

The Sydney Morning Herald
INDEPENDENT. ALWAYS.

2020



Quality Journalism

Courageous, quality journalism you can trust – that's what *The Sydney Morning Herald* has been producing for 188 years and today we reach more people than ever before. More than seven million readers consume our fearless, honest storytelling in print and online each month. We strive to educate, challenge, and entertain audiences with stories that matter.

Our journalists are passionate about shining light in dark places, holding the powerful to account and adding new perspectives to the biggest issues in our city, state, around Australia and the world. There are inspiring and thought-provoking stories all around us, waiting to be discovered, and despite the changing ways our audience can access our journalism, we continue our commitment to upholding quality in everything we do – this will never change.

It's not lost on any of us that news consumers are spoilt for choice these days. But at a time when “fake news” and the distortion of facts can be dressed up as journalism, you can be assured that an increasing number of Australians want

to trust what they read – and they trust the *Herald*. We don't take this for granted, and strive to only cement it further as the corner post of what we do.

With the largest combined print and digital readership of a news outlet nationwide, we know audiences seek out our kind of quality, independent journalism. I thank you for your ongoing support.



LISA DAVIES, EDITOR
THE SYDNEY MORNING HERALD



Independent.
Always.

The Complete News Experience

The *Herald* offers a complete cross-platform news experience enjoyed by millions of Australians each month. The newsprint edition is available 7 days a week, complemented by 24 hour digital news coverage, optimised to desktop, mobile and tablet.

Australia's #1 cross platform news brand (print + digital)

8.1
million
(Monthly)



The *Herald* Newsprint
Monday – Sunday



The *Herald* Online
24-7 Monday – Sunday
smh.com.au

Source: Emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019



The Sydney Morning Herald





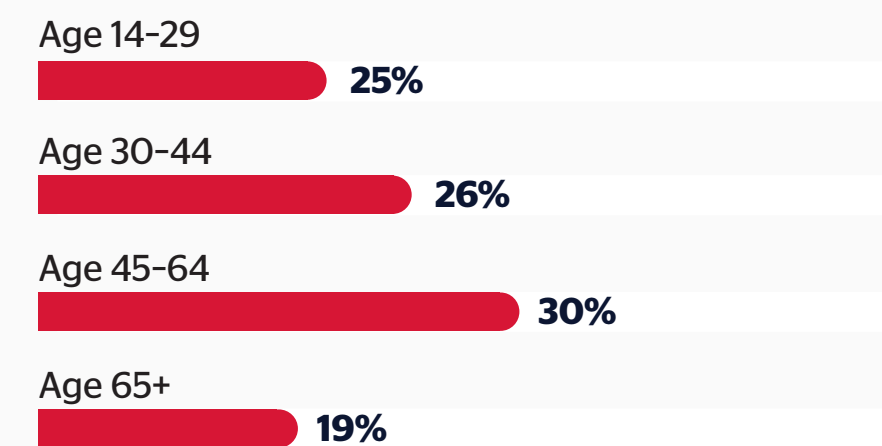
The *Herald* reaches

8.1
million

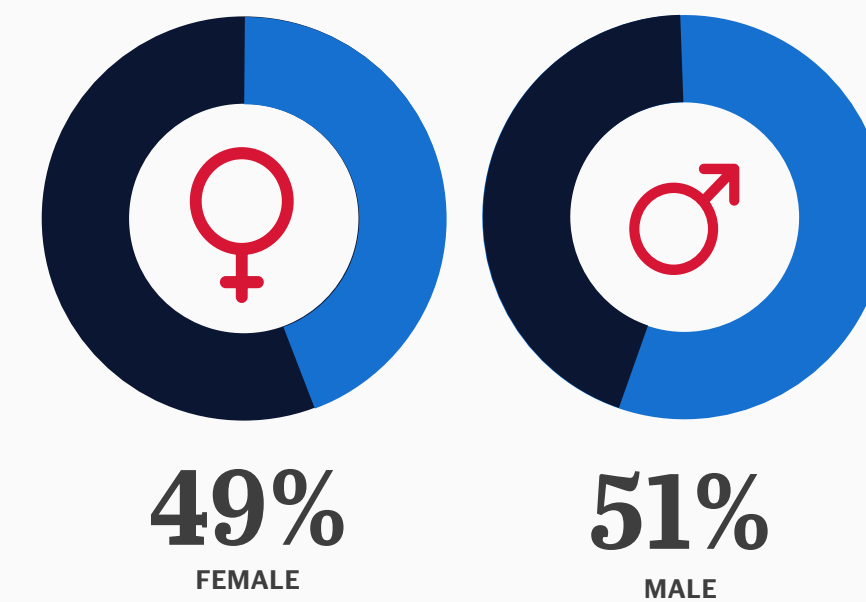
people across desktop, mobile,
tablet and print each month.

