

The Sydney Morning Herald

**the  
(sydney)  
magazine**

THE ~~AGE~~ AGE

**the  
(melbourne)  
magazine**

**Media Kit**

**2011**

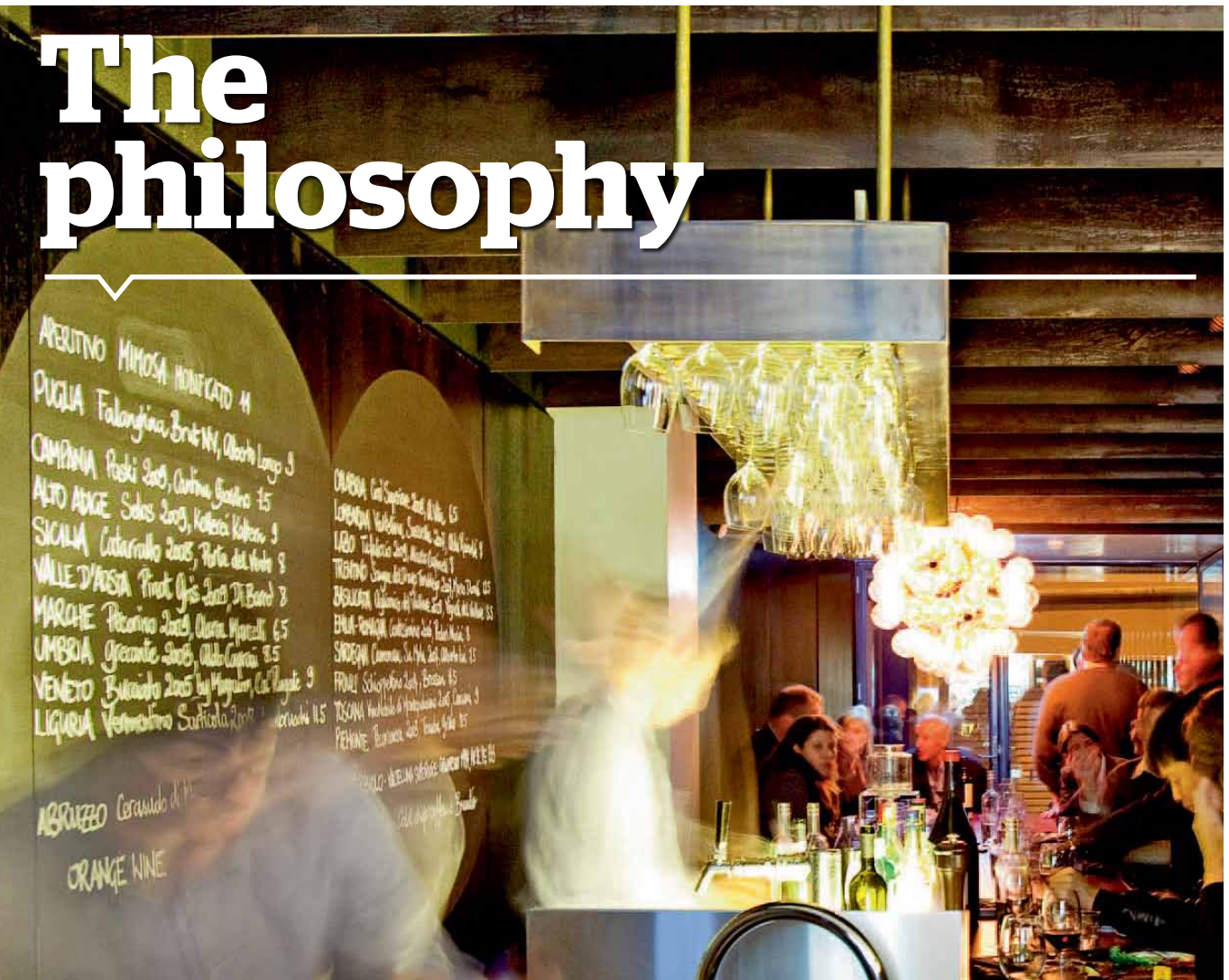
THE  
MAGAZINE  
OPPORTUNITY

*the(sydney)magazine* and *the(melbourne)magazine* offer a unique opportunity to reach sophisticated and affluent urban readers who want to be plugged in to the best of their cities.

