

ExecutiveStyle

2020



Issues

2019/2020



Live life better

Executive Style is the inside word on Australian style, fitness, trends and culture. It's about helping you live life better.

The brand has gone from strength to strength as Australia's most-read men's luxury title in 2019. As an online destination and news inserted magazine in *The Age* and *The Sydney Morning Herald*, *Executive Style* reaches a wide audience with a curated mix of inspiring profiles, cutting-edge fashion, luxury products, and premium travel ideas.

The brand also focuses on wellbeing and mental health in the community, talking to leaders and success stories across industries and genders.

An audience of over 1.3 million Australians look to ES for cutting-edge news about the latest trends, cars, watches, fashion, fitness, travel destinations, restaurants and drinks with compelling features about leading entertainers, sportspeople, designers and entrepreneurs.

In 2019, *Executive Style* featured cover stars including ALF star Dustin Martin, international DJ Flume, writer and newsmaker Stan Grant and national treasures Hamish and Andy.



Our ecosystem

Executivestyle.com.au

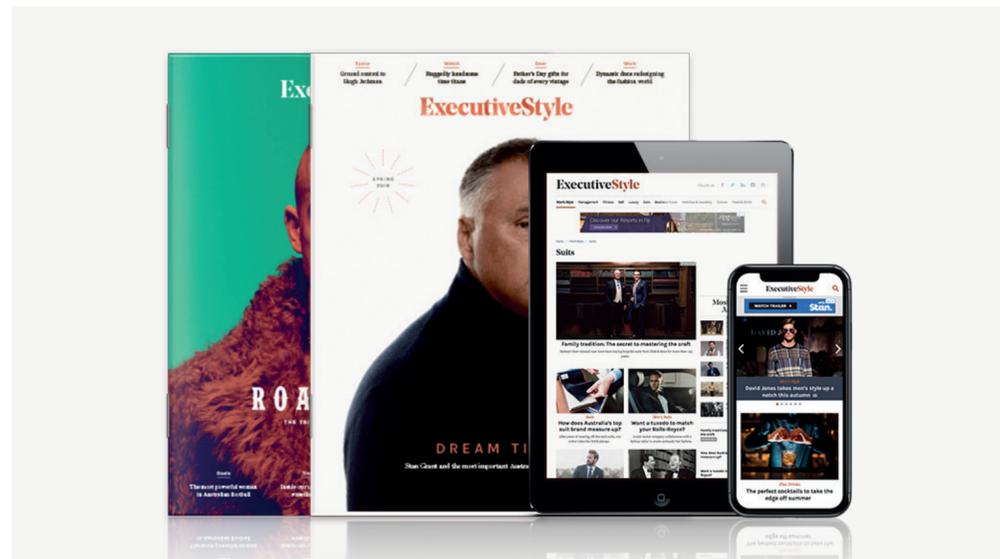
A daily dose of style and culture, Executive Style online is a premium digital lifestyle destination covering cars, watches, men's fashion, fitness, culture, and more. With daily promotion on theage.com.au and smh.com.au, we immediately reach a unique audience of over 300,000 Australians a month, including business decision makers, managers, and professionals.

Executive Style Magazine

Executive Style's award-winning quarterly gloss magazine takes a deeper look at the names, brands, trends and personalities setting the global agenda on men's style and culture. The cutting-edge design showcases the best writing from passionate contributors and beautiful imagery from leading photographers and stylists. The magazine is published each season - summer, autumn, winter, spring - in *The Age* and *The Sydney Morning Herald*.

Executive Style Social

With a Friday afternoon newsletter reaching over 15,000 subscribers, a Facebook following of over 50,000, plus 3,500 Instagram followers, Executive Style is instantly connected to an online community.



Our leaders



Michael Harry
EDITOR-IN-CHIEF

Michael has been a leading lifestyle editor for over a decade working extensively across digital and print. He has profiled many personalities from Brad Pitt to Lenny Kravitz, and is a seasoned restaurant critic for The Good Food Guide. A taste for travel took him to editorial posts in London and New York City before returning to his hometown of Melbourne. He joined *Executive Style* in 2015, launching the brand in a glossy print format in 2017. He is also lifestyle editor of *Good Weekend*, managing all things food, drink, culture, shopping, interiors and style each Saturday.

