

Life & Leisure

2020



Life & Leisure Overview

The Financial Review Life & Leisure weekly newspaper section is inserted into the Friday and weekend editions of *The Australian Financial Review* newspaper.

Every week *Life & Leisure* covers fashion, jewellery, design, travel, the arts, motoring, property and more, in every issue.

Printed on high-brite newspaper stock, *Life & Leisure* provides a premium newspaper advertising environment for luxury clients and is the perfect vehicle to build frequency around key retail periods – such as Christmas.

“If *The Australian Financial Review* is the daily habit of successful people, then *Life & Leisure* is their weekend habit. In print on Fridays and over the weekend (and always online), it offers readers a sumptuous and leisurely guide to how to spend their wealth and well-deserved time off. *Life & Leisure* gives me, as the editor, and our legion of knowledgeable writers and columnists an all-areas VIP pass to the worlds of luxury in fashion, jewellery, the arts, design, travel, motoring, fine dining, drinks, leisure events and more. It’s a privilege and a delight to share these worlds with our readers and our advertisers.

- Charis Perkins, editor



Charis Perkins

EDITOR

Charis has produced, edited and written for news and lifestyle publications in South Africa, London, Hong Kong and Sydney for longer than she cares to remember. Her obsession is great writing, beautifully presented - in print and online.

She has worked for *The Australian Financial Review* for 12 years, and been the editor of *Life & Leisure* since May 2016.

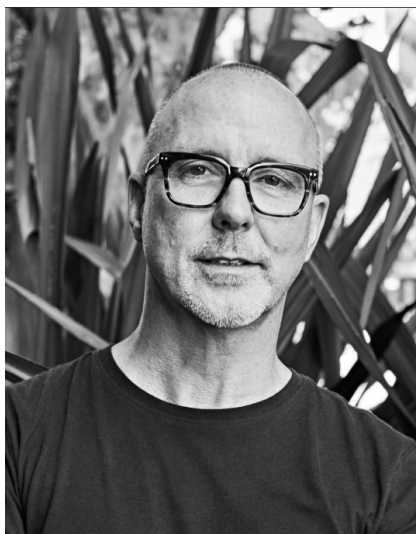
FINANCIAL REVIEW

Contributors



STEPHEN CLARK
ART DIRECTOR

Stephen's eye for detail and love of good design – honed over a long career working in advertising and publishing – is apparent on every page.



STEPHEN TODD
DESIGN EDITOR

After a distinguished editorial career in Paris, Stephen writes on art, architecture and design for *Life & Leisure* and *The Australian Financial Review Magazine*. He advises several cultural institutions, including the Museum of Applied Arts and Sciences.



UTE JUNKER
TRAVEL WRITER

If anyone knows about luxury travel, it's Ute. She spends around six months of the year exploring destinations and uncovering new stories. She's crisscrossed the world more times than she can remember and has an unparalleled network of industry contacts. If only she had a cure for jet lag.



MAX ALLEN
DRINKS WRITER

Max is an award-winning Melbourne-based journalist and author who has been writing about wine and drinks for more than 25 years. He is working on his next book: a cultural history of drinking in Australia.



JOHN DAVIDSON
TECHNOLOGY WRITER

Over his career, John Davidson has been a humourist, foreign correspondent, investigative reporter, technology reporter and software coder. He now brings all those skills to bear reviewing gadgets every week. It's demanding work, but someone has to do it.



TONY DAVIS
MOTORING WRITER

Tony is a successful author and journalist based in Sydney. He brings decades of experience to the beat, writing about technology, craftsmanship, heritage, design, engineering and every other aspect of modern luxury motoring.



ANNIE BROWN
SPEND EDITOR

Annie is a freelance lifestyle and fashion journalist. Her work has been published in *Vogue*, *Harper's Bazaar*, *ELLE* and *The Sydney Morning Herald*.





Regular Columns

SPEND

A spot on *Life & Leisure's* weekly luxury list of fashion, watches and jewellery moves stock fast.

TRAVEL

Our travel writers share their insiders' knowledge on high-end getaways, new hotels and exclusive adventures in Australia and around the world.

FASHION

We cast a keen eye over the latest shows, trends and happenings in the fashion world.