The Herald's Premium Audience

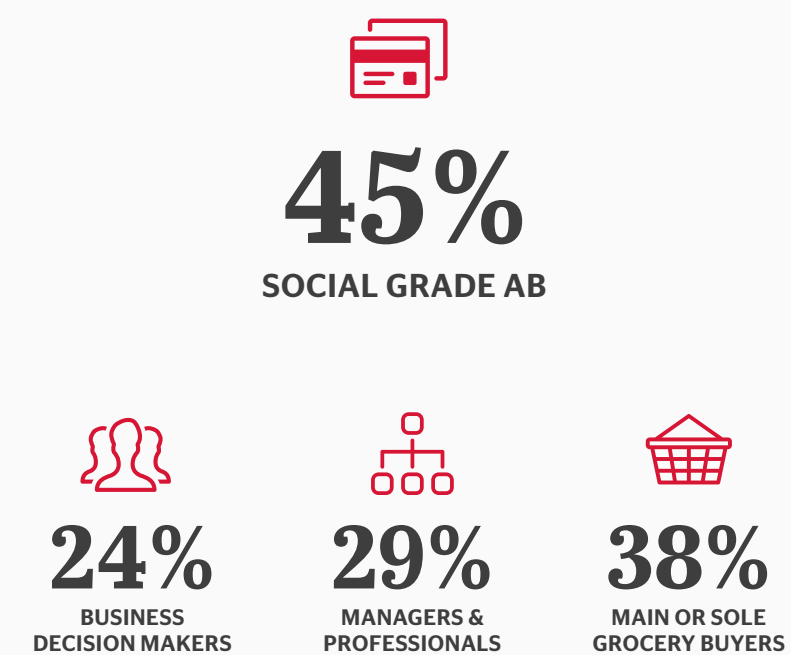
AGE



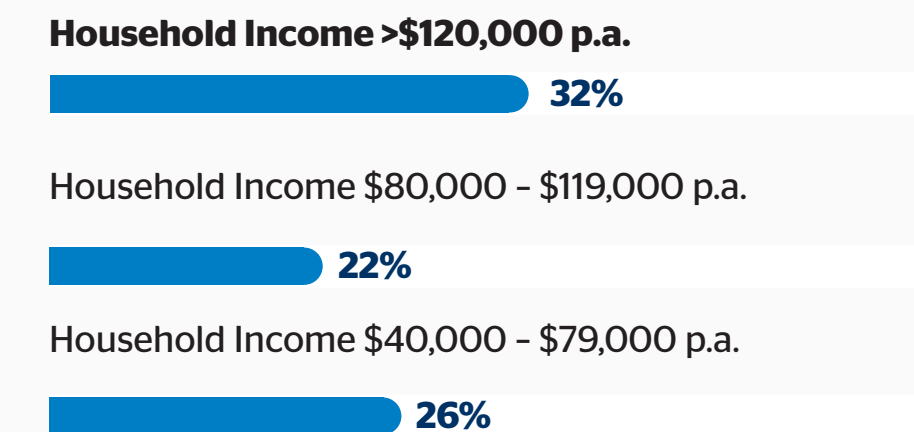
GENDER



EMPLOYMENT

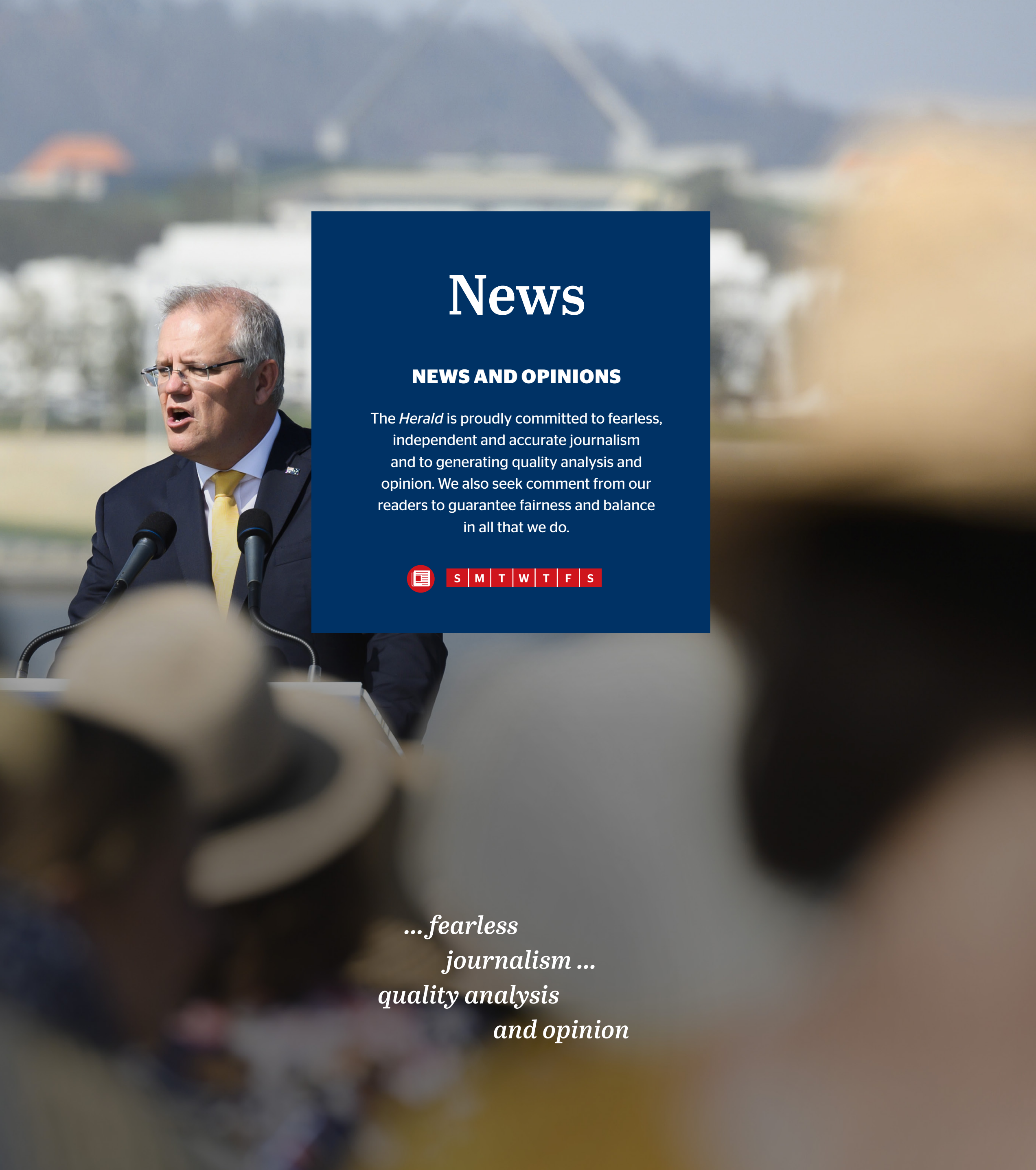


HOUSEHOLD INCOME



Source: Emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019





News

NEWS AND OPINIONS

The *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.



S | M | T | W | T | F | S

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

News



General News

Devoted to local and national news. Expect a barrage of exclusive stories that explain what happens in your city and country – and why.

The *Herald* provides greater depth, analysis and clarity around the biggest stories and events.

World



World

Showcases the best of our experienced team of correspondents and their commitment to covering your world through Australian eyes.

Column Eight

Column Eight

Our voices continue to be heard in the long-standing open forum where readers document the weird and wonderful.

Opinion



Opinion

The meeting place for those who like to be provoked, informed and entertained by ideas. Our audiences are highly engaged with the content we provide and enjoy discussing their views with their fellow readers.

Review



News Review

Credible, thoughtful, intelligent – News Review provides incisive commentary on key news and events. This informative Saturday section delivers thought provoking analysis of the week's events and puts a spin on the news, dissecting the arguments and defining the issues.



Business

BUSINESS AND FINANCE

The *Herald's* respected business pages cover; local, national and international news and commentary on business, markets, the economy and public policy. We offer a network of Australia's most trusted business and personal finance brands, focused on delivering quality news and up-to-the-minute information across all platforms.



Corporate



Technology

Technology has become an integral part of our lives, breaking down global borders and disrupting traditional markets.

We cover the biggest news in technology and its impact on how we consume, purchase and interact around the globe.



