

The Sydney Morning Herald

THE AGE

the
(sydney)
magazine

the
(melbourne)
magazine



Special
Issue

The Travel Issue

the(sydney)magazine issue date: Thursday, April 26, 2012

the(melbourne)magazine issue date: Friday, April 27, 2012

Our readers may have an absolute passion for their hometowns of either Sydney or Melbourne, but they certainly love to step out beyond their cities. This special Travel issue – a first for both *the(sydney)magazine* and *the(melbourne)magazine* – is sure to take off.

Be it near or far, our Travel issue will discover just how far you can go ex Sydney and Melbourne – whether it's an hour, a day or a week. Master the art of packing and ask some of our cities most-travelled denizens to recall their most amazing travel destinations.

With a love of travel always high on the radar of our readers, this special celebrates travel – with a uniquely Sydney and Melbourne twist – so come fly away with us!

Why advertise?

Circulation: 346,672

Readership: 526,000

Reach:

- **92% (485,000)** of our readers don't read Australian Gourmet Traveller.
- **81% (427,000)** readers are planning to take a holiday within the next 12 months.
- Our readers spent an average of **\$4,478** on their last long trip away[^]. This is **\$1,118** or **33%** more compared to the average population.
- Our readers spent an average of **15 nights** away on their last long trip. **1 night** more compared to the average population.

Deadlines

Booking: Thursday, March 22, 2012

Material: Thursdays, April 5, 2012

All space is subject to availability. Early bookings are highly recommended.

For advertising bookings and more information, please contact:
Tania Hoskin on (02) 9282 2923.