

The Sydney Morning Herald

THE AGE

**the
(sydney)
magazine**

**the
(melbourne)
magazine**



Special
Issue

The Top 100 Issue

the(sydney)magazine issue date: Thursday, December 13, 2012

the(melbourne)magazine issue date: Friday, December 14, 2012

Now into its sixth year, the Top 100 celebrates the cities' most influential people. From actors to activists, scientists to sports stars and chefs to CEOs, the Top 100 will have changed Sydney and Melbourne in some way in 2012 – whether it's by making a difference in their field, setting a trend or contributing above and beyond what is expected of them.

The list of 100 will be decided by expert panels of commentators in both cities and will feature well-known names as well as unsung heroes.

Previous editions of the Top 100 have sparked robust debate among readers, quickly becoming the year's most talked about issue. This year's Top 100 is set to be bigger and better with stunning photography, incisive writing and excellent design.

Eagerly anticipated by readers, the Top 100 will again celebrate those personalities who change the way we live.

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

Why advertise?

Circulation: 346,672

Readership: 526,000

Reach:

- **256,000 (49%)** readers in the AB quintile.
- **154,000** high income earners (HHI \$130K).
- **181,000** readers employed in professional or managerial occupations.
- **433,000** readers who don't read fashion magazines.*
- **393,000** readers who don't read food and wine magazines.*
- **473,000** readers who don't read men's lifestyle magazines.†

Deadlines

Booking: November 8, 2012

Material: November 15, 2012

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

Source: Roy Morgan Research, September 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.