

The Sun-Herald

INDEPENDENT. ALWAYS.

2020

Quality Journalism

For many Sydneysiders, Sunday is their favourite day of the week. It is the one day of the week where they take time out for themselves and relax. They view *The Sun-Herald* as a luxury they can pore over.

Our mission is to inform, surprise and entertain these readers. We reward their time and attention with great stories, exclusives, and set the agenda for the week ahead.

The Sun-Herald is a confident, lively and intelligent read. It captures Sydney, its people, and their stories, all with the credibility and independence that are the hallmarks of our mastheads. We report without fear or favour, whether we're reviewing the newest fine dining establishment in the CBD or taking the blow torch to politicians on both sides of the political divide.

Our marquee columnists, including Peter FitzSimons, Jacqueline Maley, Andrew Hornery and Matt Wade, cover everything from federal politics to the absurdities of daily life in our modern city.

Our flagship magazine, Sunday Life, unashamedly targets women with top celebrity profiles, insightful features and beautiful fashion, plus Adam Liaw's delicious family-friendly recipes.

Traveller takes you around the world from the comfort of your armchair, while S has your weekend covered with the best film, arts, music and books coverage, with a dash of gossip and pop culture.

And our award-winning sports reporters and columnists analyse all the action from across the weekend.

Sun-Herald readers are intelligent, articulate, interested and well-educated. We provide them with a balanced, informed view of the issues that matter. Trust is one of the most important factors readers consider when choosing a publication - and keeping faith with our readers' trust helps us build strong loyalty and engagement.

Every print story we do is also engineered to work online. Our content transforms seamlessly from the page to the screen, where special graphics and photographs are used to enhance the digital experience.

So whether we are consumed in print or online, at home or in a cafe, every Sunday we are an integral part of our readers' day, setting the agenda and inspiring them for the week ahead.



COSIMA MARRINER, EDITOR
THE SUN-HERALD

Independent. Always.



News

NEWS, MONEY AND SPORT

The Sun-Herald is proudly committed to fearless, independent and accurate journalism and to generating quality analysis and opinion. We also seek comment from our readers to guarantee fairness and balance in all that we do.

*...fearless
journalism ...
quality analysis
and opinion*

EXTRA



Extra

Extra is a showcase for *The Sun-Herald's* focus on premium journalism, social issues, politics and world events. This section carries opinion, analysis, interviews and features for readers who want more from their Sunday down time.

Editorial is drawn from award-winning reporters, artists and photographers as well as leading journalists from our publishing partners in the US and Europe.

The Sun-Herald Money

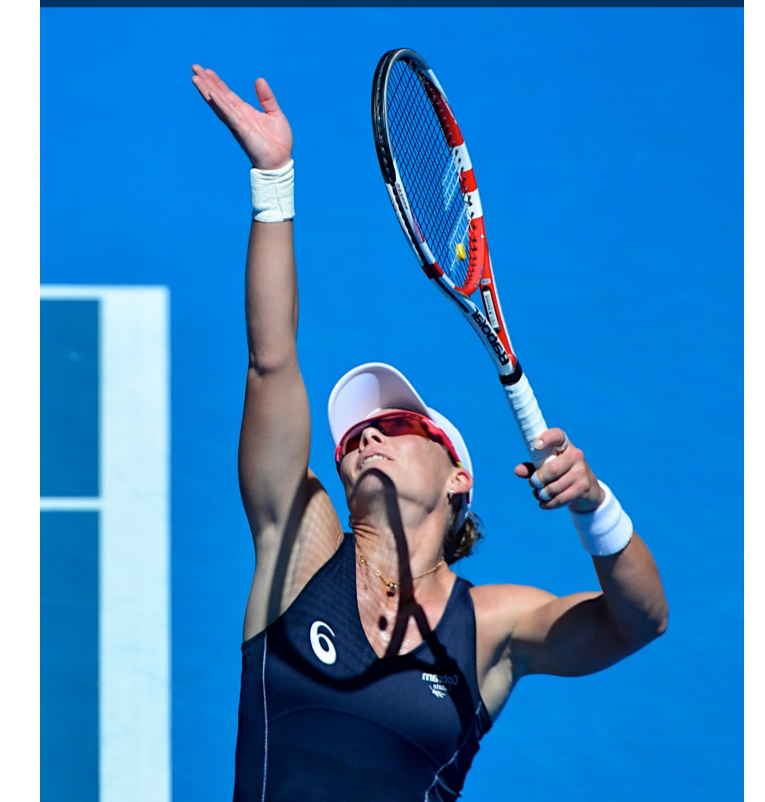


Money

Money is a highly regarded brand for its strong consumer focus and respected for its expertise, analysis and commentary.