With expert knowledge and insider tips, the magazines surprise and motivate readers to take action.



# The philosophy

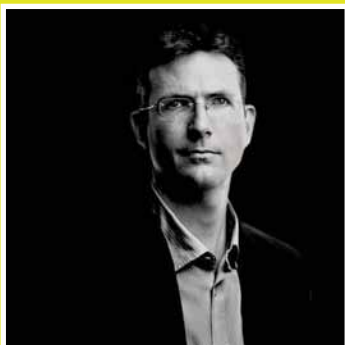


## (sydney) to me...

"It's fish and chips on the beach at Balmoral...or a long-awaited dinner for two at Tetsuya's. It's catching an arthouse flick at the Dendy...or seeing Cate Blanchett on stage for the STC.

It's queuing for a coffee at Bertoni's in Balmain...or sitting down to a glass of Champagne at Rockpool Bar & Grill. It's floating in Dawn Fraser pool...or body surfing at Whale Beach. I love all the opposites about Sydney. It constantly astonishes me."

**Kirsten Galliot, Editor, *the(sydney)magazine*.**



## (melbourne) to me...

"I blame it on the laneways. Actually it started with Robert Hoddle, who originally laid down Melbourne's uniquely symmetrical city grid, creating the laneways in the first place. But it was when they started to fill up with cafès and bars and the quirky fashion stores you wouldn't find in the local mall that Melbourne realised what an asset they were – and how perfectly the lanes encapsulated all that is great about this town. Melbourne is about being in the know."