DESIGN & ARCHITECTURE

Life & Leisure shines a light on cutting-edge design in architecture, furniture and more.

FOOD

Renowned chefs, top restaurants, food festivals, dining trends and gourmet providers, we have them covered.

DIGITAL LIFE

Technology writer John Davidson beavers away in the DL Labs to brings readers all things tech.

MOTORING

Motoring columnist Tony Davis takes to the road here and abroad to test the latest prestige models.

DRINKS

Drinks writer Max Allen follows his nose in pursuit of fine wines and alcoholic beverages.

PROPERTY

Domain prestige editor Jen Melocco picks the top executive properties on the market.

WHAT'S ON

Life & Leisure keeps abreast of unmissable sporting, art & cultural events.



Audience Profile

Big Earners

Life & Leisure readers are:

22%

more likely than the general population to travel business class

59%

are 2 times as likely than average
TO EARN \$120K+

\$170k

average household income is **\$170k**

84%

believed that quality is more important than price when making a purchase

Big Spenders

Life & Leisure readers are:

26%

more likely to be top spenders on overseas holidays

27%

more likely to be top spenders on alcoholic beverages

2x

Life & Leisure readers are 3.4 times more likely than the general population to intend to **SPEND \$50K+** on their next car purchase

34%
FEMALE

66%
MALE

50yrs
AVERAGE AGE

% readers who are A or B Social Grade*

Life & Leisure

74%

Weekend Australian Magazine

50%

Saturday Advertiser

31%

Herald Sun (Sat)

37%

Weekend West

33%

Courier Mail (Sat)

34%

Daily Telegraph (Sat)

36%

% readers who intend to travel in the next 12 months*

Life & Leisure

88%

Weekend Australian Magazine

82%

Saturday Advertiser

73%

Herald Sun (Sat)

77%

Weekend West

75%

Courier Mail (Sat)

78%

Daily Telegraph (Sat)

76%

Source: emma conducted by Ipsos MediaCT; people 14+ for the 12 months ending October 2019. Print based on AIR

Features Calendar 2020

JANUARY 10-12

Travel Hotels for 2020
Design/Architecture Trends at Design Miami
Food Wild-caught seafood

JANUARY 17-19

Arts Perth festival
Travel Places to unplug
Food Culinary Berlin

JANUARY 24-27

AUSTRALIA DAY BUMPER
Fashion Men's week wrap
Travel Japan

JANUARY 31-FEBRUARY 2

Fashion Paris haute couture
Design Virgil Abloh at Gallery kreo
Sport Bathurst 12-hour preview

FEBRUARY 7-9

Spend Valentine's Day gift guide
Travel Modernism week Palm Springs
Food New York

FEBRUARY 14-16

Fashion Woolmark prize
Arts Adelaide Festival

FEBRUARY 21-23

SOPHISTICATED TRAVELLER

FEBRUARY 28-MARCH 1

Wellness Soma
Fashion Eva Kruse of Global Fashion Agenda
Travel The year of music + Earth Day breakout
Food Melbourne Food and Wine Festival

MARCH 6-8

Fashion Ready-to-wear runway shows
Design Melbourne Design Week
Racing Golden Slipper

MARCH 13-15

EARLY BIRD EUROPE

Arts Opera Australia
Travel European summer inspiration
Food Taste Australia preview
Motoring Australian Grand Prix

MARCH 20-21

LUXURY

MARCH 27-29

Architecture Australian Houses Awards
Motoring Geneva Motoring Show
Columns Drinks, Digital Life

APRIL 3-5

Beauty Skincare focus
Sport US Masters
Motoring Mercedes

APRIL 9-13

FOOD & WINE EASTER BUMPER

Travel Australian foodie destinations
Columns Drinks, Digital Life

APRIL 17-19

ADRENALINE ADVENTURES

Travel Get adventurous
Fashion Going viral
Motoring Ferrari

APRIL 24-26

TOKYO

Travel Tokyo deep dive
Columns Drink, Digital Life

MAY 1-3

Spend Mother's Day gift guide
Jewellery Profile
Sport Polo in Broome
Columns Motoring, Drinks, Digital Life