Money provides a complete guide to personal finance to an audience who want to make and grow their money. Whether it's mortgages, super, tax or retirement, Money offers strategies to get ahead, and arms its audience with the knowledge to make smart decisions on their personal finance.

The Sun-Herald Sport



Sport

Sport expertly covers all sporting arenas, from the three major football codes to cricket, soccer and horse racing. It brings you all the latest action from around the world, including cycling, tennis and motor racing.

Great writing, breaking news and spectacular photography are the elements that make Sport one of the most popular sections of *The Sun-Herald*.

Lifestyle

TRAVEL AND ENTERTAINMENT

With a number of inspiring sections, whether it's the new show in town or the perfect travel destinations, the lifestyle audience is passionate and discerning, looking to feed their minds and bodies.

TRAVELLER



Traveller

Traveller inspires, entices and informs. We boast a smart and discerning audience of intent-driven travellers.

Whether it's trekking in Burma - or lazing by the pool in Bali - Traveller on Sunday provides inspiration for your next holiday and the tools to turn dreams into reality.

With a line-up of Australia's most experienced travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice.

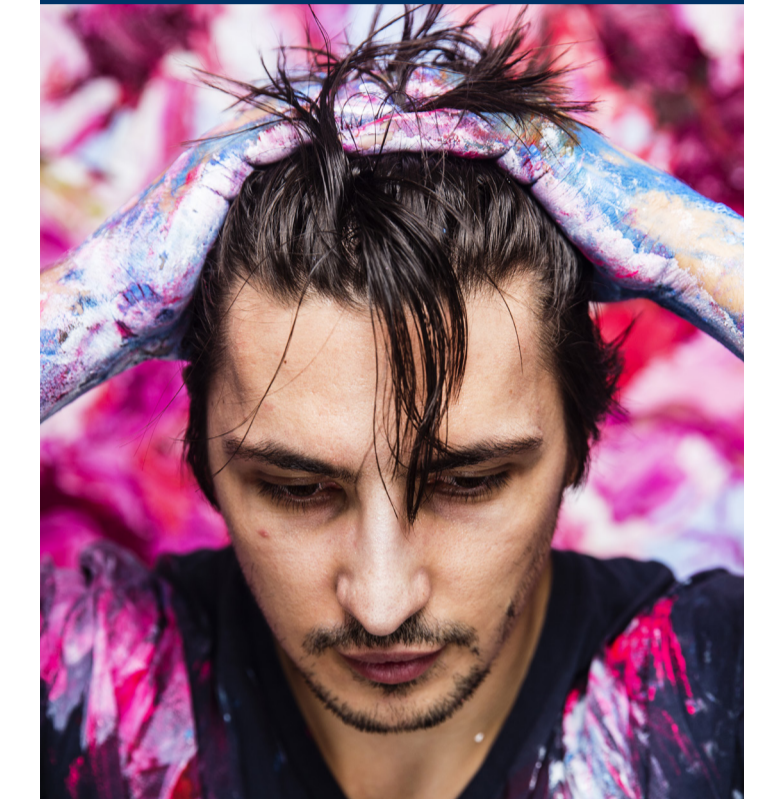
TV LIFTOUT



TV Liftout

TV Liftout provides readers with everything they need to plan a week's viewing: our picks for Show of the Week, plus previews of free-to-air and pay TV as well as DVD reviews and our take on TV trends, new shows and must-see programs.

S



S

The Sun-Herald's 'S' section combines the latest film, arts, music and books reviews with some fashion and gossip buzz, helping readers make the most of going out in Sydney. 'S' offers advertisers the chance to reach Sydney's entertainment lovers when they are thinking, talking about and planning their week ahead.

Sunday Life

INSERTED MAGAZINE

Sunday Life offers unparalleled access to the homes and hearts of the most significant and influential segment of our society.



Sunday Life's one big goal is to inspire. Inspire your body, inspire your mind. Sunday Life creates beautiful, lively and inspirational pages covering food, home, fashion, travel and health and well-being. We challenge our readers with in-depth profiles of inspiring women, and thought provoking features on emerging social trends.

