33</b>  | <b>\$4,914.45</b>  | <b>\$3,539.05</b>  |
| Mini strip     | \$6,800.00         | \$10,148.00        | \$7,388.00         | \$2,978.48         | \$4,467.68         | \$3,217.32         |
| Incl. GST      | <b>\$7,480.00</b>  | <b>\$11,162.80</b> | <b>\$8,126.80</b>  | <b>\$3,276.33</b>  | <b>\$4,914.45</b>  | <b>\$3,539.05</b>  |
| Triple Mini    | \$5,100.00         | \$7,611.00         | \$5,541.00         | \$2,233.86         | \$3,350.76         | \$2,412.99         |
| Incl. GST      | <b>\$5,610.00</b>  | <b>\$8,372.10</b>  | <b>\$6,095.10</b>  | <b>\$2,457.25</b>  | <b>\$3,685.84</b>  | <b>\$2,654.29</b>  |
| Stacked Mini   | \$3,400.00         | \$5,074.00         | \$3,694.00         | \$1,489.24         | \$2,233.84         | \$1,608.66         |
| Incl. GST      | <b>\$3,740.00</b>  | <b>\$5,581.40</b>  | <b>\$4,063.40</b>  | <b>\$1,638.16</b>  | <b>\$2,457.22</b>  | <b>\$1,769.53</b>  |
| Movie Ticket   | \$3,400.00         | \$5,074.00         | \$3,694.00         | \$1,489.24         | \$2,233.84         | \$1,608.66         |
| Incl. GST      | <b>\$3,740.00</b>  | <b>\$5,581.40</b>  | <b>\$4,063.40</b>  | <b>\$1,638.16</b>  | <b>\$2,457.22</b>  | <b>\$1,769.53</b>  |
| Mini           | \$1,700.00         | \$2,537.00         | \$1,847.00         | \$744.62           | \$1,116.92         | \$804.33           |
| Incl. GST      | <b>\$1,870.00</b>  | <b>\$2,790.70</b>  | <b>\$2,031.70</b>  | <b>\$819.08</b>    | <b>\$1,228.61</b>  | <b>\$884.76</b>    |

Rates are inclusive of colour. No discounts will apply for mono.

These rates are applicable to the following; Business (M-S), Sport (M-S), Good Food Epicure, Money, Spectrum, Traveller\*, EG\* and Green Guide. News includes World and Insights.

\*Excludes Classifieds rates in Entertainment, Traveller, Drive, Domain, MyCareer.

Excludes rates for Saturday Recruitment Display.

Information correct at time of publishing.

Please visit [adcentre.com.au](http://adcentre.com.au) for more information.





