

A close-up, low-angle shot of a woman's face and shoulder against a clear blue sky. She is wearing dark sunglasses and has a black sticker on her right shoulder that reads "VOTE TONY OUT" in white capital letters. The lighting is bright, suggesting a sunny day.

# Good Weekend

2020



# GoodWeekend

THE CORE OF GOOD WEEKEND IS its features: definitive stories on the people, places and issues that matter - to you, to Australia, to the world.

But with Good and Weekend in its title, it's also about helping make your down-time fun, amusing and enjoyable. Thus sections on cooking and eating out, travel, gardening, art, fashion, shopping and styling for the home.

Plus extra food for the brain - in the form of The Quiz, Get It and Sudoku; a whimsical Kitchen Sink Drama by Paul Connolly and Jim Pavlidis; Ben Law's Dicey Topics; Greg Callaghan's Spotlight; and Amelia Lester's Foreign Correspondence.

Finally, knowing we wouldn't be anything without our fiercely loyal readers, comes Back Chat: your letters and social media posts about our magazine.

The Sydney Morning Herald  
INDEPENDENT. ALWAYS.

THE AGE



EVERY

SATURDAY



# THE TEAM

## EDITORS AND DESIGNERS



**KATRINA STRICKLAND**  
*Editor, Good Weekend*

Katrina Strickland has been editor of *Good Weekend* since June 2017. With more than 25 years experience in journalism, she was previously editor of the multi-award winning *Australian Financial Review Magazine*. Katrina has worked for both *The Australian Financial Review* and *The Australian*, including as arts editor for both mastheads, and in 2013 published a book about artists' estates, *Affairs of the Art*. Based in Sydney, she holds arts and law degrees from the University of Melbourne.



**ANNE HYLAND**  
*Deputy editor*

An award-winning feature writer, Anne was previously an associate editor for *The Australian Financial Review*. A former foreign correspondent who has worked across the UK, Europe, Asia and South America, she has been a journalist for 25 years.



**TIM BEOR**  
*Creative director*



**TARA AXFORD**  
*Art director*

## AWARD-WINNING WRITERS



**JANE CADZOW**



**TIM ELLIOTT**



**KONRAD MARSHALL**



**MELISSA FYFE**



**GREG CALLAGHAN**



**AMANDA HOOTON**

## THE COLUMNISTS



**DANNY KATZ**  
*Modern Guru*



**BENJAMIN LAW**  
*Dicey Topics*



**NEIL PERRY**  
*Food*



**AMELIA LESTER**  
*Foreign Correspondence*



**PAUL CONNOLLY**  
*Kitchen Sink Drama*



**HELEN GOH**  
*Food*



**KAREN MCCARTNEY**  
*Indoors*



**JOHN MCDONALD**  
*Art*



**KAREN MARTINI**  
*Food*



Good Weekend has  
the biggest readership  
of any newspaper-  
inserted magazine in  
the country.

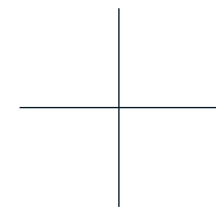


\*Source: EMMA, conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2019. Good Weekend NSW/VIC L3I



# THE AUDIENCE

Good Weekend readers have a household income that is 28 per cent more than the average Australian household



are almost twice as likely as the general population to be social grade A.

42%/48%

MALE/FEMALE SPLIT

64%

ARE TERTIARY EDUCATED

313,000

WORKING AS A PROFESSIONAL/MANAGER

592,000

SOCIAL GRADE A / B

304,000

\$100K+ HHI

\$120,702

AVERAGE HHI (POPULATION AVERAGE \$96,548)

39%

LIGHT OR DO NOT READ NEWS STAND MAGAZINES

43%

LIGHT LISTENERS OR DO NOT LISTEN TO RADIO

## READERSHIP

942,000

NATIONAL

553,000

NSW / ACT (L31)

389,000

VICTORIA



Update source: Source: emma conducted by Ipsos MediaCT; people 14+ for the 12 months ending October, 2019.



“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.”





# THE REGULARS

## UPFRONT

**EXPOSURE:** A celebration of the best photojournalism from Australia and beyond, in the form of a photo and short story on how it came about, featured on the first editorial page in the magazine.

**SPOTLIGHT:** Senior writer Greg Callaghan dives into the zeitgeist for this weekly trend watch.

**WATCH/READ/LISTEN:** Writers respond to something they've loved – a book, a TV show, a film, a podcast, a play, a CD – and tell us why it hooked them in.

