



Life

SUNDAY

Media Kit
2012

ABOUT

Life

SUNDAY



Sunday Life—distributed in *The Sun-Herald* and *The Sunday Age*—features intelligent coverage of the issues that impact on busy women’s lives, as well as Sunday’s best lifestyle pages.

A unique editorial mix includes insightful features on everything from relationships to wellbeing, and will leave readers talking long after they’ve put the magazine down.



CIRCULATION AND READERSHIP

CIRCULATION

National: 638,865
NSW: 410,039+
VIC: 228,826+

READERSHIP

National: 1,149,000
NSW: 666,000
VIC: 484,000

Life
SUNDAY

Source: RMR September 2011,
ABC September 2011

reader profile



The *Sunday Life* reader is aged between 25-49. She is educated, intelligent and busy juggling different aspects of her life. She strives to be the best she can be in everything she does – to look stylish, to take care of her body, to take care of her loved ones and to have a fulfilling life. She is interested in the world around her and wants to better understand her place in it as well as all of the issues that directly impact on her.

The *Sunday Life* reader is:

FEMALE

661,000 of *Sunday Life's* readers are female.

AB

221,000 of *Sunday Life's* female audience is in the AB socio-economic segment.

EDUCATED

367,000 or 56% of *Sunday Life's* female readers have a diploma or degree.

A HIGH INCOME EARNER

108,000 of *Sunday Life's* female readers earn a personal income of \$80,000+, more than twice as likely as the population average.

CAREER DRIVEN

131,000 of *Sunday Life's* female readers are working as a Professional/Manager.

FINANCIALLY STABLE

48% or 320,000 of *Sunday Life's* female audience have a high disposable income.

Source: RMR September 11
Filter = Women

OUR EDITOR



Kate Cox has been a Fairfax journalist for 14 years. She started life as a news reporter: working in the press gallery in Canberra, then as Olympics correspondent, health reporter and property editor. She launched and edited the S section for many years, and has also worked as an editor across many other *Sun-Herald* and *Sydney Morning Herald* sections. Most recently, she managed the 15 sections of both papers. She is a regular commentator on TV and radio and a passionate believer that fashion, food, travel and lifestyle do make the world go round.

We've got lots of ideas for *Sunday Life* 2012 but the main game is to make it the magazine that everyone is talking about. We want water-cooler conversations, we want to inspire debate, we want more exclusives. There will be more food, sexier fashion, way more inspiration and lifestyle pages that make you happy.

I can't wait!



Editorial features

UPFRONT

I Am What I Am

A well-known person opens up their family album to share some of their most intimate memories and tells us about the forces that have shaped their life.

Things You Should Know By Now

Timeless wisdom – things that your Granny should have told you – for the modern woman. It might be how to make a perfect omelette, how to make ironing easy or how to prune roses.

Who, What, Wear

A column that acts as a cultural filter by telling you what you need to know this week.

LIFESTYLE SECTION

Fashion

Taking advantage of Australia's best fashion photographers, stylists and models we create beautiful and aspirational fashion shoots at iconic locations both at home and overseas.

Beauty

Each week *Sunday Life's* Deputy Editor Natalie Reilly gives readers an irreverent and intelligent look at current beauty trends.

Window Shopping

Our shopping pages are practical and informative and show readers how to interpret and wear the key trends of each season whether they have \$100 or \$500.

regular features

FOOD

Karen Martini

Popular Melbourne restaurateur and *Sunday Life* Food Editor dishes up delicious Mediterranean food.

Feed Me Now

A simple but delicious mid-week recipe with a minimum of ingredients and fuss by foodie Kim Terakes.

Sunday Night Dinner

A restaurant review that is pitched at readers who want a low-key local with terrific food and a friendly atmosphere.

What I Ate, What I Cooked, What I Bought

A well-known Sydney and Melbourne chef tells where they ate last week, what they cooked at home, and what food product they bought.

Uncorked

Thirsty Work author Matt Skinner writes with an insider's knowledge on wine but in an accessible, upbeat way.