MAY 8-10

Fashion Mercedes-Benz Fashion Week Australia
Design Milan Furniture Fair
Sport US PGA

MAY 15-17

SOUTHERN HEMISPHERE SKI SPECIAL

Watches Watches & Wonders Geneva and Basel
Sport Monaco Grand Prix review
Yachting Sanctuary Cove International Boat Show

MAY 22-24

SOPHISTICATED TRAVELLER

MAY 29-31

ITALIAN EDITION

Arts Venice Biennale Architettura
Travel Luxe Italy
Food Eat like an Italian

JUNE 5-7

LUXURY

JUNE 12-14

Arts Art Basel
Sport US Open golf preview

JUNE 19-21

CYCLING SPECIAL

Sport Tour de France preview
Columns Motoring, Drinks, Digital Life

JUNE 26-28

BRITISH EDITION

Fashion London Fashion Week Men's
Travel Best of Britain
Sport Wimbledon

JULY 3-5

Fashion Northern winter ski preview
Arts Noosa Alive! Festival
Sport Olympics

JULY 10-12

RESORTS AND WELLNESS ISSUE

Arts Australian World Orchestra
Travel/Wellness Spas, wellness holidays
Sport Preview British Open golf

JULY 17-19

Fashion Paris haute couture
Columns Motoring, Drinks, Digital Life

JULY 24-26

Travel Out of Africa, Winter getaways

JULY 31-AUGUST 2

SOPHISTICATED TRAVELLER

AUGUST 7-9

Food Spring special
Columns Motoring, Drinks, Digital Life

AUGUST 14-16

HAMILTON ISLAND RACE WEEK

Arts Brisbane festival
Columns Motoring, Drinks, Digital Life

AUGUST 21-23

Sport US Open tennis
Columns Motoring, Drinks, Digital Life

AUGUST 28-30

GROOMING EDITION

Spend Father's Day guide

SEPTEMBER 4-6

LUXURY

SEPTEMBER 11-13

Design Sydney Design Week

SEPTEMBER 18-20

ASIAN ODYSSEY

Spend Out of Asia
Motoring Singapore Grand Prix
Sport Ryder Cup

SEPTEMBER 25-27

Travel Northern winter ski preview
Columns Motoring, Drinks, Digital Life

OCTOBER 2-4

Travel Best of Australian luxury cruising
Columns Motoring, Drinks, Digital Life

OCTOBER 9-11

Fashion Ready to wear Paris fashion week
Yachting 2020 Superyacht rendezvous

OCTOBER 16-18

SOPHISTICATED TRAVELLER

OCTOBER 23-25

MELBOURNE CUP PREVIEW

Spend Bulgari art award (Date TBC)

OCTOBER 30 - NOVEMBER 1

JEWELLERY EDITION

Melbourne Cup My brilliant weekend

NOVEMBER 6-8

ISLAND HOPPING/SHORT SUMMER ESCAPES

Food Margaret River Gourmet Escape

NOVEMBER 13-15

Sport 2020 Australian Open Golf
Columns Motoring, Drinks, Digital Life

NOVEMBER 20-22

LUXURY

NOVEMBER 27-29

Travel Where to go this Christmas season

DECEMBER 4-6

BUMPER CHRISTMAS GIFT GUIDE

Gifts Curated picks from the Life & Luxury editors, My craziest Christmas

DECEMBER 11-13

THE PARTY EDITION

Design/Architecture Design gift guide
Fashion What to wear this party season
Society Guest know how
Travel Destinations to celebrate

DECEMBER 18-20

Drinks The year in wine
Columns The best cars of 2020
Digital Life The year's five gadgets I loved the most
Executive Property Holiday homes