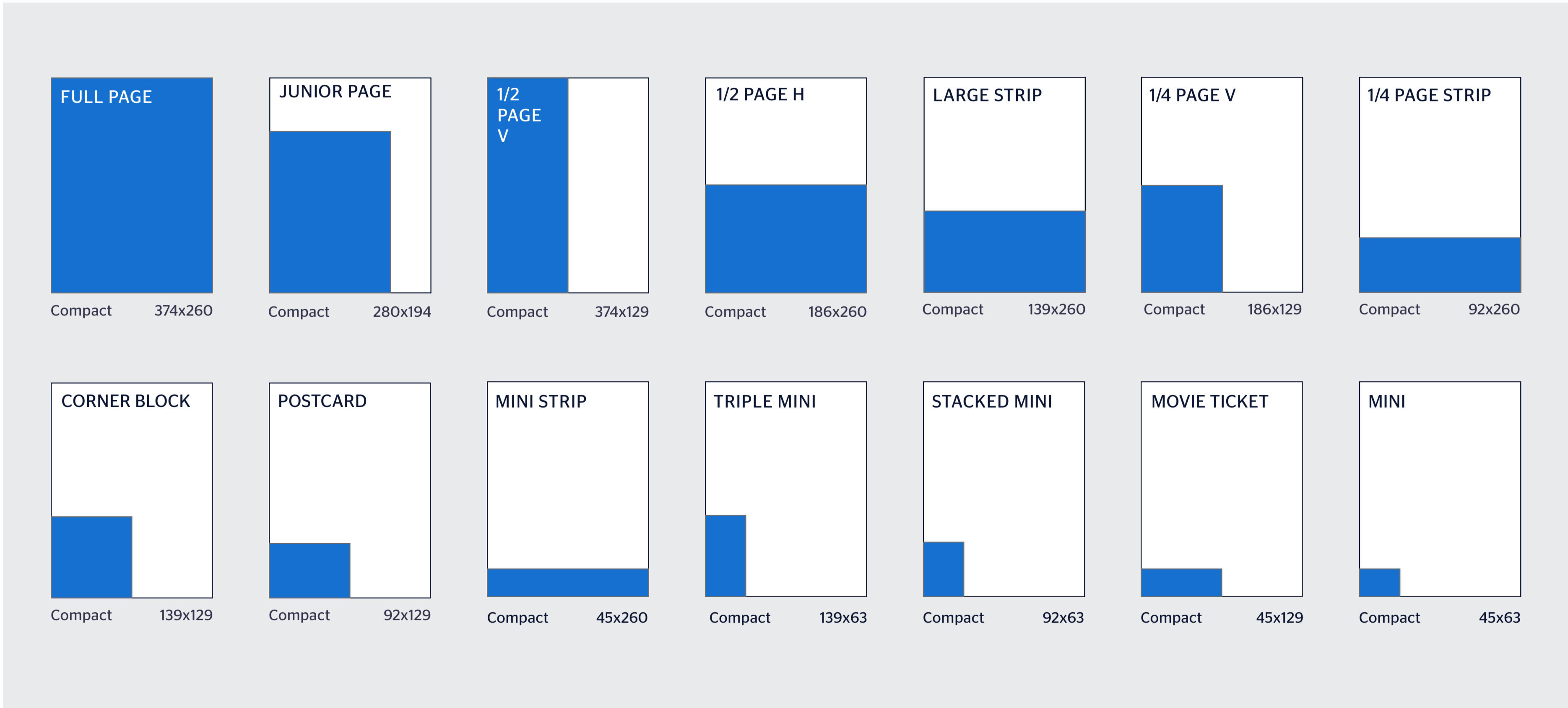
With every single page, we want to motivate - whether it's with a new idea or thought, a trend or tip, a profile, a real-life story, or a drive to purchase or activity.

Every week, Sunday Life aims to celebrate two of the best things in the world: women and Sundays.

Sunday Life reaches more than 656,000 readers monthly, on everyone's favourite day – Sunday!

Advertising Dimensions

The Sun-Herald



Digital Solutions

Our digital platforms offer a variety of digital solutions across online, mobile and tablet to cater to your requirements.

Strategic Features

Strategic Features are unique publications created around topics of interest driven by audience, editorial and consumer needs. We offer our clients the opportunity to connect with our high value news audience across print, online and tablet.

Direct Marketing

Our Direct Marketing service specialises in the delivery of direct response driven media solutions comprising of newspaper inserts/catalogues, bespoke printing, adhesive note advertising as well as a vast array of creative executions and paper stocks.

All dimensions shown in mm's (height x width)

For further information please contact your Nine sales representative.