HEALTH & WELLBEING

Science or fiction?

Our weekly column where an expert challenges a commonly held idea about physical and mental health and gives a definitive answer on it being truth or myth.

If You've Got ... 5 minutes, 10 minutes, 30 minutes

The Biggest Loser Trainer Michelle Bridges gives readers the best exercises for common problems such as flabby arms that can be achieved no matter how much time you've got.

My Day on a Plate

A well-known person's food diary with analysis from a nutritionist.

HOME

My Space

A stylish person's favourite room which highlights interesting objects and their provenance.

Horoscopes

Well-known astrologer Adam Smith's weekly horoscopes column.

HINDSIGHT

What I Know About Women, What I Know About Men...

A well-known woman or man reveals everything about their relationship with the other sex.



rate card

EFFECTIVE JANUARY 1, 2012

EXPENDITURE LEVELS

	2x	4x	8x	12x	16x	20x	28x
	\$49,800	\$97,100	\$189,040	\$275,940	\$347,520	\$408,800	\$536,760

NATIONAL RATES

	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$27,105	\$26,420	\$25,750	\$25,065	\$24,400	\$23,040	\$21,680	\$20,340
Full Page (incl. GST)	\$29,815	\$29,061	\$28,325	\$27,572	\$26,835	\$25,345	\$23,850	\$22,371
Double Page Spread	\$51,495	\$50,210	\$48,925	\$47,630	\$46,345	\$43,775	\$41,195	\$38,620
DPS (incl. GST)	\$56,644	\$55,228	\$53,818	\$52,396	\$50,979	\$48,153	\$45,314	\$42,482
Half Double Page Spread	\$37,450	\$36,525	\$35,580	\$34,645	\$33,710	\$31,830	\$29,965	\$28,100
Half DPS (incl. GST)	\$41,196	\$40,176	\$39,134	\$38,108	\$37,083	\$35,010	\$32,959	\$30,908
Third Double Page Spread	\$31,470	\$30,700	\$29,900	\$29,110	\$28,315	\$26,745	\$25,185	\$23,600
Third DPS (incl. GST)	\$34,613	\$33,746	\$32,885	\$32,019	\$31,146	\$29,418	\$27,702	\$25,957
Half Page	\$17,030	\$16,605	\$16,170	\$15,750	\$15,330	\$14,470	\$13,620	\$12,770
Half Page (incl. GST)	\$18,728	\$18,264	\$17,788	\$17,324	\$16,859	\$15,919	\$14,984	\$14,049
Third Page	\$14,300	\$13,950	\$13,390	\$13,230	\$12,880	\$12,155	\$11,450	\$10,735
Third Page (incl. GST)	\$15,732	\$15,341	\$14,729	\$14,553	\$14,168	\$13,369	\$12,593	\$11,806

NEW SOUTH WALES RATES

	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$17,620	\$17,175	\$16,740	\$16,290	\$15,860	\$14,980	\$14,090	\$13,220
Full Page (incl. GST)	\$19,380	\$18,890	\$18,411	\$17,922	\$17,443	\$16,474	\$15,502	\$14,541
Double Page Spread	\$33,470	\$32,635	\$31,800	\$30,960	\$30,125	\$28,455	\$26,780	\$25,105
DPS (incl. GST)	\$36,819	\$35,898	\$34,981	\$34,057	\$33,137	\$31,299	\$29,454	\$27,613
Half Double Page Spread	\$24,345	\$23,740	\$23,130	\$22,520	\$22,910	\$20,690	\$19,480	\$18,265
Half DPS (incl. GST)	\$26,777	\$26,115	\$25,437	\$24,770	\$24,104	\$22,756	\$21,423	\$20,090
Half Page	\$11,070	\$10,795	\$10,510	\$10,240	\$9,965	\$9,410	\$8,855	\$8,300
Half Page (incl. GST)	\$12,174	\$11,872	\$11,562	\$11,260	\$10,958	\$10,347	\$9,740	\$9,132

