

THE READER



Each month *the(sydney)magazine* and *the(melbourne)magazine* reach 525,000 discerning readers with high purchasing power.

Exclusive Audience

82%
Don't read
fashion
magazines

72%
Don't
read food
and wine
magazines

90%
Don't read
men's
lifestyle
magazines

62%
Watch
little to no
commercial
television

66%
Listen to
little to no
commercial
radio

Source: Roy Morgan Research September 2011. Fashion magazines = marie claire, Harper's Bazaar, Vogue, InStyle, Madison and Grazia. Food & Wine magazines = Australian Good Taste, Gourmet Traveller, Gourmet Traveller Wine, Delicious, Donna Hay, Australian Good Food, Super Food Ideas, Masterchef. Men's lifestyle magazines = Inside Sport, GQ, Men's Health, Men's Style, FHM, Men's Fitness.

The contributors

the(sydney)magazine



Justin North

Justin North may well be Sydney's busiest chef. Not only is he the chef and owner of the two-hatted Becassé, he also runs Quarter Twenty One, Becassé Bakery, Charlie & Co, Etch and Le Grande Café. In his column, Fresh, he exhorts us to use produce that is in season and provides us with the perfect incentive to do so – his favourite recipes.



Peter FitzSimons

First published in *The Sydney Morning Herald* in 1986, Peter FitzSimons has been appearing everywhere between the front and back pages ever since. His love of history inspired his column, Place in Time, in which he brings to life events from Sydney's past. "I don't know why I love this kind of stuff," he says. "I just do."



Penny McCarthy

The fashion director of *the(sydney)magazine*, Penny McCarthy has been styling fashion shoots for more than 20 years, working for Mode, Madison and Marie Claire magazines. Recently returned from Singapore, McCarthy is loving being back in town. "I'm a Sydney girl through and through, showing off my city through the pages of *the(sydney)magazine*."



Peter Bourne

He may be a highly regarded connoisseur but our wine columnist, Peter Bourne, prides himself on his down-to-earth approach. In fact, his life mantra says it all: "Good food, good wine and good times." Bourne has enjoyed a varied career over almost 30 years, from stocking private wine cellars (including the former Prime Minister's) and to teaching wine appreciation.