**Angus Holland, Editor, *the(melbourne)magazine*.**

# THE NUMBERS

Readership **622,000**  
Circulation **371,499**

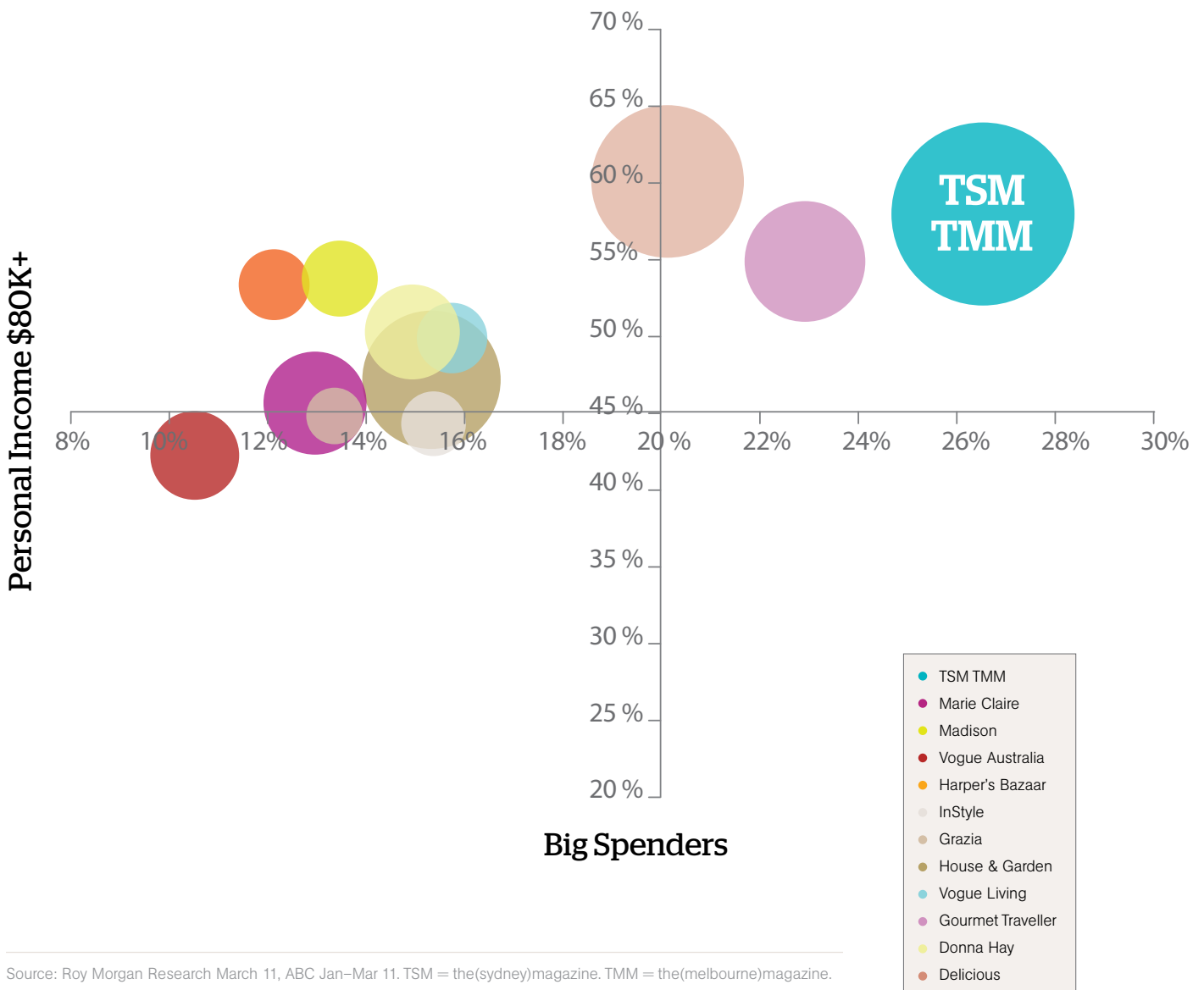
### Sydney only

Readership **359,000**  
Circulation **194,599**

### Melbourne only

Readership **262,000**  
Circulation **176,900**

*the(sydney)magazine and the(melbourne)magazine versus newsstand titles*



Source: Roy Morgan Research March 11, ABC Jan-Mar 11. TSM = the(sydney)magazine. TMM = the(melbourne)magazine.

# THE READER

## Target Audience

*the(sydney)magazine* and *the(melbourne) magazine* connects with smart, affluent urban readers aged 35–64yrs.

Passionate about their cities our readers want to be kept up to date with the very best in food, design, fashion and lifestyle.

Readers of *the(sydney)magazine* and *the(melbourne)magazine* are a highly desirable group of discerning consumers who are difficult to reach via other media.



## Reader Profile

- Male/female split **47/53**
- Core target audience **35–64yrs**
- **85%** live in Sydney or Melbourne
- **40%** are Professionals/Managers
- Average HHI **\$130,710**  
(population average **\$88,400**)
- ABs **300,000**

Source: Roy Morgan Research March 2011.

# THE READER



Each month *the(sydney)magazine* and *the(melbourne)magazine* reach 622,000 discerning readers with high purchasing power.

## Exclusive Audience

**84%**  
Don't read fashion magazines

**73%**  
Don't read food and wine magazines

**88%**  
Don't read men's lifestyle magazines

**59%**  
Watch little to no commercial television

**64%**  
Listen to little to no commercial radio

Source: Roy Morgan Research March 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. Men's lifestyle magazines = Inside Sport, GQ, Men's Health, Men's Style, FHM, Alpha, Men's Fitness.

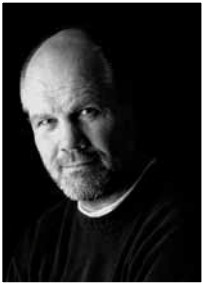
# The contributors

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.



# The contributors

## the(melbourne)magazine

### Larissa Dubecki

Joining the magazine team in 2009 as our food critic, Larissa Dubecki is also the weekly reviewer for *The Age* and a major contributor to *The Age Good Food Guide*. A true gourmet, Dubecki will try anything once and is happy whether she's nitpicking the details in a three-hat fine diner or exploring the Lebanese pizza bakeries of Sydney Road.



### Peter Barrett

The life of a staff writer on the magazine is about as varied as it gets in journalism. In his time, Peter Barrett has searched the Yarra for a platypus (he eventually found one), explored the city's decaying mansions, sought out Melbourne's spookiest places (and rated them with a spook-o-meter) and taken our readers above the clocks at Flinders Street Station. He's also snared interviews with many of the city's best-known faces, including William McInnes and Rachel Griffiths.