# Loadings and Deadlines

The Age

## DEADLINES - NEWSPAPERS

| Day                            | Section                        | Display  |          | Classifieds |                 |                  |
|--------------------------------|--------------------------------|----------|----------|-------------|-----------------|------------------|
|                                |                                | Booking  | Material | Lineage     | Display Booking | Display Material |
| Mon                            | News/Bus/Sport                 | 2pm Thu  | 12pm Fri | —           | —               | —                |
|                                | Amusements/Screen/Live/Gigs    | 2pm Thu  | 3pm Fri  | 3pm Fri     | —               | —                |
|                                | Employment/General Classifieds | —        | —        | 5pm Sun     | 12pm Fri        | 3pm Fri          |
|                                | Tributes/Personal Notices      | —        | —        | 5pm Sun     | 12pm Fri        | 3pm Fri          |
| Tues                           | News/Bus/Sport                 | 2pm Fri  | 12pm Mon | —           | —               | —                |
|                                | Good Food Epicure              | 12pm Tue | 12pm Fri | —           | —               | —                |
|                                | Amusements/Screen/Live/Gigs    | 2pm Fri  | 3pm Mon  | 3pm Mon     | —               | —                |
|                                | Employment/General Classifieds | —        | —        | 5pm Mon     | 12pm Mon        | 3pm Mon          |
| Wed                            | News/Bus/Sport                 | 2pm Mon  | 12pm Tue | —           | —               | —                |
|                                | Money                          | 12pm Thu | 12pm Mon | —           | —               | —                |
|                                | Amusements/Screen/Live/Gigs    | 2pm Mon  | 3pm Tue  | 3pm Tue     | —               | —                |
|                                | Employment/General Classifieds | —        | —        | 5pm Tue     | 12pm Tue        | 3pm Tue          |
| Thur                           | News/Bus/Sport                 | 2pm Tue  | 12pm Wed | —           | —               | —                |
|                                | Green Guide                    | 12pm Thu | 12pm Tue | —           | —               | —                |
|                                | Amusements/Screen/Live/Gigs    | 2pm Tue  | 3pm Wed  | 3pm Wed     | —               | —                |
|                                | Employment/General Classifieds | —        | —        | 5pm Wed     | 12pm Wed        | 3pm Wed          |
| Fri                            | News/Bus/Sport                 | 2pm Wed  | 12pm Thu | —           | —               | —                |
|                                | EG                             | 12pm Mon | 12pm Wed | 5pm Wed     | 12pm Wed        | 3pm Wed          |
|                                | Amusements/Screen/Live/Gigs    | 12pm Wed | 3pm Wed  | 5pm Wed     | —               | —                |
|                                | Employment/General Classifieds | —        | —        | 5pm Thu     | 12pm Thu        | 3pm Thu          |
| Sat                            | Tributes/Personal Notices      | —        | —        | 5pm Thu     | 12pm Thu        | 3pm Thu          |
|                                | News/Sport                     | 2pm Wed  | 12pm Fri | —           | —               | —                |
|                                | Business                       | 2pm Wed  | 12pm Thu | —           | —               | —                |
|                                | Spectrum                       | 12pm Mon | 12pm Wed | —           | —               | —                |
|                                | Amusements/Screen/Live/Gigs    | 12pm Wed | 3pm Wed  | 5pm Wed     | —               | —                |
|                                | Traveller                      | 12pm Mon | 12pm Thu | 5pm Thu     | 12pm Thu        | 3pm Thu          |
|                                | Drive                          | 12pm Mon | 3pm Wed  | 5pm Wed     | 12pm Wed        | 3pm Wed          |
| Employment/General Classifieds | —                              | —        | 5pm Thu  | 2pm Thu     | 3pm Thu         |                  |
| Sun                            | Tributes/Personal Notices      | —        | —        | 5pm Fri     | 12pm Thu        | 3pm Thu          |
|                                | News/Sport                     | 2pm Wed  | 12pm Fri | —           | —               | —                |
|                                | Traveller                      | 12pm Mon | 12pm Thu | —           | —               | —                |
|                                | M Mag                          | 12pm Mon | 12pm Thu | 5pm Wed     | 5pm Wed         | 3pm Thu          |
| Sun                            | Amusements/Screen/Live/Gigs    | 12pm Thu | 3pm Thu  | 5pm Thu     | —               | —                |
|                                | Money / Domain                 | 12pm Wed | 12pm Fri | —           | —               | —                |

## DEADLINES - MAGAZINES

| DAY      | MAGAZINES                                   | BOOKING                               | MATERIAL                               |
|----------|---|---------------------------------------|--|
| Friday   | <b>Executive Style:</b> Published quarterly | 5pm Wed: 35 days prior to publication | 12pm Wed: 16 days prior to publication |
| Saturday | <b>Good Weekend:</b> Published weekly       | 5pm Fri: 22 days prior to publication | 12pm Wed: 10 days prior to publication |
| Sunday   | <b>Sunday Life:</b> Published weekly        | 5pm Mon: 20 days prior to publication | 12pm Thu: 10 days prior to publication |

## LOADINGS

### Preferred Position Loadings - NEWS<sup>#</sup>

| POSITION  | MON-FRI | SAT  | SUN  |
|---|---------|------|------|
| Front page  | 100%    | 100% | 100% |
| Page 2  | 50%     | 50%  | 50%  |
| Page 3  | 50%     | -    | 50%  |
| First Full page colour  | 50%     | 50%  | 50%  |
| Prior page 13   | 40%     | -    | 40%  |
| Prior page 19   | 30%     | 40%  | 30%  |
| Prior page 25   | -       | 30%  | 20%  |
| Outside Back Cover  | 50%     | 50%  | 50%  |
| GTD Position includes RHP, solus on spread, consecutive placements (in addition to above loads) | 30%     | 40%  | 30%  |

### Sections<sup>#</sup>

| POSITION  | MON-FRI | SAT | SUN |
|---|---------|-----|-----|
| Front Page ^  | 50%     | 50% | 50% |
| Page 2 & 3  | 40%     | 40% | 40% |
| Outside Back Cover  | 30%     | 30% | 30% |
| GTD Position includes RHP, solus on spread, consecutive placements (in addition to above loads) | 30%     | 30% | 30% |

Includes Sport, Business, Money, Good Food Epicure, Green Guide, Spectrum, EG (unless otherwise stated).