“

It's a privilege to edit the wide array of topics covered by Executive Style into one sleek multi-platform package,” Harry says. “The job has taken me from remote Scottish whisky distilleries to choppers over Miami in search of a story.

As the Aussie male continues to evolve so does the brand, and we pride ourselves on delivering a current, compelling and inclusive range of stories to help you live a better life.

”



Benjamin Judd
DEPUTY / DIGITAL EDITOR

Ben has interviewed some of the industry's biggest, and infamous, names including Kim Jones, Justin O'Shea and Paolo Zegna. A self-confessed sneaker addict, he regularly writes about the latest fashion and grooming trends Ben curates the best luxury products you need to know for the magazine, as well as the daily digital direction for executivestyle.com.au



Tim Beor
CREATIVE DIRECTOR

As the creative director for Nine magazines, Tim drives the look and feel of a number of award-winning publications, including *Good Weekend*, *AFR Magazine*, *Luxury*, *Sophisticated Traveller* and, of course, *Executive Style*.

Our contributors



BANI MCSPEDDEN

Australia's most respected watch writer, Bani is editor of *The Australian Financial Review's* Watch magazine and also contributes to Qantas magazine.



TOBY HAGON

Toby loves all things cars and has been writing about them for more than 20 years. As well as road testing and chasing motoring news from around the world he recently co-authored a book on Holden.



JAMES ATKINSON

As an award winning drinks and travel journalist, James has his finger on the pulse of the country's hospitality industry. He hosts a popular podcast for adventurous drinkers called Drinks Adventures.



THOMAS MITCHELL

After getting his pen license aged five, it seemed writing was the only way forward for a young Thomas. He went on to become a journalist whose work has appeared in numerous publications, including a column, Know Man's Land, for *Executive Style*.



ANNIE BROWN

Annie is a Sydney-based fashion and lifestyle journalist. She has worked as both a writer and editor at titles including *The Sydney Morning Herald* and *Elle Australia* and is a regular contributor to *Executive Style* and *The Australian Financial Review*.



MARK GAMBINO

Mark writes about the worlds of luxury travel, technology and alcohol for *Executive Style*; putting his spin on life's most memorable moments.



LAURA HILL

Whether you're a newbie to the running scene or a seasoned athlete, Laura brings the latest running trends and gear to readers across Australia. With a day job and a busy toddler, Laura loves nothing more than lacing up her runners and hitting the pavement.



SAM DOWNING

A qualified personal trainer, fitness instructor and nutrition coach, Sam was the former editor at 9Honey's health site Coach. He says the secret to good health and wellbeing is pretty simple: keep it, well, simple.



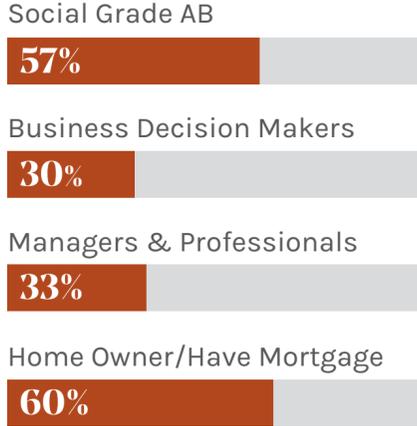
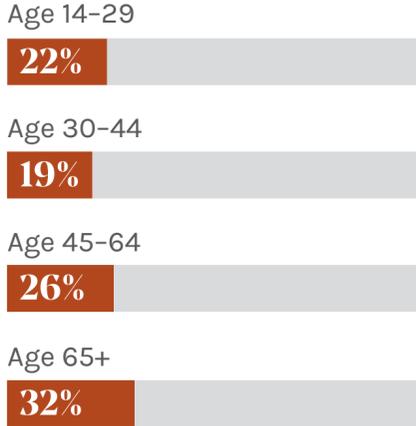
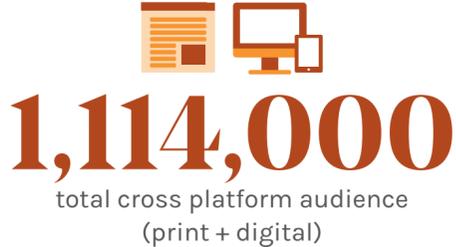
JOSH BOZIN

