

The Sydney Morning Herald

THE AGE

the
(sydney)
magazine

the
(melbourne)
magazine



Special
Issue_

The Fashion Issue

the(sydney)magazine issue date: Thursday, February 23, 2012
the(melbourne)magazine issue date: Friday, February 24, 2012

In celebration of L'Oréal Fashion Festival, *the(sydney)magazine* and *the(melbourne) magazine's* special fashion issue is dedicated to all-things stylish. We profile Sydney and Melbourne's most successful fashion players, go behind the scenes and reveal the best shopping in town. We also highlight the key trends of the season. What will be shown on the catwalks of L'Oréal Fashion Festival?

We showcase the best looks of winter – for men and women.

the(sydney)magazine and *the(melbourne)magazine's* special fashion issue is your front-row ticket to the very best of Australian fashion.

Why advertise?

Circulation: 346,672
Readership: 526,000

Reach:

- Average household income is **\$130,890**, greater than readers of all women's fashion titles.
- **81%** (or **425,000**) readers don't read fashion titles*.
- **425,000** readers agree that quality is more important than price.
- **297,000** readers try to look stylish and **154,000** believe it's important to look fashionable.
- Our readers are **27%** more likely than the average person to have spent between **\$300–\$1,500** on clothing in the past 4 weeks.

Deadlines

Booking: January 19, 2012
Material: February 2, 2012

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

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