Inspiration

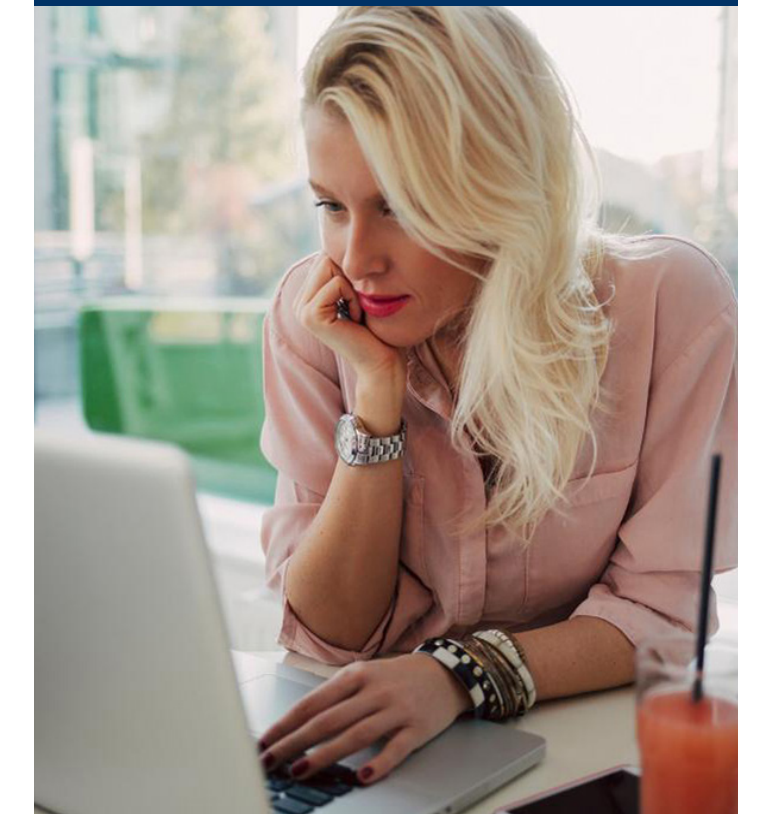


Small Business

Targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures. The section showcases stories from small business owners on the highs and lows of running a business, plus advice from some of Australia's most successful entrepreneurs.



Money



Money

Money is the place for authoritative advice on your financial health and wellbeing.

Money delivers news and analysis of the latest trends in superannuation, investment, funds management, tax and insurance. Whether it be retirement planning, running a self-managed super fund, or buying a home.



Sport

SPORTS COMMENTARY AND ANALYSIS

Comprehensive coverage of the world
of sport, across the week.

Sport provides award winning, commentary
and information coupled with spectacular
photography of every major sporting code.



Sport



Sport

Our print and online sections continue the tradition of great sports writing and breaking news. From Peter FitzSimons to Andrew Webster, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.



S M T W T F S

Cricket



Cricket

With flair and insight, leading journalists and analysts take you to the heart of one of our nation's best-loved games. Both at home and abroad we deliver comprehensive coverage of all Test matches and tours, highlighted with the Ashes and World Cups.



NRL



Rugby League

Get the smartest view on footy, featuring the latest news and authoritative views from our quality editorial team. We cover previews and reviews of each round including; live scores, fixtures and the competition ladder. Plus everything for the die-hard fan from blogs, polls to fan photos.



Union



Rugby Union

Put advertisers in front of one of the most loyal and affluent audiences in online sport – the rugby fan. Our rugby coverage is dedicated to ‘true believers’ of the game throughout the world, providing the most in-depth and comprehensive rugby experience available.

Track the rugby action all year round, with current news, expert commentary and leading analysis.



AFL



Australian Rules

Our coverage is chock-block full of AFL news, expert commentary and leading analysis. The site features ladders, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.





Culture

ARTS AND ENTERTAINMENT

The Entertainment editorial team is as passionate about film, music, books, arts and television as our vast audience. Each week the country's most respected arts and entertainment journalists across Sydney and Melbourne generate stories and videos for print and online, feeding an insatiable demand for this content.

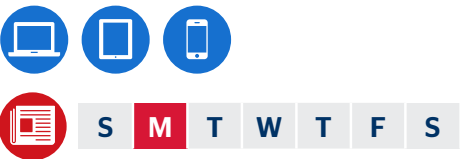
*Behind the scenes of
Sydney's entertainment,
arts and culture*

THE GUIDE



Television

In industry circles, The Guide is seen as an essential source of breaking news, criticism and opinion. The key writers, Michael Idato and Paul Kalina, have many years of experience and have cultivated devoted followings. The Guide has a reputation for intelligent, independent television and radio criticism and its loyal following makes Monday one of the *Herald's* most popular weekday editions.

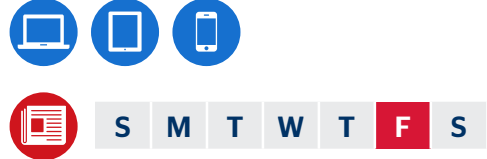


the shortlist



Entertainment

It's Friday and the weekend starts here, with a weekly guide to the best entertainment in your city. The Shortlist covers the pick of movies, music and theatre with reviews, interviews and extensive lists, from the latest film releases, to the best gigs and stage shows.

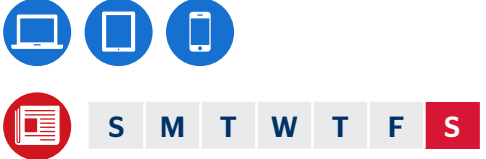


SPECTRUM



Culture

Spectrum captures the cultural life of Sydney with a thought-provoking and entertaining mix of stories and reviews on film, music, books, performing and visual arts, television, food, gardening and design. Our team of respected writers brings readers the city's most comprehensive guide to the people, events and issues in the arts.



Lifestyle

FOOD AND TRAVEL

Be inspired by our sections, whether it's the best food in town or the perfect travel destinations. Our audiences are passionate and discerning, looking to feed their minds and bodies.

TRAVELLER



Discerning travellers

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

Traveller on Saturday together with our website Traveller.com.au, offer our readers 'the' destination for travel inspiration at home or on-the-go.