^ When Sport commences from the back, front page load applies

Bookings for Prime/Guaranteed positions cannot be canceled.

#Subject to availability.

Information correct at time of publishing.

Please visit [adcentre.com.au](http://adcentre.com.au) for more information.

## CANCELLATION DEADLINES

Cancellation deadline is in line with relevant section booking deadline.



# Booking and Material Procedure – Print



## Booking Procedure

Verbal bookings must be confirmed in writing. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the sales representative and follow through with amended confirmation. Confirmations and verbal bookings must tally. Where there is discrepancy between verbal bookings and confirmation, the Company will not be liable unless confirmation is received 3 working days prior to booking deadline.

## Cancellation Procedure

Cancellations must be made verbally and confirmed in writing prior to the cancellation deadline. Please note the cancellation number quoted by the sales representative and their name. All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

## Material on Hand

Please note *The Age* will retain advertisements for a period of 3 months. Repeats outside this time span cannot be guaranteed.

## Terms and Conditions

All advertising services are governed by the Media Terms and Conditions of Advertising. We reserve the right to modify this ratecard or its Terms and Conditions at any time without prior notice.

100% space charge will apply when material fails to arrive in time for publication. No responsibility will be accepted for material arriving outside designated deadlines.

## Advertising Material and Specifications

Please note that we will only accept material via electronic transmission. *The Age* operates new advertising quality assurance measures for *The Age*. All digital ads need to undergo quality assurance testing prior to being accepted for publication. To facilitate this, the following are certified methods for quality assurance testing and ad delivery (fees and charges apply):

### Adstream

(+61) 02 9467 7500  
adstream.com.au

### Adsend Australia

(+61) 02 8689 9000  
adsend.com.au

### Digital Ads International

SENDlite  
(+61) 02 9818 1965  
sendlite.com.au

### Ad Designs

(+61) 02 8777 6956  
addesigns@nine.com.au

# Booking and Material Procedure – Digital



## Creative delivery lead times

Ad products are classified into a three tier system to determine their delivery deadlines and governing business rules. Delivery deadlines are:

| TIER | DELIVERY DEADLINE PRIOR TO LIVE DATE | PRODUCT TYPES  |
|------|--------------------------------------|--|
| 1    | 3 business days prior to live date   | For standard banner and text / HTML (non-rich media) ad creative.  |
| 2    | 5 business days prior to live date   | For standard rich media creative (e.g. Rich Media without custom functionality).   |
| 3    | 10+ business days prior to live date | For any non standard / custom executions:<br>Lead time may vary depending on the nature and complexity of the execution.<br>Minimum lead time is 10 business days. |

## Third Party Ad Tag Types

Ads across the network may be served through either iframe or JavaScript ad-tags.

All approved third party vendors support both methods; however a member of the Ad Operations team will inform you if a specific execution requires a particular tag type/delivery method. Third party redirect tags must be live when submitted.

Supported desktop web browsers

- . Chrome (latest official release)
- . Mozilla Firefox (latest official release)
- . Microsoft Internet Explorer V11 (Windows OS only)
- . Safari 4+ (Apple OS only)



# THE AGE

INDEPENDENT. ALWAYS.

**NSW**  
264 George St  
Sydney  
NSW 2000  
02 9906 9999

**VIC**  
Lvl 4, 717 Bourke St  
Docklands  
VIC 3008  
03 9420 3111

**QLD**  
Sir Samuel Griffith Dr  
Mt Cootha  
QLD 4066  
07 3214 9999

**SA**  
Level 2, 169 Pirie St  
Adelaide  
SA 5000  
08 7326 1111

**WA**  
253 St Georges Tce  
Perth  
WA 6000  
08 6168 5999