Advertising Rates - Print

The Sun-Herald

Annual Spend Level Discounts

ANNUAL SPEND LEVELS (Excl. Gst)	Casual	\$151,620	\$344,590	\$675,385	\$978,625	\$1,268,075	\$1,543,740
Discount		-3%	-6%	-8%	-11%	-15%	-18%

SHAPE	NEWS	SECTIONS
Full page	\$46,336.00	\$46,336.00
Incl. GST	\$50,969.60	\$50,969.60
Junior page	\$26,064.00	\$26,064.00
Incl. GST	\$28,670.40	\$28,670.40
1/2 page V	\$23,168.00	\$23,168.00
Incl. GST	\$25,484.80	\$25,484.80
1/2 page H	\$23,168.00	\$23,168.00
Incl. GST	\$25,484.80	\$25,484.80
Large strip	\$17,376.00	\$17,376.00
Incl. GST	\$19,113.60	\$19,113.60
1/4 page V	\$11,584.00	\$11,584.00
Incl. GST	\$12,742.40	\$12,742.40
1/4 page strip	\$11,584.00	\$11,584.00
Incl. GST	\$12,742.40	\$12,742.40
Cnr block	\$8,688.00	\$8,688.00
Incl. GST	\$9,556.80	\$9,556.80
Postcard	\$5,792.00	\$5,792.00
Incl. GST	\$6,371.20	\$6,371.20
Mini strip	\$5,792.00	\$5,792.00
Incl. GST	\$6,371.20	\$6,371.20
Triple mini	\$4,344.00	\$4,344.00
Incl. GST	\$4,778.40	\$4,778.40
Stacked mini	\$2,896.00	\$2,896.00
Incl. GST	\$3,185.60	\$3,185.60
Movie ticket	\$2,896.00	\$2,896.00
Incl. GST	\$3,185.60	\$3,185.60
Mini	\$1,448.00	\$1,448.00
Incl. GST	\$1,592.80	\$1,592.80



Rates are inclusive of colour. No discounts will apply for mono.

These rates are applicable to the following;
Business (M-S), Sports (M-S), Money, Traveller* and News.

*Excludes Classifieds rates in Traveller, Domain and MyCareer.

Information correct at time of publishing.

Please visit nineforbrands.com.au for more information.

Loadings and Deadlines

The Sun-Herald

DEADLINES - NEWSPAPERS

DAY	SECTION	DISPLAY		CLASSIFIEDS		
		Booking	Material	Lineage	Display Booking	Display Material
Sunday	News/Sport	2pm Wed	12pm Fri	—	—	—
	Traveller	12pm Mon	12pm Thu	5pm Thu	12pm Thur	3pm Thur
	S Magazine	12pm Mon	12pm Thu	5pm Thu	12pm Thur	3pm Thur
	Money/Domain	12pm Wed	12pm Fri	—	—	—
	TV Guide	12pm Mon	12pm Wed	—	—	—

DEADLINES - MAGAZINES

DAY	MAGAZINES	BOOKING	MATERIAL
Sunday	Sunday Life: Published weekly	5pm Mon: 20 days prior to publication	12pm Thu: 10 days prior to publication

CANCELLATION DEADLINES
Cancellation deadline is in line with relevant section booking deadline.

LOADINGS

Preferred Position Loadings - News*

POSITION	SUNDAY
Front page	100%
Page 2	50%
Page 3	50%
First Full page colour	50%
Prior page 13	40%
Prior page 19	30%
Prior page 25	20%
Outside Back Cover	50%
GTD Position includes RHP, solus on spread, consecutive placements (in addition to above loads)	30%

*Subject to availability.
Information correct at time of publishing.
Please visit nineforbrands.com.au for more information.