@goodfood



Australia's home of the hats

Good Food is one of the most loved sections and dominates food journalism in Australia. Influential, credible and with a huge loyal following, *Good Food* has been a must-read for passionate food-lovers for almost three decades. With our iconic reviews, recipes, food news, trends and personalities, *Good Food* is ideal for anyone who loves eating in, eating out and everything in between.



Lifestyle



Lifestyle

Lifestyle offers smart, engaging content about the issues that matter most in the lives of our audiences. From relationships to parenting, health and wellness to trend stories about fashion and beauty. It also includes opinion pieces from a community of high-profile female contributors under the Daily Life banner.





Magazines

INSERTED MAGAZINES

Our news inserted magazines stand proud with its tradition of credible award-winning journalism.

Our magazines, with their strong editorial philosophy of quality, trust and integrity offer unparalleled access to the homes and hearts of the most significant segment of our society.



Good Weekend

Australia's premier newspaper-inserted magazine, *Good Weekend* continues to set the benchmark for excellence in Australian journalism. A confident leader in the inserted magazine market, *Good Weekend* offers a rare balance found in no other magazine; an even male/female readership and a mass reaching vehicle with premium appeal. Delivering a dedicated, loyal and reliable reader base, *Good Weekend* is regularly invited into the sanctuary of the weekend, offering advertisers a unique opportunity to play a part in our readers' weekend routine.



Sunday Life

The *Herald's* must-read weekly magazine, *Sunday Life*, is bold, vibrant, and stylish. Its goal is to inspire. Inspire your body, inspire your mind. With this in mind, we have created beautiful, lively and inspirational pages in food, home, fashion, travel and health and wellbeing. Every week we showcase great style, give practical advice, interview the famous and fascinating and offer brilliant ideas for your next meal, trip, purchase, outfit or outing.



Good Food

On the first Friday of each month, you will find the *Good Food* Magazine in the pages of *The Sydney Morning Herald* and *The Age* full of everything that is essential in food right now. Every month we profile the hottest restaurants across Australia, offering the most up-to-the-minute guides of where to eat and drink, written by the nation's most respected food and wine writers. This plus news, supermarket taste tests and chef-led travel guides.



Marketplaces

PROPERTY, EMPLOYMENT AND AUTOMOTIVE

The *Herald's* award-winning market-places connect audiences with authoritative and aspirational news and information across automotive, property, and employment.

Domain



Property

Domain comprehensively covers the real estate market across both metropolitan and regional areas, featuring up-to-date property information and extensive and visually engaging listings of properties for sale.

Whether it's making the biggest purchase of their lives, buying an investment property, or relocating to a new city, with *Domain*, advertisers can connect with consumers at these pivotal moments.



Employment



Employment

The Employment Network is a suite of products designed to connect employers with active and passive job seekers through integrated recruitment campaigns across our owned and partner brands.

It's multi-channel and cross platform, giving advertisers the ability to reach candidates anywhere, anytime and on any device.



Drive



Automotive

Drive provides the latest automotive news through one of Australia's most experienced and respected editorial teams.

Our writers are passionate and authoritative, offering trusted advice and reviews in; finance, insurance, and maintenance.

Through its multi-media platform, w delivers a high quality, affluent audience for advertisers.



Print Advertising

The *Herald* offers engaging advertising solutions which leverage the power of print to engage readers as they lean into the best news content.