VICTORIA RATES

	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$10,840	\$10,570	\$10,300	\$10,030	\$9,760	\$9,220	\$8,670	\$8,140
Full Page (incl. GST)	\$11,926	\$11,625	\$11,330	\$11,029	\$10,734	\$10,138	\$9,540	\$8,948
Double Page Spread	\$20,600	\$20,085	\$19,570	\$19,050	\$18,540	\$17,510	\$16,480	\$15,450
DPS (incl. GST)	\$22,658	\$22,091	\$21,527	\$20,958	\$20,392	\$19,261	\$18,126	\$16,993
Half Double Page Spread	\$14,980	\$14,610	\$14,230	\$13,860	\$13,485	\$12,730	\$11,990	\$11,240
Half DPS (incl. GST)	\$16,478	\$16,070	\$15,654	\$15,243	\$14,833	\$14,004	\$13,184	\$12,363
Half Page	\$6,810	\$6,640	\$6,470	\$6,300	\$6,130	\$5,790	\$5,450	\$5,110
Half Page (incl. GST)	\$7,491	\$7,306	\$7,115	\$6,929	\$6,744	\$6,367	\$5,994	\$5,620

PREMIUM POSITION

Inside Front Cover 1	10%
DPS prior Contents	5%
Half Page on Contents	10%
Half Page on Letters	10%
FHRH	15%
FH or RH	10%
Centrespread	10%
Consecutive FHRH per page	20%
Consecutive RH per page	10%
Inside Back Cover	10%
Outside Back Cover	30%
Specified Positioning	10%

Note: For detailed material specification information, please refer to the Adcentre website: www.adcentre.com.au Details are in the 'specs and deadline' folder within Sunday Life. A 50% cancellation fee applies after cancellation deadline. Centre DPS and IFC will be pre-empted by creative production executions. Cancellation deadline Premium Positions (as listed) are 2 weeks prior to usual deadline.

deadlines 2012

ISSUE DATE	SPECIAL ISSUES	COVER	BOOKING DEADLINE	MATERIAL DEADLINE	CANCELLATION DEADLINE
January		8 January	5 December	16 December	12 December
		15 January	12 December	16 December	19 December
		22 January	19 December	13 January	26 December
		29 January	26 December	20 January	2 January
February		5 February	16 January	27 January	9 January
		12 February	23 January	3 February	16 January
		19 February	30 January	10 February	23 January
		26 February	6 February	17 February	30 January
March		4 March	13 February	24 February	6 February
		11 March	20 February	2 March	13 February
		18 March	27 February	9 March	20 February
		25 March	5 March	16 March	27 February
April		1 April	12 March	23 March	5 March
		8 April	19 March	30 March	12 March
		15 April	26 March	6 April	19 March
		22 April	2 April	13 April	26 March
	Mother's Day Gift Guide	29 April	9 April	20 April	2 April
May		6 May	16 April	27 April	9 April
	Travel Issue	13 May	23 April	4 May	16 April
		20 May	30 April	11 May	23 April
		27 May	7 May	18 May	30 April
June	Winter Food Issue	3 June	14 May	25 May	7 May
		10 June	21 May	1 June	14 May
		17 June	28 May	8 June	21 May
		24 June	4 June	15 June	28 May
July		1 July	11 June	22 June	4 June
		8 July	18 June	29 June	11 June
		15 July	25 June	6 July	18 June
		22 July	2 July	13 July	25 June
		29 July	9 July	20 July	2 July
August		5 August	16 July	27 July	9 July
	Health Issue	12 August	23 July	3 August	16 July
	Father's Day Gift Guide	19 August	30 July	10 August	23 July
		26 August	6 August	17 August	30 July
September		2 September	13 August	24 August	6 August
	Style Issue	9 September	20 August	31 August	13 August
		16 September	27 August	7 September	20 August
		23 September	3 September	14 September	27 August
		30 September	10 September	21 September	3 September
October		7 October	17 September	28 September	10 September
		14 October	24 September	5 October	17 September
		21 October	1 October	12 October	24 September
		28 October	8 October	19 October	1 October
November	Summer Food Issue	4 November	15 October	26 October	8 October
		11 November	22 October	2 November	15 October
		18 November	29 October	9 November	22 October
	Christmas Gift Guide	25 November	5 November	16 November	22 October
December		2 December	12 November	23 November	5 November
		9 December	19 November	30 November	12 November
		16 December	26 November	7 December	19 November



