The Sydney Morning Herald  The Sun-Herald

## Advertising Booking & Material Deadlines - Christmas/New Year 2026-2027

| Day | Edition Date | Section | Display | | Classifieds | | |
|---|---|---|---|---|---|---|---|
| | | | Booking | Material | Lineage | Display Booking | Display Material |
| **Monday** | 14-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Thu 10-Dec-2026 | 12pm Fri 11-Dec-2026 | --- | --- | --- |
| | | The Guide | 12pm Tue 8-Dec-2026 | 12pm Thu 10-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Sun 13-Dec-2026 | 12pm Fri 11-Dec-2026 | 3pm Fri 11-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Sun 13-Dec-2026 | 12pm Fri 11-Dec-2026 | 3pm Fri 11-Dec-2026 |
| **Tuesday** | 15-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Fri 11-Dec-2026 | 12pm Mon 14-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Mon 14-Dec-2026 | 12pm Mon 14-Dec-2026 | 3pm Mon 14-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Mon 14-Dec-2026 | 12pm Mon 14-Dec-2026 | 3pm Mon 14-Dec-2026 |
| **Wednesday** | 16-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Mon 14-Dec-2026 | 12pm Tues 15-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Tue 15-Dec-2026 | 12pm Tue 15-Dec-2026 | 3pm Tue 15-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Tue 15-Dec-2026 | 12pm Tue 15-Dec-2026 | 3pm Tue 15-Dec-2026 |
| **Thursday** | 17-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Tue 15-Dec-2026 | 12pm Wed 16-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Wed 16-Dec-2026 | 12pm Wed 16-Dec-2026 | 3pm Wed 16-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Wed 16-Dec-2026 | 12pm Wed 16-Dec-2026 | 3pm Wed 16-Dec-2026 |
| **Friday** | 18-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Wed 16-Dec-2026 | 12pm Thu 17-Dec-2026 | --- | --- | --- |
| | | Form Guide | 12pm Mon 14-Dec-2026 | 12pm Wed 16-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Thu 17-Dec-2026 | 12pm Thu 17-Dec-2026 | 3pm Thu 17-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Thu 17-Dec-2026 | 12pm Thu 17-Dec-2026 | 3pm Thu 17-Dec-2026 |
| **Saturday** | 19-Dec-2026 | EGN/Sport | 2pm Wed 16-Dec-2026 | 12pm Fri 18-Dec-2026 | --- | --- | --- |
| | | Business | 2pm Wed 16-Dec-2026 | 12pm Thu 17-Dec-2026 | --- | --- | --- |
| | | Traveller | 12pm Mon 14-Dec-2026 | 12pm Wed 16-Dec-2026 | --- | --- | --- |
| | | Spectrum | 12pm Mon 14-Dec-2026 | 12pm Wed 16-Dec-2026 | --- | 12pm Mon 14-Dec-2026 | 3pm Wed 16-Dec-2026 |
| | | Employment/General Classifieds | --- | --- | 5pm Thu 17-Dec-2026 | 12pm Thu 17-Dec-2026 | 3pm Thu 17-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Fri 18-Dec-2026 | 12pm Thu 17-Dec-2026 | 3pm Thu 17-Dec-2026 |
| **Sunday** | 20-Dec-2026 | EGN/Sport | 2pm Wed 16-Dec-2026 | 12pm Fri 18-Dec-2026 | --- | --- | --- |
| | | TV Guide / SMag | 12pm Mon 14-Dec-2026 | 12pm Wed 16-Dec-2026 | --- | --- | --- |
| **Monday** | 21-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Thu 17-Dec-2026 | 12pm Fri 18-Dec-2026 | --- | --- | --- |
| | | The Guide | 12pm Tue 15-Dec-2026 | 12pm Thu 17-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Sun 20-Dec-2026 | 12pm Fri 18-Dec-2026 | 3pm Fri 18-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Sun 20-Dec-2026 | 12pm Fri 18-Dec-2026 | 3pm Fri 18-Dec-2026 |
| **Tuesday** | 22-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Fri 18-Dec-2026 | 12pm Mon 21-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Mon 21-Dec-2026 | 12pm Mon 21-Dec-2026 | 3pm Mon 21-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Mon 21-Dec-2026 | 12pm Mon 21-Dec-2026 | 3pm Mon 21-Dec-2026 |
| **Wednesday** | 23-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Mon 21-Dec-2026 | 12pm Tue 22-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Tue 22-Dec-2026 | 12pm Tue 22-Dec-2026 | 3pm Tue 22-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Tue 22-Dec-2026 | 12pm Tue 22-Dec-2026 | 3pm Tue 22-Dec-2026 |
| **Thursday** | 24-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Tue 18-Dec-2026 | 12pm Wed 19-Dec-2026 | --- | --- | --- |