COMMERCIAL CONTENT TO BESPOKE PRINT EXECUTIONS



MINI MAGAZINE



NEWSPAPER WRAP



INTEGRATED COVER



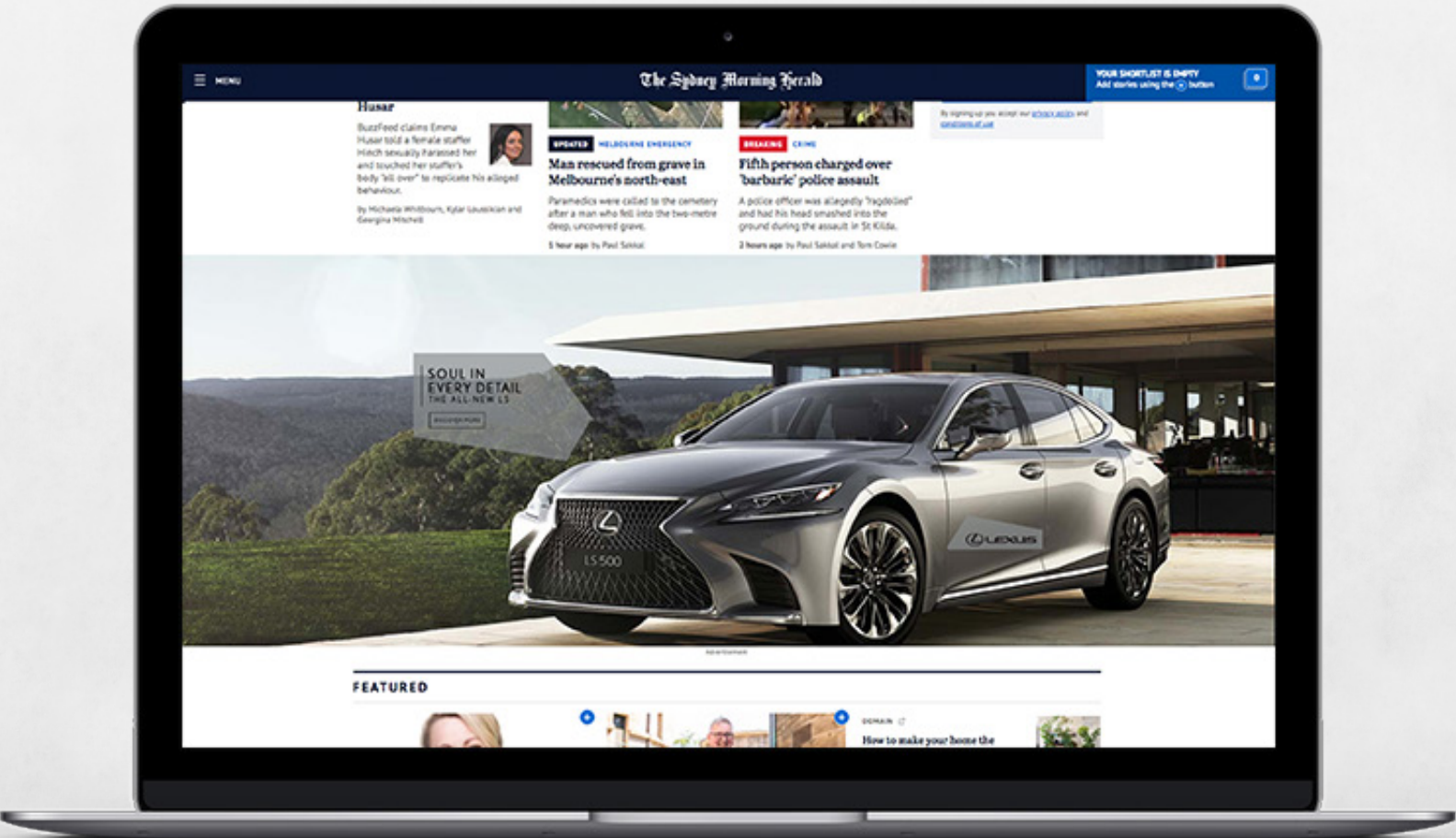
Digital Advertising

The *Herald* offers immersive digital advertising solutions which hero engagement beyond clicks. From dynamic rich media to commercial content developed in partnership with Powered Studios, we can take your brand deeper into the content, to engage a high value readership.

COMMERCIAL CONTENT TO BESPOKE DIGITAL EXECUTIONS



COMMERCIAL CONTENT
Immersive content experiences with dynamic multimedia features.