**SHOP/PLAY:** Something to buy, or do. Beautiful, stylish, quirky, useful or fun – sometimes all at once.

**DREAM DESTINATION:** Travel (virtually) to some of the globe's most awe-inspiring places.

**FOREIGN CORRESPONDENCE:** Former Good Weekend editor Amelia Lester brings an Australian eye to life abroad.

**EAT/DRINK:** A dish, cocktail or coffee to try when eating out this weekend, with a focus on new places you should know about.

**TWO OF US:** One of Good Weekend's most loved sections, two people talk openly about their relationship – its ups and downs, and why it endures.

**REFLECTIONS:** An occasional column in which a writer reflects on something in their own life.



GoodWeekend

## GOOD FOOD

**NEIL PERRY:** Australia's most celebrated chef has the main course and side dish for your next dinner party covered. Cut it out and put it in your recipes book.

**HELEN GOH:** The talented Ottolenghi pastry chef serves up something to bake on a Saturday afternoon. Mostly sweet, sometimes savoury, always delicious.

**KAREN MARTINI:** The author, TV chef and recipe writer creates deliciously fresh, mouth-watering dishes which are also easy to make.

**THE EMPTY PLATE:** Much-loved food critic Terry Durack reflects on all things culinary, from the joyful to the annoying, the substantial to the trifling.

**THE FULL BOTTLE:** Respected drinks writer Huon Hooke answers reader questions on wine, spirits, beer, cocktails, and anything else that's vexing in the drinks sphere.

## HOME

**INDOORS:** Design editor Karen McCartney pops in and out of homes around the world for her tips on making yours more stylish.

**PETS:** Frank Robson writes with humour and a heart about the animals we share our lives with.

**STYLE:** Designer Anna-Lisa Backlund selects jewellery, handbags, sneakers, vases, ornaments to purchase – anything with panache.

**ART:** Long-time culture critic John McDonald suggests the living artists whose work might look good on your walls.

## TRAVEL

Writers return from trips around Australia and abroad with news about the places they've stayed, restaurants and bars they've dined in, and things they've done.

## BACK CHAT

**KITCHEN SINK DRAMA:** Paul Connolly's whimsical life vignettes are a reader favourite, illustrated with a fun watercolour by Jim Pavlidis.

66

*Often deeply moving and always fascinating, this column generates letters to the editor every week.*

99

**LETTERS:** Your emails, social media posts and other interactions with us.

## GAMES

**THE QUIZ:** A reader favourite, 25 questions for the whole family to answer.

**SUDOKU:** The much-loved mind-bender.

**GET IT:** The popular picture puzzle.

## DICEY TOPICS

Talented writer/broadcaster Benjamin Law explores the private taboos of public figures, asking subjects to roll a dice then talk about everything from sex, death and religion to money, politics and their bodies.





“Good Weekend  
holds a mirror up  
to Australian society,  
reflecting back to us  
the people, issues  
and places that  
matter.”





# SPECIAL ISSUES GOOD WEEKEND 2020



## MEN + WOMEN

**February 8**

We celebrate love in all its complicated facets, and take a deep dive into the water cooler conversation of relations between the sexes, exploring what's changed and why. Plus Valentine's Day gift guide, by Frances Mocnik.

*Gloss Stock*



## FAMILY

**March 7**

There's never been more diversity in how families come together, fall apart, live, love, educate and communicate. The institution goes under the microscope in this thought-provoking issue.

**NEW:** Plus Pet's gift guide, by Frances Mocnik.



## 52 DREAM DESTINATIONS

**April 4**

We take our successful 52 Weekends Away domestic tourism franchise offshore, curating a list of 52 Dream Destinations from around the world for 2020.

**NEW:** Travel gift guide by Frances Mocnik, plus travel reading guide by Nicole Abadee.

*Gloss Stock*



## STYLE

**May 2**

The creative geniuses who make the world more stylish, plus the themes and trends from the fashion world in 2020.

**Plus** Mother's Day gift guide by Frances Mocnik, and Mother's Day reading guide by Nicole Abadee.

*Gloss Stock*



## 52 BEST BRUNCHES

**June 6**

We assess the top brunch spots across Sydney, Melbourne and beyond, and look at the themes and people making waves in the culinary world in 2020.