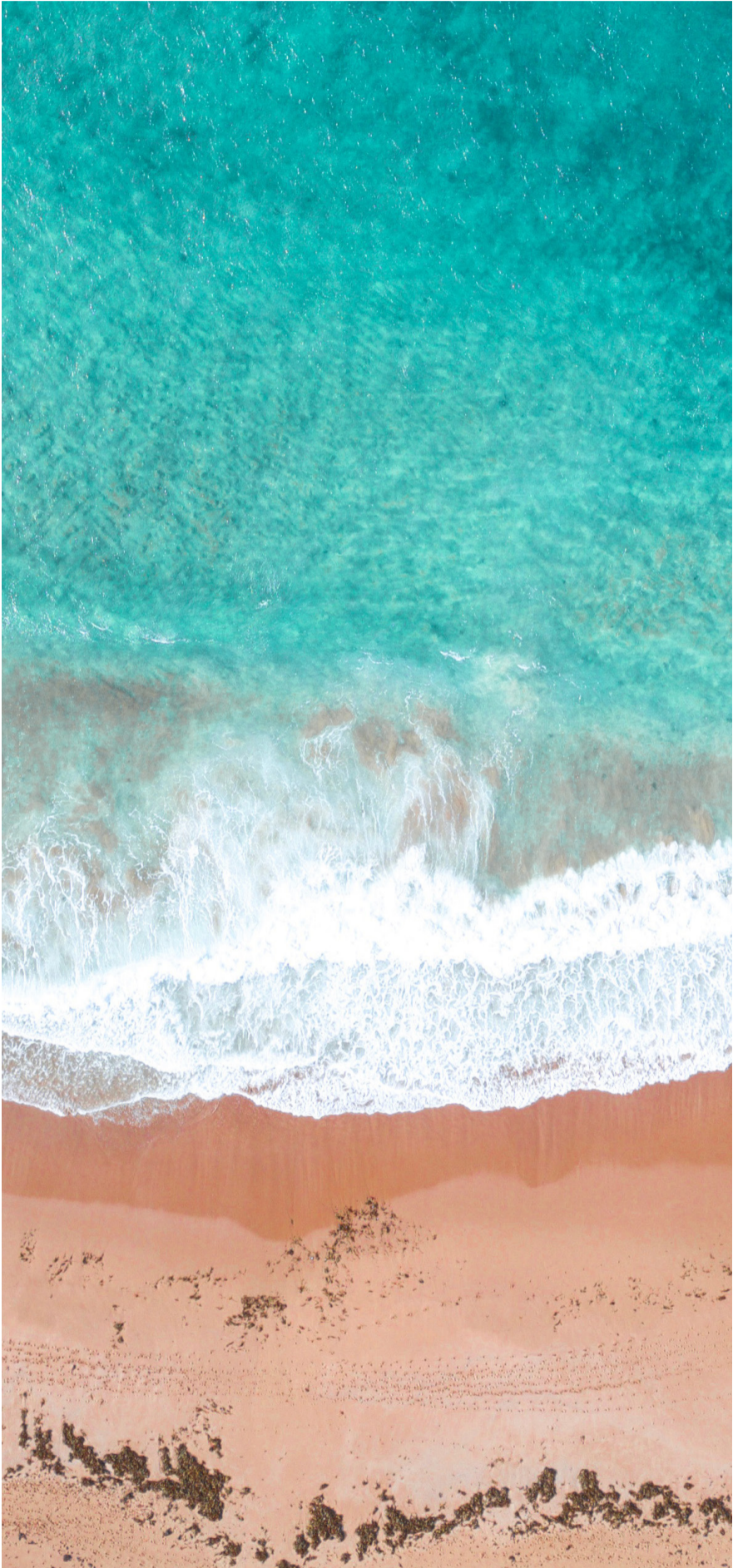
Sections*

POSITION	SUNDAY
Front Page ^	50%
Page 2 & 3	40%
Outside Back Cover	30%
GTD Position includes RHP, solus on spread, consecutive placements (in addition to above loads)	30%

Includes Traveller, Sport, S, Money, Extra.

^ When Sport commences from the back, front page load applies.

* Subject to availability



Booking and Material Procedure – Print



Booking Procedure

Verbal bookings must be confirmed in writing. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the sales representative and follow through with amended confirmation. Confirmations and verbal bookings must tally. Where there is discrepancy between verbal bookings and confirmation, the company will not be liable unless confirmation is received 3 working days prior to booking deadline.

Cancellation Procedure

Cancellations must be made verbally and confirmed in writing prior to the cancellation deadline. Please note the cancellation number quoted by the sales representative and their name. All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

Material on Hand

Please note the *The Sun-Herald* will retain advertisements for a period of 3 months. Repeats outside this time span cannot be guaranteed.

Terms and Conditions

All advertising services are governed by the Media Terms and Conditions of Advertising. We reserve the right to modify this ratecard or its Terms and Conditions at any time without prior notice.

100% space charge will apply when material fails to arrive in time for publication. No responsibility will be accepted for material arriving outside designated deadlines.

Advertising Material and Specifications

Please note that we will only accept material via electronic transmission. *The Sun-Herald* operates advertising quality assurance measures. All digital ads need to undergo quality assurance testing prior to being accepted for publication. To facilitate this, the following are certified methods for quality assurance testing and ad delivery (fees and charges apply):

Adstream

(+61) 02 9467 7500
adstream.com.au

Adsend Australia

(+61) 02 8689 9000
adsend.com.au

Digital Ads International

SENDlite
(+61) 02 9818 1965
sendlite.com.au

Ad Designs

(+61) 02 8777 6956
addesigns@nine.com.au



Information correct at time of publishing.

Please visit nineforbrands.com.au for more information.

The Sun-Herald

INDEPENDENT. ALWAYS.

Principal Partner
Taronga Zoo

 **Nine**

Nineforbrands.com.au