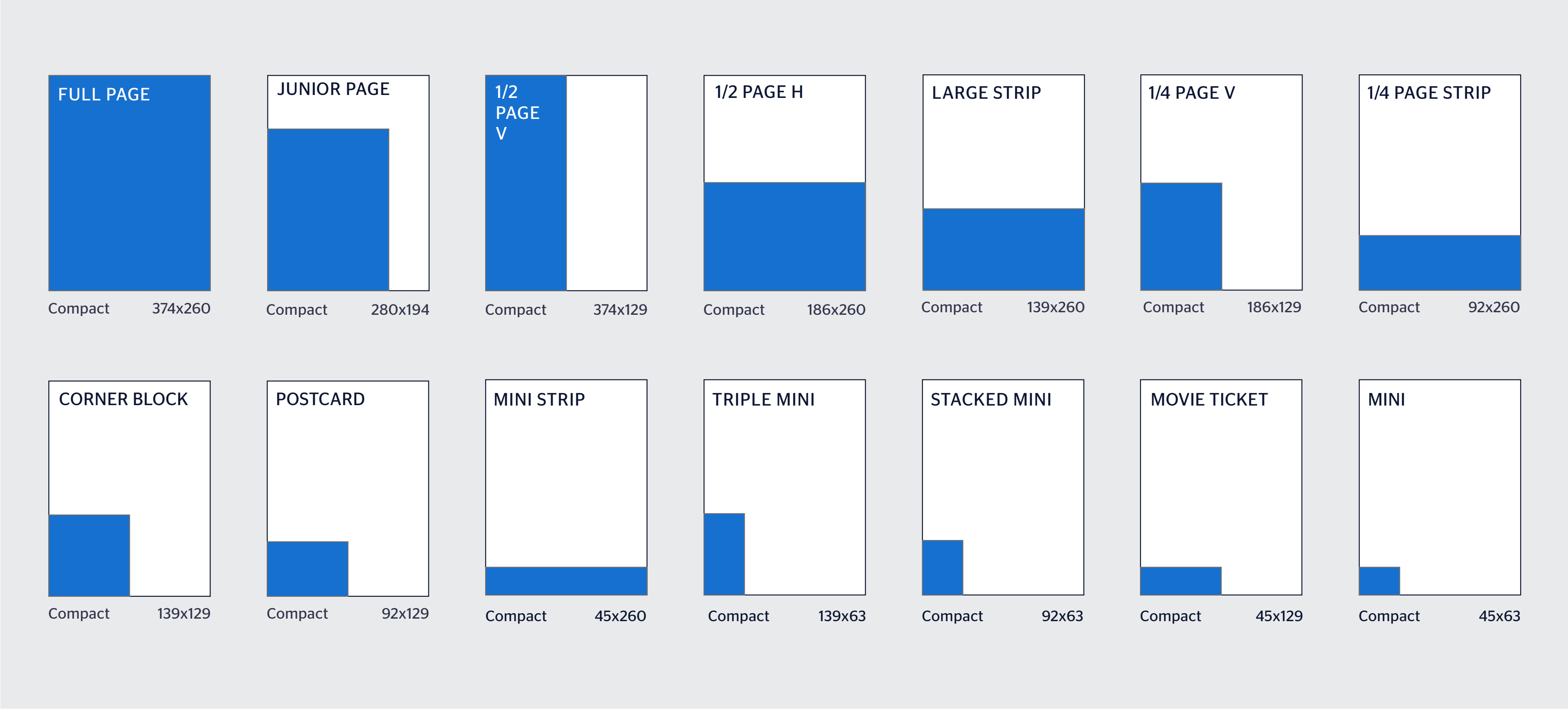


UNIVERSAL RICH MEDIA
Immersive ad formats which drive reader engagement and high dwell time.



Advertising Dimensions

The Sydney Morning Herald



Digital Solutions

The *Herald* 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 ourclients the opportunity to connect with our 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)**

Contact your Media Sales Representative for further details or visit nineforbrands.com.au



Advertising Rates - Print

The Sydney Morning Herald

Annual Spend Level Discounts							
ANNUAL SPEND LEVELS (Excl. Gst)	Casual	\$2,092,140	\$1,082,600	\$690,735	\$478,200	\$245,745	\$106,270
Discount		-18%	-15%	-11%	-8%	-6%	-3%

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

These rates are applicable to the following;
Business (M-S), Sports (M-S), Good Food, Money, Spectrum, Traveller*,
The Shortlist* and The Guide. News includes World and News Review.

*Excludes Classifieds rates in Entertainment, Traveller, Drive, Domain,
MyCareer. Excludes rates for Saturday Recruitment Display.

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

SHAPE	NEWS		Sections*	
	MONDAY – FRIDAY	SATURDAY	MONDAY – FRIDAY	SATURDAY
Full Page	\$70,752.00	\$88,480.00	\$30,585.28	\$38,462.40
Incl. GST	\$77,827.20	\$97,328.00	\$33,643.81	\$42,308.64
Junior Page	\$39,798.00	\$49,770.00	\$17,204.22	\$21,635.10
Incl. GST	\$43,777.80	\$54,747.00	\$18,924.64	\$23,798.61
1/2 page V	\$35,376.00	\$44,240.00	\$15,292.64	\$19,231.20
Incl. GST	\$38,913.60	\$48,664.00	\$16,821.90	\$21,154.32
1/2 page H	\$35,376.00	\$44,240.00	\$15,292.64	\$19,231.20
Incl. GST	\$38,913.60	\$48,664.00	\$16,821.90	\$21,154.32
Large strip	\$26,532.00	\$33,180.00	\$11,469.48	\$14,423.40
Incl. GST	\$29,185.20	\$36,498.00	\$12,616.43	\$15,865.74
1/4 page V	\$17,688.00	\$22,120.00	\$7,646.32	\$9,615.60
Incl. GST	\$19,456.80	\$24,332.00	\$8,410.95	\$10,577.16
1/4 page strip	\$17,688.00	\$22,120.00	\$7,646.32	\$9,615.60
Incl. GST	\$19,456.80	\$24,332.00	\$8,410.95	\$10,577.16
Corner Block	\$13,266.00	\$16,590.00	\$5,734.74	\$7,211.70
Incl. GST	\$14,592.60	\$18,249.00	\$6,308.21	\$7,932.87
Postcard	\$8,844.00	\$11,060.00	\$3,823.16	\$4,807.80
Incl. GST	\$9,728.40	\$12,166.00	\$4,205.48	\$5,288.58
Mini strip	\$8,844.00	\$11,060.00	\$3,823.16	\$4,807.80
Incl. GST	\$9,728.40	\$12,166.00	\$4,205.48	\$5,288.58
Triple Mini	\$6,633.00	\$8,295.00	\$2,867.37	\$3,605.85
Incl. GST	\$7,296.30	\$9,124.50	\$3,154.11	\$3,966.44
Stacked Mini	\$4,422.00	\$5,530.00	\$1,911.58	\$2,403.90
Incl. GST	\$4,864.20	\$6,083.00	\$2,102.74	\$2,644.29
Movie Ticket	\$4,422.00	\$5,530.00	\$1,911.58	\$2,403.90
Incl. GST	\$4,864.20	\$6,083.00	\$2,102.74	\$2,644.29
Mini	\$2,211.00	\$2765.00	\$955.79	\$1,201.95
Incl. GST	\$2,432.10	\$3,041.50	\$1,051.37	\$1,322.15