**NEW:** Plus Food + Drink gift guide, by Frances Mocnik.

**NEW:** An inserted mini-magazine or reverse-back on the best wineries across Australia and New Zealand, by drinks writer Huon Hooke and The Real Review.

*Gloss Stock*



# SPECIAL ISSUES GOOD WEEKEND 2020



## DESIGN & INNOVATION

**August 22**

A look at the people reshaping how we think, work and play - how we get from A to B, both metaphorically and physically.

Plus Father's Day gift guide by Frances Mocnik, and Father's Day reading guide by Nicole Abadee.

*Gloss Stock*



## ARTS & CULTURE

**October 3**

Singers, writers, actors and plenty between - we explore the creative impulse in one of our most sumptuous issues of the year.

**NEW:** Plus Artisanal makers gift guide, by Frances Mocnik.

Plus spring racing fashion spread.

*Gloss Stock*



## 52 WEEKENDS AWAY - 30TH ANNIVERSARY ISSUE

**November 14**

In this the 30th year of our much-loved 52 Weekends Away series, we assess the best places to stay nationwide, from city to country, modest to opulent.

**NEW:** Plus Regional creativity gift guide, by Frances Mocnik.

**NEW:** Plus an opportunity for an event and/or reader competition.

*Gloss Stock*



## WHO MATTERED 2020 PLUS CELEBRATE

**November 28**

Drawing on the stellar journalism of the Sydney Morning Herald and The Age, Good Weekend publishes its annual list of the people who mattered in Australia in 2020, drawn from politics, business, foreign affairs, sport, the arts, health, science, food and elsewhere.

**Plus** Christmas gift guide by Frances Mocnik, and reading guide by Nicole Abadee.

**Plus** Festive feasting by Neil Perry, Karen Martini and Helen Goh.

*Gloss Stock*



## SUMMER READING

**December 12**

We give our final issue for the year over to some of Australia's best fiction writers, who we ask to reflect on an aspect of the year that was - large or small, serious or funny. One to save and savour.

**NEW:** Plus bumper The Quiz inserted mini-magazine.



# CONTENT PARTNERSHIPS

*Engage with Good Weekend readers through bespoke print executions and market-leading commercial content*

## EDITORIAL CONTENT PARTNERSHIPS

*Editorially-driven content created as collaborations between the editorial team and advertiser.*



REVERSE COVER



MINI MAGAZINE

## ADVERTISER CONTENT PARTNERSHIPS

*Advertiser content generated by Powered Studios.*



ADVERTORIAL

## BESPOKE PRINT EXECUTIONS

*High impact, creative advertising solutions.*



INTEGRATED COVER WRAP

Authentic editorial experience

Access the talent and expertise of the Good Weekend editorial team

Align to authentic, credible brand and content

Nine Powered will generate unique and fresh content to brief

Advertiser directed experience

Advertiser has complete control of content

Impactful creative ad shapes

Creative solution tailored to brand make first

Premium positions



# RATE CARD

Effective from January 1, 2020

EXPENDITURE		\$148,820	\$293,200	\$430,980	\$563,122	\$689,894	\$925,260	\$1,139,400
National Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	39,300	38,320	37,750	36,990	36,250	35,530	34,040	32,600
Full Page (incl. GST)	43,230	42,152	41,524	40,689	39,875	39,083	37,445	35,859
Double Page Spread	72,265	70,455	69,410	68,020	66,660	65,320	62,580	59,950
Double Page Spread (incl. GST)	79,491	77,501	76,351	74,822	73,325	71,851	68,838	65,945
Half DPS	54,315	52,940	52,165	51,115	50,110	49,110	47,030	45,050
Half DPS (incl. GST)	59,746	58,234	57,382	56,226	55,120	54,021	51,733	49,555
Half Page	24,690	24,060	23,710	23,240	22,780	22,320	21,380	20,480
Half Page (incl. GST)	27,159	26,466	26,081	25,564	25,058	24,552	23,518	22,528
Third Page	20,745	20,225	19,940	19,525	19,130	18,750	17,965	17,210
Third Page (incl. GST)	22,820	22,248	21,934	21,477	21,043	20,625	19,762	18,931
New South Wales Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	22,035	21,480	21,160	20,730	20,315	19,915	19,080	18,275
Full Page (incl. GST)	24,238	23,628	23,276	22,803	22,346	21,907	20,988	20,103
Double Page Spread	40,505	39,490	38,885	38,120	37,360	36,610	35,070	33,600
Double Page Spread (incl. GST)	44,555	43,439	42,773	41,932	41,096	40,271	38,578	36,960
Half Page DPS	30,440	29,675	29,170	28,640	28,080	27,520	26,365	25,260
Half Page DPS (incl. GST)	33,484	32,643	32,087	31,504	30,888	30,271	29,001	27,786
Half Page	13,840	13,495	13,290	13,020	12,765	12,510	11,985	11,480
Half Page (incl. GST)	15,224	14,845	14,619	14,322	14,041	13,761	13,184	12,628
Victoria Rates	Casual	4x	8x	12x	16x	20x	28x	36x
Full Page	17,770	17,325	17,070	16,725	16,390	16,065	15,385	14,745
Full Page (incl. GST)	19,547	19,057	18,777	18,398	18,029	17,671	16,924	16,220
Double Page Spread	32,670	31,855	31,380	30,750	30,130	29,535	28,295	27,110
Double Page Spread (incl. GST)	35,936	35,040	34,518	33,825	33,143	32,489	31,125	29,821
Half Page DPS	24,555	23,950	23,585	23,105	22,640	22,200	21,265	20,375
Half Page DPS (incl. GST)	27,011	26,345	25,943	25,415	24,904	24,420	23,392	22,413
Half Page	11,160	10,885	10,720	10,505	10,290	10,090	9,666	9,265
Half Page (incl. GST)	12,276	11,974	11,792	11,555	11,319	11,099	10,632	10,191