### Tom Ryan

Perhaps the best-read writer in the magazine, Tom Ryan is a film critic known for his discerning taste and good judgement. Originally known to his fans for his reviews in *The Sunday Age* and on ABC 774, Ryan has built up an enormous following for his previews in the The Ticket section of the magazine, which offer a comprehensive guide to what's opening in the coming month.





# THE REGULARS




## Inside Information

What's really going on in your town? Inside Information has all the answers, from the latest openings to the newest trends and hidden gems to must-see shows. The section also features the much-loved High Five and the cut-out-and-keep Calendar.

## Eat Drink

Sydney and Melbourne's renowned chefs invite us into their homes and share their favourite recipes (iCook), our reviewers post their verdicts on the newest restaurants (Hot), our food critics select their favourite dining moments of the month (Dish It Up) and our wine expert helps you choose the right bottle (Plonk!).

## Fashion and Beauty

Our stylists show you how to mix the best local labels with the top international designs for our main fashion, while Five Ways With provides practical tips for achieving the latest trends on a budget. Our Beauty page not only features the best new products but will also include practical city-based treatments and a health component called What's All The Fuss About...?

## Home

Our Home pages offer you the opportunity to enter the houses of prominent Sydneysiders and Melburnians.

## Travel

Want to go near or far? We ask local experts to give us the skinny on their city, whether it's a weekend escape or an international destination.

## The Ticket

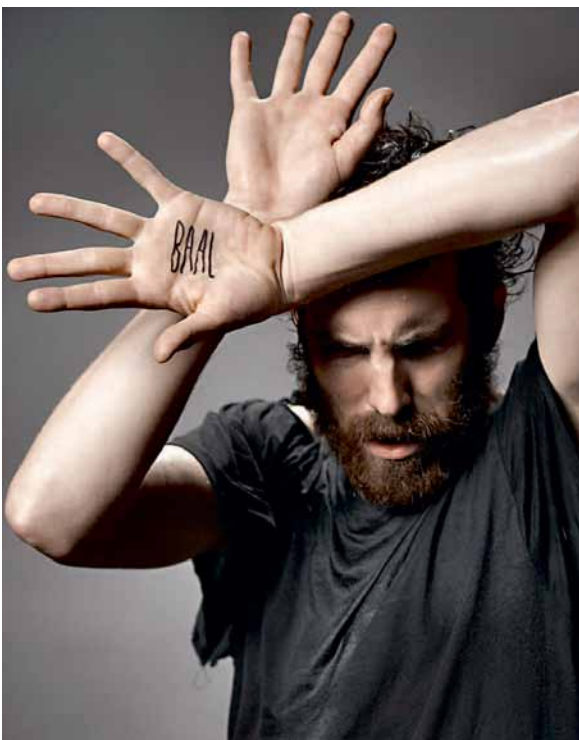
Where to go and what to see this month, from movies to musicals and art to the avante-garde.

## The Last Page

In *the(sydney)magazine*, we spend an entire day with a prominent Sydneysider to show you what their days are really like in On The Clock. In *the(melbourne)magazine*, Top 10 details everything from the 10 best football mullets to 10 great protests.

## Features

Each issue contains a strong profile (often our cover story), a local issue (whether it's Rude Sydney or Where Are All Our Small Bars?) and something practical (such as the best sandwiches or the top pizzas in town).



# THE SPECIALS



## Top 100 Annual (January)

A celebration of the cities' movers and shakers, the Top 100 features our most influential people, from actors to activists, scientists to sports stars and chefs to CEOs. Selected by an expert panel, our Top 100 have all changed Sydney and Melbourne in some way, whether it's by making a difference, setting a trend or contributing above and beyond what is expected.



## Fashion (March and May)

In March, *the(melbourne)magazine* publishes its annual Fashion Issue to commemorate the Melbourne Fashion Festival. In May, as Australian Fashion Week ramps up, it's Sydney's turn. Both magazines feature the cities' best designers, hole-in-the-wall fashion finds and sneak previews of the next season's must-haves.



## Home & Design (August)

This special issue celebrates our ever-increasing appreciation of design and focuses on everything from tips from the cities' most prominent designers to dazzling architecture.