Loadings and Deadlines

The Sydney Morning Herald

DEADLINES - NEWSPAPERS

DAY	SECTION	DISPLAY		CLASSIFIEDS		
		Booking & Cancellation	Material	Lineage	Display Booking	Display Material
Mon	News/Bus/Sport	2pm Thu	12pm Fri	---	---	---
	The Guide	12pm Tue	12pm Thu	---	---	---
	Employment/General Classifieds	---	---	5pm Sun	12pm Fri	3pm Fri
	Tributes/Personal Notices	---	---	5pm Sun	12pm Fri	3pm Fri
Tue	News/Bus/Sport	2pm Fri	12pm Mon	---	---	---
	Good Food	12pm Tue	12pm Fri	---	---	---
	Employment/General Classifieds	---	---	5pm Mon	12pm Mon	3pm Mon
	Tributes/Personal Notices	---	---	5pm Mon	12pm Mon	3pm Mon
Wed	News/Bus/Sport	2pm Mon	12pm Tues	---	---	---
	Money	12pm Thu	12pm Mon	---	---	---
	Employment/General Classifieds	---	---	5pm Tue	12pm Tue	3pm Tue
	Tributes/Personal Notices	---	---	5pm Tue	12pm Tue	3pm Tue
Thur	News/Bus/Sport	2pm Tue	12pm Wed	---	---	---
	Employment/General Classifieds	---	---	5pm Wed	12pm Wed	3pm Wed
	Tributes/Personal Notices	---	---	5pm Wed	12pm Wed	3pm Wed
Fri	News/Bus/Sport	2pm Wed	12pm Thu	---	---	---
	Shortlist	12pm Mon	12pm Wed	5pm Wed	12pm Wed	3pm Wed
	Form Guide	12pm Mon	12pm Wed	---	---	---
	Employment/General Classifieds	---	---	5pm Thu	12pm Thu	3pm Thu
	Tributes/Personal Notices	---	---	5pm Thu	12pm Thu	3pm Thu
Sat	News/Sport	2pm Wed	12pm Fri	---	---	---
	Business	2pm Wed	12pm Thu	---	---	---
	Spectrum	12pm Mon	12pm Wed	5pm Wed	12pm Wed	3pm Wed
	Traveller	12pm Mon	12pm Thu	5pm Thu	12pm Thu	3pm Thu
	Drive	12pm Mon	3pm Wed	5pm Wed	12pm Wed	3pm Wed
	Employment/General Classifieds	---	---	5pm Thu	2pm Thu	3pm Thu
	Tributes/Personal Notices	---	---	5pm Fri	12pm Thu	3pm Thu

DEADLINES - MAGAZINES

DAY	MAGAZINES	BOOKING	MATERIAL
Saturday	Good Weekend: Published weekly	5pm Fri: 22 days prior to publication	12pm Wed: 10 days prior to publication
Sunday	Sunday Life: Published weekly	5pm Mon: 20 days prior to publication	12pm Thu: 10 days prior to publication

LOADINGS

Preferred Position Loadings - News[#]

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

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

Sections[#]

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

Includes Sport, Business, Money, Good Food,
The Guide, Spectrum, The Shortlist, (unless
otherwise stated).

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

Bookings for Prime/Guaranteed positions
cannot be canceled.

CANCELLATION DEADLINES

Cancellation deadline is in line with relevant
section booking deadline.



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 *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 *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

Booking and Material Procedure – Digital



Creative delivery lead times

Ad products are classified into a three tier system to determine their delivery deadlines and governing business rules.

TIER	DELIVERY DEADLINE PRIOR TO LIVE DATE	PRODUCT TYPES
1	3 business days prior to live date	For standard banner and text / HTML (non-rich media) ad creative.
2	5 business days prior to live date	For standard rich media creative (e.g. Rich Media without custom functionality).
3	10+ business days prior to live date	For any non standard / custom executions: Lead time may vary depending on the nature and complexity of the execution. Minimum lead time is 10 business days.

Third Party Ad Tag Types

Ads across the network may be served through either iframe or JavaScript ad-tags.

All approved third party vendors support both methods; however a member of the Ad Operations team will inform you if a specific execution requires a particular tag type/delivery method. Third party redirect tags must be live when submitted.

Supported desktop web browsers

- Chrome (latest official release)
- Mozilla Firefox (latest official release)
- Microsoft Internet Explorer V11 (Windows OS only)
- Safari 4+ (Apple OS only)



The Sydney Morning Herald

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☐☐☐Nine

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