DECEMBER 25-27

CHRISTMAS BUMPER

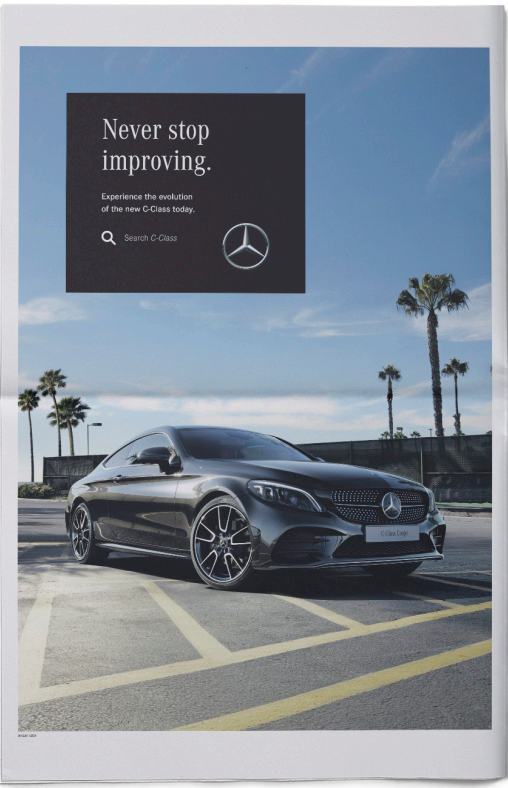
Sport Rolex Sydney Hobart Yacht Race
Horse-racing Magic Millions Carnival





Advertisers can engage
with *Life & Leisure's*
discerning and hard to
reach audience in a luxury
lifestyle environment
through bespoke advertising
solutions, such as impactful
creative ad shapes or
integrated cover wraps.

Content Partnerships



***LIFE & LEISURE* COVER WRAP**

Advertising Rates 2020

| FREQUENCY | CASUAL | 4X | 8X | 12X | 16X | 20X | 24X |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| DISCOUNT | CASUAL | 5% | 10% | 15% | 20% | 25% | 30% |
| Full Page (38x7) | \$19,434 | \$18,462 | \$17,491 | \$16,519 | \$15,547 | \$14,575 | \$13,604 |
| Full Page (38x7) incl. GST | \$21,377.40 | \$20,308.20 | \$19,240.10 | \$18,170.90 | \$17,101.70 | \$16,032.50 | \$14,964.40 |
| DPSC (38x14) | \$35,000 | \$33,250 | \$31,500 | \$29,750 | \$28,000 | \$26,250 | \$24,500 |
| DPSC (38x14) incl. GST | \$38,500.00 | \$36,575.00 | \$34,650.00 | \$32,725.00 | \$30,800.00 | \$28,875.00 | \$26,950.00 |
| Junior Page (28x5) | \$10,220 | \$9,709 | \$9,198 | \$8,687 | \$8,176 | \$7,665 | \$7,154 |
| Junior Page (28x5) incl. GST | \$11,242 | \$10,679.90 | \$10,117.80 | \$9,555.70 | \$8,993.60 | \$8,431.50 | \$7,869.40 |
| Half Page (20x7) | \$10,220 | \$9,709 | \$9,198 | \$8,687 | \$8,176 | \$7,665 | \$7,154 |
| Half Page (20x7) incl. GST | \$11,242 | \$10,679.90 | \$10,117.80 | \$9,555.70 | \$8,993.60 | \$8,431.50 | \$7,869.40 |
| Third Page (20x4) | \$5,845 | \$5,553 | \$5,260 | \$4,968 | \$4,676 | \$4,384 | \$4,091 |
| Third Page (20x4) incl. GST | \$6,429.50 | \$6,108.30 | \$5,786.00 | \$5,464.80 | \$5,143.60 | \$4,822.40 | \$4,500.10 |
| Quarter Page (20x3) | \$4,384 | \$4,165 | \$3,946 | \$3,726 | \$3,507 | \$3,288 | \$3,069 |
| Quarter Page (20x3) incl. GST | \$4,822.40 | \$4,581.50 | \$4,340.60 | \$4,098.60 | \$3,857.70 | \$3,616.80 | \$3,375.90 |
| Strip Ad (10x7) | \$5,114 | \$4,858 | \$4,603 | \$4,347 | \$4,091 | \$3,835 | \$3,580 |
| Strip Ad (10x7) incl. GST | \$5,625.40 | \$5,343.80 | \$5,063.30 | \$4,781.70 | \$4,500.10 | \$4,218.50 | \$3,938.00 |
| Strip Ad 2 (5x7) | \$2,557 | \$2,429 | \$2,301 | \$2,173 | \$2,046 | \$1,918 | \$1,790 |
| Strip Ad 2 (5x7) incl. GST | \$2,812.70 | \$2,671.90 | \$2,531.10 | \$2,390.30 | \$2,250.60 | \$2,109.80 | \$1,969.00 |
| 10x5 | \$5,200 | \$4,940 | \$4,680 | \$4,420 | \$4,160 | \$3,900 | \$3,640 |
| 10x5 incl. GST | \$5,720.00 | \$5,434.00 | \$5,148.00 | \$4,862.00 | \$4,576.00 | \$4,290.00 | \$4,004.00 |
| 10x4 | \$4,160 | \$3,952 | \$3,744 | \$3,536 | \$3,328 | \$3,120 | \$2,912 |
| 10x4 incl. GST | \$4,576.00 | \$4,347.20 | \$4,118.40 | \$3,889.60 | \$3,660.80 | \$3,432.00 | \$3,203.20 |
| 10x3 | \$3,120 | \$2,964 | \$2,808 | \$2,652 | \$2,496 | \$2,340 | \$2,184 |
| 10x3 incl. GST | \$3,432.00 | \$3,260.40 | \$3,088.80 | \$2,917.20 | \$2,745.60 | \$2,574.00 | \$2,402.40 |
| 10x2 | \$2,080 | \$1,976 | \$1,872 | \$1,768 | \$1,664 | \$1,560 | \$1,456 |
| 10x2 incl. GST | \$2,288.00 | \$2,173.60 | \$2,059.20 | \$1,944.80 | \$1,830.40 | \$1,716.00 | \$1,601.60 |