Premium Position Loadings			
Inside Front Cover 1	25%	RHP within Feature Story	10%
Inside Front Cover 2	20%	Consecutive FHRH per page	25%
Inside Front Cover 3	15%	Consecutive RHP per page	15%
Third/Half Page on Letters/Modern Guru	15%	1/2 pg spread FH per page	20%
Third Page on The Quiz	15%	Centrespread	20%
Opposite Upfront	15%	Opposite Weekender - The Quiz	10%
Opposite Two of Us	20%	Outside Back Cover	40%
FHRH	15%	Specified Positioning	10%
FH or RH	10%		

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.



# 2020 DEADLINES

Month	Publication Date	Booking Deadline - 4PM	Material Deadline – 12PM	Cancellation Deadline
January	18-Jan-2020	13-Dec-2019	8-Jan-2020	4-Dec-2019
	25-Jan-2020	20-Dec-2019	15-Jan-2020	11-Dec-2019
February	1-Feb-2020	3-Jan-2020	22-Jan-2020	25-Dec-2019
	15-Feb-2020	17-Jan-2020	5-Feb-2020	8-Jan-2020
	22-Feb-2020	24-Jan-2020	12-Feb-2020	15-Jan-2020
	29-Feb-2020	31-Jan-2020	19-Feb-2020	22-Jan-2020
March	7-Mar-2020	7-Feb-2020	26-Feb-2020	29-Jan-2020
	14-Mar-2020	14-Feb-2020	4-Mar-2020	5-Feb-2020
	21-Mar-2020	21-Feb-2020	11-Mar-2020	12-Feb-2020
	28-Mar-2020	28-Feb-2020	18-Mar-2020	19-Feb-2020
April	4-Apr-2020	6-Mar-2020	25-Mar-2020	26-Feb-2020
	11-Apr-2020	13-Mar-2020	1-Apr-2020	4-Mar-2020
	18-Apr-2020	20-Mar-2020	8-Apr-2020	11-Mar-2020
	25-Apr-2020	27-Mar-2020	15-Apr-2020	18-Mar-2020
May	2-May-2020	3-Apr-2020	22-Apr-2020	25-Mar-2020
	9-May-2020	10-Apr-2020	29-Apr-2020	1-Apr-2020
	16-May-2020	17-Apr-2020	6-May-2020	8-Apr-2020
	23-May-2020	24-Apr-2020	13-May-2020	15-Apr-2020
June	30-May-2020	1-May-2020	20-May-2020	22-Apr-2020
	6-Jun-2020	8-May-2020	27-May-2020	29-Apr-2020
	13-Jun-2020	15-May-2020	3-Jun-2020	6-May-2020
	20-Jun-2020	22-May-2020	10-Jun-2020	13-May-2020
	27-Jun-2020	29-May-2020	17-Jun-2020	20-May-2020

