



The ultimate Christmas gift guide

the(sydney)magazine issue date: Thursday, November 29, 2012
the(melbourne)magazine issue date: Friday, November 30, 2012

Don't know where to start when it comes to Christmas shopping? We do it all 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.

This year, *the(sydney)magazine* and *the(melbourne)magazine* celebrate Christmas in style with a sophisticated guide to smart gift giving. This beautifully designed feature will provide readers with everything they need when it comes to making that important decision – wonderful imagery, product description, prices and stockists.

The Christmas gift guide will cater for all tastes, styles and price points. From fashion to food, wine to design, homewares to children and books to technology, our experts will offer innovative and accessible solutions to buying the perfect gift this Christmas.

Special Issue

Why advertise?

Circulation: 346,672
Readership: 526,000

Reach:

- **256,000 (49%)** readers in the AB quintile.
- Average household income is **\$130,890** per annum, \$41,200 more than the average population.
- **292,000** readers with a high discretionary income.
- **433,000** readers who don't read fashion magazines.*
- **363,000** readers who don't read food & wine magazines.*
- **473,000** readers who don't read men's lifestyle magazines.†
- **413,000** readers who don't read home magazines.‡

Deadlines

Booking: October 18, 2012
Material: November 1, 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.

Source: Roy Morgan Research, September 2011. Home Magazines = *House & Garden, Better Homes and Gardens, Home Beautiful, Belle, Vogue Living, Real Living, Inside Out, Luxury Home Design. *Fashion titles = Marie Claire, Vogue Australia, Madison, Harper's Bazaar, InStyle, Grazia, *Food & wine titles = Good Taste, Gourmet Traveller, Delicious, Donna Hay, Australian Good Food, Super Food Ideas, Gourmet Traveller Wine. † Men's lifestyle titles = Inside Sports, Men's Fitness, Men's Health, FHM, GQ, Men's Style.