

The Sydney Morning Herald

THE AGE

the
(sydney)
magazine

the
(melbourne)
magazine



Special
Issue

The Food Issue

the(sydney)magazine issue date: Thursday, September 27, 2012

the(melbourne)magazine issue date: Friday, September 28, 2012

To coincide with the Sydney International Food Festival (SIFF) and tap into Melbourne's love of all things edible, our special October Food Issue profiles the cities' best known chefs, reveals secret foodie haunts and dines out on the best restaurants.

The magazines also conduct an annual Food Hall Of Fame, which honours unsung heroes who have influenced the way we eat. Past winners have included providore Simon Johnson, spice guru Ian Hemphill and cook book author Margaret Fulton.

With the art of dining out, entertaining and good food on the radar of our readers, this annual special celebrates the very best of Sydney and Melbourne's food scene – an issue not to be missed!

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

Why advertise?

Circulation: 346,672

Readership: 526,000

Reach:

- **75% (393,000)** of our readers don't read food and wine magazines*.
- Average household income is \$130,890 per annum. **\$41,200** more than the population average.
- **76% (400,000)** of our readers have been to a licensed restaurant in the last three months.
- Our readers love to entertain! **80% (419,000)** of our readers like to entertain friends and relatives and **204,000** readers held a dinner party in the past three months.

Deadlines

Booking: August 23, 2012

Material: September 6, 2012

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