Josh is a freelance writer from Melbourne tackling some of the world's most pressing issues, like where to find delicious food or how to wear a suit three ways, plus interviewing some of the world's most interesting subjects in between. His motto: phones down, forks up.

Our audience



SOURCE: EMMA CONDUCTED BY IPSOS MEDIACT; PEOPLE 14+ FOR THE 12 MONTHS ENDING OCTOBER 2019; NIELSEN DIGITAL CONTENT RATINGS, MONTHLY TAGGED, OCTOBER 2019, PEOPLE 14+. PRINT BASED ON SMH - FRIDAY AND AGE - FRIDAY



57%



43%

Our year ahead



The Sport and Style Issue

AUTUMN 2020 - Friday March 20

Autumn is prime time for our favourite sporting codes, with the AFL and NFL gearing up for a cracker season. We're getting pumped about the 2020 summer Olympics in Tokyo, which begins on July 24, and will introduce you to the top athletes on the rise. Plus, April 3 is the release date of the long-awaited new Bond film, No Time To Die, and we'll be celebrating with a bespoke Bond shoot. We'll also look at the most gruelling ways to get into shape (boot camp, anyone?) and the coolest gear to get into shape.



The Global Issue

WINTER 2020 - Friday May 22

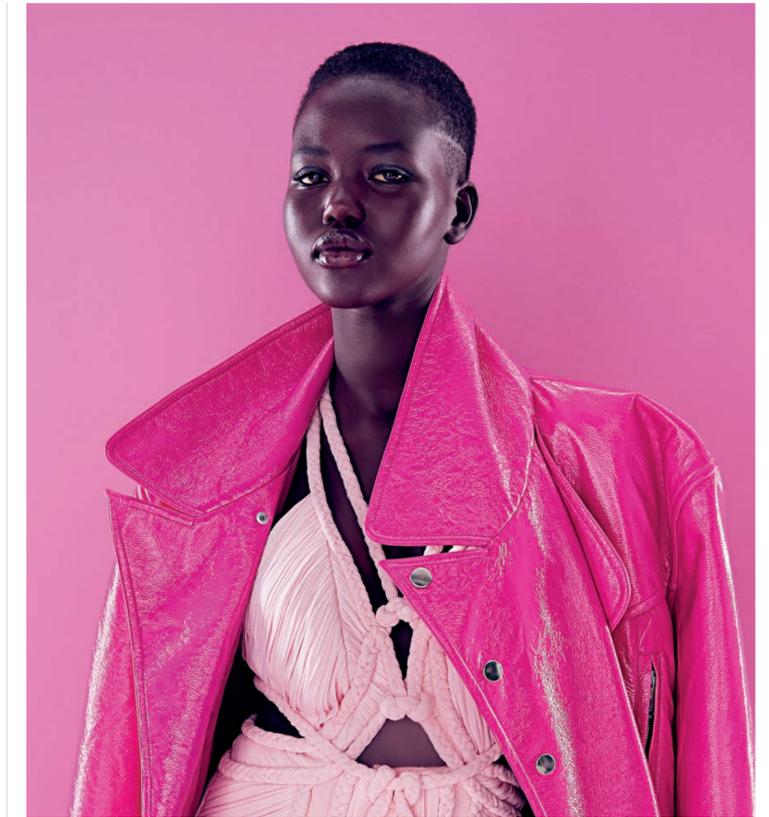
Get up, stand up! The health of our planet is on the agenda and big business turns its attention to saving the earth. We put luxury brands under the microscope and find out who is doing what when it comes to sustainability, plus meet the successful Australians making a big impact around the world.