## Food (October)

To coincide with the Crave Sydney International Food Festival and to dine out on Melbourne's love of all things edible, the Food Issue profiles the cities' best known chefs, reveals secret foodie haunts and celebrates the best new restaurants of the year.



## Christmas Gift Guide (December)

We do the shopping for you. In this extensive guide, our teams of stylists track down the best gifts in town, from the cheap and the cheerful to the lavish and the luxe.



# THE EVENTS



## Top 100 Celebration (Dec)

What's a Top 100 without a party? To celebrate this special issue, we gather the best and the brightest each of our cities have to offer, serve champagne all night and party 'til the wee hours.



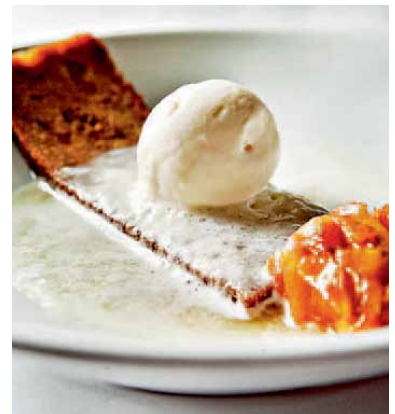
## Hot Dinners (Bi-monthly)

Take one of the best restaurants in town, a bunch of passionate readers and a specially designed menu. Welcome to the Hot Dinner, a bi-monthly event in Sydney and Melbourne that features an informal chat with the chef and offers our readers an insider's glimpse into a favourite restaurant.



## Beauty Workshops

These two-and-a-half hour make-up masterclasses offer readers the chance to get beauty tips from the experts – a team of make-up artists. The classes feature a practical lesson as well as champagne and canapés.



## Food Hall of Fame (Oct)

The Food Hall Of Fame dinner gives readers an opportunity to meet luminaries in the food industry. This special dinner features produce from our Food Hall of Fame recipients, who are honoured in our Food Issue in October.



sydney only

# THE EVENTS



## VIP Shopping Nights (Aug)

Fancy a little VIP shopping? In conjunction with The Strand Arcade in Sydney, this exclusive reader event features fashion parades, special discounts and champagne and canapes.



## Showcase Dinner (Oct)

A star event on the Sydney International Food Festival calendar, this special Showcase Dinner features local and international chefs cooking up a banquet in the ivy ballroom. Held during the World Chef Showcase weekend, the event also features an opportunity for guests to hear from some of the leading international chefs.



## Melbourne Cup Lunch (Nov)

In Sydney, the best Cup action happens off the track and in an exclusive venue, which is transformed into a marquee especially for our readers. Offering a bookie, prizes for best dressed and a special menu, this exciting event is always a sell-out.



## Windsor Polo (Mar)

Sydneysiders are offered the chance to watch an International Test Match at Windsor each March. Readers are treated to a trackside spot in our marquee, where they enjoy a gourmet BBQ lunch, champagne and a spot of divot stomping.

# THE CALENDAR 2012



The Sydney Morning Herald

the  
(sydney)  
magazine

| Publication  | Issue Date     | Booking Deadline | Material Deadline |
|--|----------------|------------------|-------------------|
| <b>February 2012</b>   | Thursday 19/01 | Thursday 01/12   | Thursday 15/12    |
| <b>March 2012</b><br>Fashion Issue                             | Thursday 23/02 | Thursday 19/01   | Thursday 02/02    |
| <b>April 2012</b>  | Thursday 29/03 | Thursday 23/02   | Thursday 01/03    |
| <b>May 2012</b><br>Travel Issue                                | Thursday 26/04 | Thursday 22/03   | Thursday 05/04    |
| <b>June 2012</b>   | Thursday 31/05 | Thursday 19/04   | Thursday 03/05    |
| <b>July 2012</b>   | Thursday 28/06 | Thursday 24/05   | Thursday 01/06    |
| <b>August 2012</b><br>Home & Design                            | Thursday 26/07 | Thursday 21/06   | Tuesday 05/07     |
| <b>September 2012</b>  | Thursday 30/08 | Thursday 19/07   | Tuesday 02/08     |
| <b>October 2012</b><br>Food Issue                              | Thursday 27/09 | Thursday 23/08   | Tuesday 06/09     |
| <b>November 2012</b>   | Thursday 25/10 | Thursday 20/09   | Tuesday 04/10     |
| <b>December 2012</b><br>Liveable Cities (Christmas Gift Guide) | Thursday 29/11 | Thursday 18/10   | Tuesday 01/11     |
| <b>Top 100 annual</b>  | Thursday 13/12 | Thursday 08/11   | Tuesday 15/11     |