Month	Cover	Booking Deadline - 4PM	Material Deadline – 12PM	Cancellation Deadline
July	4-Jul-2020	5-Jun-2020	24-Jun-2020	27-May-2020
	11-Jul-2020	12-Jun-2020	1-Jul-2020	3-Jun-2020
	18-Jul-2020	19-Jun-2020	8-Jul-2020	10-Jun-2020
	25-Jul-2020	26-Jun-2020	15-Jul-2020	17-Jun-2020
August	1-Aug-2020	3-Jul-2020	22-Jul-2020	24-Jun-2020
	8-Aug-2020	10-Jul-2020	29-Jul-2020	1-Jul-2020
	15-Aug-2020	17-Jul-2020	5-Aug-2020	8-Jul-2020
	22-Aug-2020	24-Jul-2020	12-Aug-2020	15-Jul-2020
September	29-Aug-2020	31-Jul-2020	19-Aug-2020	22-Jul-2020
	5-Sep-2020	7-Aug-2020	26-Aug-2020	29-Jul-2020
	12-Sep-2020	14-Aug-2020	2-Sep-2020	5-Aug-2020
	19-Sep-2020	21-Aug-2020	9-Sep-2020	12-Aug-2020
October	26-Sep-2020	28-Aug-2020	16-Sep-2020	19-Aug-2020
	3-Oct-2020	4-Sep-2020	23-Sep-2020	26-Aug-2020
	10-Oct-2020	11-Sep-2020	30-Sep-2020	2-Sep-2020
	17-Oct-2020	18-Sep-2020	7-Oct-2020	9-Sep-2020
November	24-Oct-2020	25-Sep-2020	14-Oct-2020	16-Sep-2020
	31-Oct-2020	2-Oct-2020	21-Oct-2020	23-Sep-2020
	7-Nov-2020	9-Oct-2020	28-Oct-2020	30-Sep-2020
	14-Nov-2020	16-Oct-2020	4-Nov-2020	7-Oct-2020
December	21-Nov-2020	23-Oct-2020	11-Nov-2020	14-Oct-2020
	28-Nov-2020	30-Oct-2020	18-Nov-2020	21-Oct-2020
	5-Dec-2020	6-Nov-2020	25-Nov-2020	28-Oct-2020
	12-Dec-2020	13-Nov-2020	2-Dec-2020	4-Nov-2020
	19-Dec-2020	20-Nov-2020	9-Dec-2020	11-Nov-2020

Premium positions cancellation deadline: an additional 2 weeks notice is required for cancellations from premium positions.

Material deadlines subject to change for special execution editions (ie. insert bookings). Please contact your sales representative for more details.

Cancellation deadline 4 weeks prior to on-sale date as above. 6 weeks prior for premium positions. Insert booking deadline 6 weeks prior to publication date.

Production specifications: Please refer to our specifications website: [www.adcentre.com.au](http://www.adcentre.com.au)

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



# PAGE SPECS

Size	Type Area	Trim Size	Bleed Area
Full Page	335 x 258mm	355 x 278mm	365 x 288mm
1/2 Horizontal	153 x 258mm	173 x 278mm	183 x 288mm
1/2 Vertical	335 x 117mm	355 x 137mm	365 x 147mm
1/3 Horizontal	98 x 258mm	118 x 278mm	128 x 288mm
1/3 Vertical	335 x 74mm	355 x 94mm	365 x 104mm
Horizontal Strip 30mm	10 x 258mm	30 x 278mm	40 x 288mm
Short Cover Wrap	255 x 258mm	275 x 278mm	285 x 288mm
Cover Spine Strip	355 x 20mm	355 x 20mm	365 x 20mm

## Spreads

Size	Type Area	Trim Size	Bleed Area
Double Page Spread	335 x 536mm	355 x 556mm	365 x 566mm
1/2 Spread	153 x 536mm	173 x 556mm	183 x 566mm
1/3 Spread	98 x 536mm	118 x 556mm	128 x 566mm
Horizontal Strip 30mm Spread	10 x 536mm	30 x 556mm	40 x 566mm
Short Cover Wrap Spread	255 x 536mm	275 x 556mm	285 x 566mm

### CONTACT DETAILS

Advertising Production Unit

**Phone:** (02) 9282 3322

**Email:** [advertisingsupport@nine.com.au](mailto: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.

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. Nine reserves the right to refuse any material that does not meet our specifications. Effective of June 2008. Nine reserves the right to change the specifications without notice at any time.



# CONTACT

**KIMBERLY ANDERSON**

*Content Partnerships Manager – Good Weekend & Sunday Life*

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