The Fashion Issue

SPRING 2020 - Friday August 21

What's in fashion now? We take a distinctly local approach to the season's latest trends, looking and the style and design cues you need to know. Which rules do you need to follow, and which ones are made to be broken? With the Spring Racing Carnival and Father's Day approaching, this is the trend guide you need to read.



The Party Issue

SUMMER 2020 - Friday November 20

We're living the high life for summer. Superyachts, supermodels and superstars: this is your guide to living large. From the best food and drinks for your end-of-year shindig, to the best places to escape for a well-earned holiday, plus Christmas gifts and summer fashion, it's a party in print.

Content partnerships

Executive Style offers a broad range of partnership opportunities to engage your brand with a high value male audience who appreciate the finer things in life.

BESPOKE PRINT EXECUTIONS

CONTENT

BRAND EVENTS

ExecutiveStyle



Harrolds

ExecutiveStyle



GUCCI



Rates & deadlines

EXECUTIVE STYLE MAGAZINE DEADLINES

Issue	Feature	Issue date	Booking deadline	Material deadline	Cancellation deadline
MARCH	Sport + Style	Friday, 20 Mar 2020	Friday, 21 Feb 2020	Friday, 28 Feb 2020	Friday, 17 Jan 2020
MAY	Global Issue (Change makers)	Friday, 22 May 2020	Friday, 24 Apr 2020	Friday, 1 May 2020	Friday, 20 Mar 2020
AUGUST	Fashion Issue	Friday, 21 Aug 2020	Friday, 24 Jul 2020	Friday, 31 Jul 2020	Friday, 19 Jun 2020
NOVEMBER	Party Issue	Friday, 20 Nov 2020	Friday, 23 Oct 2020	Friday, 30 Oct 2020	Friday, 18 Sept 2020

EXECUTIVE STYLE MAGAZINE ADVERTISING RATES

Frequency	Casual	2x	4x
Full Page	\$30,000	\$27,000	\$24,000
Full Page incl GST	\$33,000	\$29,700	\$26,400
DPS	\$55,000	\$49,500	\$44,000
DPS incl GST	\$60,500	\$54,450	\$48,400
Half Page Vertical or Horizontal	\$16,000	\$14,400	\$12,800
Half Page Vertical or Horizontal incl	\$17,600	\$15,840	\$14,080
Third Page Vertical or Horizontal	\$11,000	\$9,900	\$8,800
Third Page Vertical or Horizontal incl	\$12,100	\$10,890	\$9,680

Premium Positions	Loads
1st Inside Front Cover	35%
2nd Inside Front Cover	25%
3rd Inside Front Cover	20%
Prior Contents Spread	15%
1st Right Hand Page	40%
2nd Right Hand Page	35%
Front Half RHP	25%
RHP	15%
Consecutive FH RHP page	30%
Consecutive RHP page	20%
1st Left Hand Page	30%
2nd, 3rd, 4th Left Hand Page	20%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
Inside Back Cover	20%
Outside Back Cover	50%
Specified positioning	10%

RATES

Rates effective from 1 Jan – 31 Dec, 2020

State only broken space smaller than a half page is subject to availability. Cancellations made after deadline will be charged 100% of the insertion cost. Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.

For advertising information, please contact:

LAUREN MCINTYRE
9282 1064
LMCITNYRE@NINE.COM.AU

EXECUTIVE STYLE MAGAZINE ADVERTISING SPECIFICATIONS

Size	Type area	Trim size	Bleed area
Half page horizontal	144x250mm	164x270mm	174x280mm
Full page	310x250mm	330x270mm	340x280mm
Double page spread	310x520mm	330x540mm	340x550mm

ADVERTISING SUPPORT

For production enquiries:
advertisingsupport@nine.com.au

- Measurements are given in millimetres and are 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.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with production.

Our team

LAUREN MCINTYRE

Content Partnerships Manager - Luxury

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nineforbrands.com.au



 **Nine**