THE AGE

the  
(melbourne)  
magazine

| Publication  | Issue Date   | Booking Deadline | Material Deadline |
|--|--------------|------------------|-------------------|
| <b>February 2012</b>   | Friday 20/01 | Thursday 01/12   | Thursday 15/12    |
| <b>March 2012</b><br>Fashion Issue                             | Friday 24/02 | Friday 20/01     | Thursday 02/02    |
| <b>April 2012</b>  | Friday 30/03 | Friday 17/02     | Thursday 01/03    |
| <b>May 2012</b><br>Travel Issue                                | Friday 27/04 | Friday 23/03     | Thursday 05/04    |
| <b>June 2012</b>   | Friday 25/05 | Friday 20/04     | Thursday 03/05    |
| <b>July 2012</b>   | Friday 29/06 | Friday 25/05     | Thursday 31/05    |
| <b>August 2012</b><br>Home & Design                            | Friday 27/07 | Friday 22/06     | Thursday 05/07    |
| <b>September 2012</b>  | Friday 31/08 | Friday 20/07     | Thursday 02/08    |
| <b>October 2012</b><br>Food Issue                              | Friday 28/09 | Friday 24/08     | Thursday 06/09    |
| <b>November 2012</b>   | Friday 26/10 | Friday 21/09     | Thursday 04/10    |
| <b>December 2012</b><br>Liveable Cities (Christmas Gift Guide) | Friday 30/11 | Friday 19/10     | Thursday 01/11    |
| <b>TOP 100 annual</b>  | Friday 14/12 | Friday 09/11     | Thursday 15/11    |

# THE RATES



## the(sydney)magazine

| Page Size              | Casual   | 3x       | 6x       | 9x       | 12x      |
|------------------------|----------|----------|----------|----------|----------|
| Full Page              | \$18,254 | \$17,884 | \$17,696 | \$17,524 | \$17,332 |
| Full Page (incl. GST)  | \$20,079 | \$19,672 | \$19,466 | \$19,277 | \$19,065 |
| DPS                    | \$34,675 | \$33,979 | \$33,631 | \$33,282 | \$32,945 |
| DPS (incl. GST)        | \$38,142 | \$37,377 | \$36,994 | \$36,611 | \$36,239 |
| Half Page              | \$10,948 | \$10,734 | \$10,615 | \$10,519 | \$10,401 |
| Half Page (incl. GST)  | \$12,043 | \$11,807 | \$11,677 | \$11,571 | \$11,441 |
| Third Page             | \$9,314  | \$9,122  | \$9,030  | \$8,934  | \$8,843  |
| Third Page (incl. GST) | \$10,246 | \$10,034 | \$9,933  | \$9,828  | \$9,727  |

## the(melbourne)magazine

|                        |          |          |          |          |          |
|------------------------|----------|----------|----------|----------|----------|
| Full Page              | \$12,849 | \$12,544 | \$12,455 | \$12,334 | \$12,208 |
| Full Page (incl. GST)  | \$14,134 | \$13,799 | \$13,700 | \$13,568 | \$13,428 |
| DPS                    | \$24,416 | \$23,828 | \$23,681 | \$23,439 | \$23,198 |
| DPS (incl. GST)        | \$26,858 | \$26,211 | \$26,049 | \$25,783 | \$25,517 |
| Half Page              | \$7,712  | \$7,522  | \$7,480  | \$7,402  | \$7,317  |
| Half Page (incl. GST)  | \$8,483  | \$8,274  | \$8,228  | \$8,142  | \$8,049  |
| Third Page             | \$6,556  | \$6,388  | \$6,356  | \$6,288  | \$6,219  |
| Third Page (incl. GST) | \$7,212  | \$7,027  | \$6,992  | \$6,917  | \$6,841  |