FOR SPECIAL ISSUES, PLEASE CONTACT YOUR SALES REPRESENTATIVE. NSW 02 9282 3043. VIC 03 8667 2132.

Production specifications: Please refer to our specifications website: www.fairfax.com.au/specs or email magsops@fairfaxmedia.com.au.

Cancellation Deadline — 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions.

Please note that material received after deadline may be subject to strip-in fees.

special issues 2012



ISSUE DATE	SPECIAL ISSUES	COVER	BOOKING DEADLINE	MATERIAL DEADLINE	CANCELLATION DEADLINE
April	Mother's Day Gift Guide	29 April	9 April	20 April	2 April
May	Travel Issue	13 May	23 April	4 May	16 April
June	Winter Food Issue	3 June	14 May	25 May	7 May
August	Health Issue	12 August	23 July	3 August	16 July
	Father's Day Gift Guide	19 August	30 July	10 August	23 July
September	Style Issue	9 September	20 August	31 August	13 August
November	Summer Food Issue	4 November	15 October	26 October	8 October
	Christmas Gift Guide	25 November	5 November	16 November	22 October

letters page



The Letters page section is a weekly forum that features readers' letters in response to articles published in the previous edition of *Sunday Life*.

Letters is positioned within an early premium position in *Sunday Life*.

As an advertiser in *Sunday Life* there is an opportunity to provide a monthly prize awarded to the 'letter of the month'.



REQUIREMENTS:

- Open to current advertisers of *Sunday Life*.
- Prize needs to be a minimum value of AU\$1,000 for each state.
- Client to provide 50 words detailing the prize and a hi-res image of the prize.
- Prize needs to appeal to both male and female readers.
- *Sunday Life* will notify both the client and the prize winners of results. It is then the client's responsibility to send the prize within 10 working days of the publication date.
- Letters is an editorial opportunity and therefore the above components and final layout are subject to editorial approval.

mechanical specs

PAGE SPECIFICATIONS

Size	Type Area	Trim Size	Bleed Area
Full Pg	289 x 249mm	315 x 275mm	325 x 285mm
1/2 Horizontal	140 x 249mm	—	—
1/2 Horizontal (with bleed)	127 x 249mm	153 x 275mm	158 x 285mm
1/2 Vertical	289 x 119mm	—	—
1/2 Vertical (with bleed)	289 x 106mm	315 x 132mm	325 x 137mm
1/4 Page (with bleed)	127 x 106mm	153 x 132mm	158 x 137mm
1/3 Horizontal	87 x 249mm	—	—
1/3 Horizontal (with bleed)	74 x 249mm	100 x 275mm	105 x 285mm
1/3 Vertical	289 x 73mm	—	—
1/3 Vertical (with bleed)	289 x 60mm	315 x 86mm	325 x 91mm

SPREADS

Size	Type Area	Trim Size	Bleed Area
Dble Pg spread	289 x 524mm	315 x 550mm	325 x 560mm
Hlf Pg spread	140 x 524mm	—	—
Hlf Pg spread (with bleed)	127 x 524mm	153 x 550mm	158 x 560mm
1/3 Pg spread	87 x 524mm	—	—
1/3 Pg spread (with bleed)	74 x 524mm	100 x 550mm	105 x 560mm

- Measurements are given as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.

Disclaimer: Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs. Fairfax Media reserves the right to refuse any material that does not meet the Fairfax specifications.

advertising contacts



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For further information on Fairfax
Magazines visit adcentre.com.au

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