| PREMIUM POSITIONS | |
|---|----------|
| Front Page (10cm x 7cols) | \$9,000 |
| Front Page (10cm x 7cols) incl. GST | \$9,900 |
| Front Page (8cm x 7cols) | \$8,000 |
| Front Page (8cm x 7cols) incl. GST | \$8,800 |
| Front & Back Page Ribbon Wrap (8cm x 15 cols) | \$15,000 |
| Front & Back Page Ribbon Wrap (8cm x 15 cols) incl. GST | \$16,500 |

| STATE SPLITS (RUN OF PAPER) FULL/HALF/JUNIOR PAGES ONLY | |
|--|-------------------------|
| NSW/ACT | 50% |
| VIC/TAS | 40% |
| QLD | 40% |
| SA | Subject to availability |
| WA | Subject to availability |

| LOADING | |
|-------------------------------|-----|
| Page 3, 5 & 7 | 20% |
| Right Hand Page in Front Half | 15% |
| Right Hand Page | 10% |
| Front Half / Sections | 10% |



BOOKING DEADLINE
10am Monday prior to publication

MATERIAL DEADLINES
10am Monday prior to publication

Rates effective 1 January 2020 - 31 December 2020. Rates are subject to change.

Contact your *Financial Review* sales representative for further details. 100% cancellation charge applies for State splits.



Technical Specifications

ADVERTISING DIMENSIONS

| | | | | |
|--|---|---|---|--|
| <div>FULL PAGE 38x7</div> <div>TYPE AREA 375x260mm</div> | <div>1/2 PAGE H 20x7</div> <div>TYPE AREA 200x260mm</div> | <div>1/2 PAGE V 20x7</div> <div>TYPE AREA 375x147mm</div> | <div>1/4 PAGE H 10x7</div> <div>TYPE AREA 100x260mm</div> | <div>JUNIOR PAGE 28x5</div> <div>TYPE AREA 280x185mm</div> |
|--|---|---|---|--|

CANCELLATION PROCEDURE

Cancellations must be made verbally and confirmed in writing 4 weeks prior to publication date. Please note the cancellation number quoted by *The Australian Financial Review* representative and their name.

Bookings taken inside cancellation deadline are non-cancellable.

BOOKING PROCEDURE

Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone.

Please take the contact name of *The Australian Financial Review* representative and follow through with amended confirmation in writing.

ADVERTISING MATERIAL & SPECIFICATIONS

Please note that Nine will only accept material via electronic transmission.

Nine operates new advertising quality assurance measures for *The Financial Review* publications.

All digital ads need to undergo Quality Assurance testing prior to being accepted for publication.



Contact

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