## National

|                        |          |          |          |          |          |
|------------------------|----------|----------|----------|----------|----------|
| Full Page              | \$29,843 | \$29,254 | \$28,963 | \$28,676 | \$28,358 |
| Full Page (incl. GST)  | \$32,828 | \$32,179 | \$31,859 | \$31,544 | \$31,194 |
| DPS                    | \$56,716 | \$55,576 | \$55,007 | \$54,440 | \$53,872 |
| DPS (incl. GST)        | \$62,388 | \$61,133 | \$60,508 | \$59,884 | \$59,259 |
| Half Page              | \$17,914 | \$17,557 | \$17,377 | \$17,197 | \$17,011 |
| Half Page (incl. GST)  | \$21,044 | \$19,313 | \$19,115 | \$18,917 | \$18,713 |
| Third Page             | \$15,223 | \$14,916 | \$14,757 | \$14,608 | \$14,460 |
| Third Page (incl. GST) | \$17,884 | \$16,408 | \$16,232 | \$16,069 | \$15,906 |

## Loadings

|                           |     |
|---------------------------|-----|
| Inside Front Cover Spread | 30% |
| Prior Contents DPS        | 20% |
| Centre Spread             | 25% |
| Outside Back Cover        | 40% |
| DPS (incl. GST)           | 20% |
| Inside Back Cover         | 30% |
| Opp Contents              | 30% |
| Opp Editor's Letter       | 25% |
| Third Page (incl. GST)    | 10% |
| Right Hand Page           | 10% |

# THE SPECS

## Page Specifications

| Size                                | Type Area   | Trim Size   | Bleed Area  |
|-------------------------------------|-------------|-------------|-------------|
| <b>Full Page</b>                    | 294 x 242mm | 330 x 270mm | 340 x 280mm |
| <b>Half Horizontal</b>              | 142 x 242mm | –           | –           |
| <b>Half Horizontal (with bleed)</b> | 124 x 242mm | 160 x 270mm | 170 x 280mm |
| <b>Half Vertical</b>                | 294 x 119mm | –           | –           |
| <b>Half Vertical (with bleed)</b>   | 294 x 105mm | 330 x 129mm | 340 x 139mm |
| <b>Third Horizontal</b>             | 89 x 242mm  | –           | –           |
| <b>Third Horizontal</b>             | 71 x 242mm  | 107 x 270mm | 117 x 280mm |
| <b>Third Vertical</b>               | 294 x 78mm  | –           | –           |
| <b>Third Vertical (with bleed)</b>  | 294 x 64mm  | 330 x 88mm  | 340 x 98mm  |

## Spreads

| Publication                         | Type Area   | Trim Size   | Bleed Area  |
|-------------------------------------|-------------|-------------|-------------|
| <b>Double Pg spread</b>             | 94 x 512mm  | 330 x 540mm | 340 x 550mm |
| <b>Half Pg spread</b>               | 142 x 512mm | –           | –           |
| <b>Half Pg spread (with bleed)</b>  | 124 x 512mm | 160 x 540mm | 170 x 550mm |
| <b>Third Pg spread</b>              | 95 x 512mm  | –           | –           |
| <b>Third Pg spread (with bleed)</b> | 71 x 512mm  | 107 x 540mm | 117 x 550mm |

- Measurements are given as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.

For full mechanical specifications and delivery requirements please visit [www.adcentre.com.au](http://www.adcentre.com.au)



# THE CONTACTS



To advertise in the next issue of *the(sydney)magazine* or *the(melbourne)magazine*, please contact your sales representative.

## NSW

### Mimi Cullen

Group Agency Director  
02 9282 1020  
mcullen@fairfaxmedia.com.au

### Tania Hoskin

National Advertising Manager  
02 9282 2923  
thoskin@fairfaxmedia.com.au

➤ [twitter.com/#!/thesydneymag](https://twitter.com/#!/thesydneymag)  
➤ [facebook.com/thesydneymagazine](https://facebook.com/thesydneymagazine)

## VIC

### Kate Simons

Group Agency Director  
03 8667 2132  
ksimons@fairfaxmedia.com.au

➤ [twitter.com/#!/themelbournemag](https://twitter.com/#!/themelbournemag)  
➤ [tmmblog.com.au/](https://tmmblog.com.au/)