| | | Form Guide | 12pm Fri 19-Dec-2026 | 12pm Wed 23-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Wed 23-Dec-2026 | 12pm Wed 23-Dec-2026 | 3pm Wed 23-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Wed 23-Dec-2026 | 12pm Wed 23-Dec-2026 | 3pm Wed 23-Dec-2026 |
| **Friday** | 25-Dec-2026 | **No publication** | | | | | |
| **Saturday** | 26-Dec-2026 | EGN/Sport | 2pm Tue 22-Dec-2026 | 12pm Thu 24-Dec-2026 | --- | --- | --- |
| | | Business | 2pm Tue 22-Dec-2026 | 12pm Wed 23-Dec-2026 | --- | --- | --- |
| | | Spectrum | 12pm Mon 21-Dec-2026 | 12pm Wed 23-Dec-2026 | --- | 12pm Mon 21-Dec-2026 | 3pm Wed 23-Dec-2026 |
| | | Employment/General Classifieds | --- | --- | 5pm Wed 23-Dec-2026 | 12pm Wed 23-Dec-2026 | 3pm Wed 23-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Thu 24-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Sunday** | 27-Dec-2026 | EGN/Sport | 2pm Tue 22-Dec-2026 | 12pm Thu 24-Dec-2026 | --- | --- | --- |
| | | TV Guide / SMag | 12pm Fri 18-Dec-2026 | 12pm Wed 23-Dec-2026 | --- | --- | --- |
| **Monday** | 28-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Wed 23-Dec-2026 | 12pm Thu 24-Dec-2026 | --- | --- | --- |
| | | The Guide | 12pm Mon 21-Dec-2026 | 12pm Thu 24-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Sun 27-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Sun 27-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Tuesday** | 29-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Wed 23-Dec-2026 | 12pm Thu 24-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Mon 28-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Mon 28-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Wednesday** | 30-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Thu 24-Dec-2026 | 12pm Tue 29-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Tue 29-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Tue 29-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Thursday** | 31-Dec-2026 | EGN/Bus/Sport/Good Food | 2pm Tue 29-Dec-2026 | 12pm Wed 30-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Wed 30-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Wed 30-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Friday** | 1-Jan-2027 | EGN/Bus/Sport/Good Food | 2pm Wed 30-Dec-2026 | 12pm Thu 31-Dec-2026 | --- | --- | --- |
| | | Form Guide | 12pm Thu 24-Dec-2026 | 12pm Wed 30-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Thu 31-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Thu 31-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Saturday** | 2-Jan-2027 | EGN/Sport | 2pm Tue 29-Dec-2026 | 12pm Thu 31-Dec-2026 | --- | --- | --- |
| | | Business | 2pm Tue 29-Dec-2026 | 12pm Thu 31-Dec-2026 | --- | --- | --- |
| | | Spectrum | 12pm Thu 24-Dec-2026 | 12pm Wed 30-Dec-2026 | --- | 12pm Thu 24-Dec-2026 | 3pm Wed 30-Dec-2026 |
| | | Employment/General Classifieds | --- | --- | 5pm Thu 31-Dec-2026 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Fri 1-Jan-2027 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Sunday** | 3-Jan-2027 | EGN/Sport | 2pm Wed 30-Dec-2026 | 12pm Thu 31-Dec-2026 | --- | --- | --- |
| | | TV Guide / SMag | 12pm Thu 24-Dec-2026 | 12pm Wed 30-Dec-2026 | --- | --- | --- |
| **Monday** | 4-Jan-2027 | EGN/Bus/Sport/Good Food | 2pm Wed 30-Dec-2026 | 12pm Thu 31-Dec-2026 | --- | --- | --- |
| | | The Guide | 12pm Thu 24-Dec-2026 | 12pm Thu 31-Dec-2026 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Sun 3-Jan-2027 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| | | Tributes/Personal Notices | --- | --- | 5pm Sun 3-Jan-2027 | 12pm Thu 24-Dec-2026 | 3pm Thu 24-Dec-2026 |
| **Tuesday** | 5-Jan-2027 | EGN/Bus/Sport/Good Food | 2pm Thu 31-Dec-2026 | 12pm Mon 4-Jan-2027 | --- | --- | --- |
| | | Employment/General Classifieds | --- | --- | 4:30pm Mon 4-Jan-2027 | 12pm Mon 4-Jan-2027 | 3pm Mon 4-Jan-2027 |
| | | Tributes/Personal Notices | --- | --- | 5pm Mon 4-Jan-2027 | 12pm Mon 4-Jan-2027 | 3pm Mon 4-Jan-2027 |

| Magazines | Last issue for 2026 | First issue for 2027 |
|---|---|---|
| **Good Weekend** | Saturday, December 12, 2026 | Saturday, January 16, 2027 |
| **Sunday Life** | Sunday, December 13, 2026 | Sunday, January 24, 2027 |

**Good Weekend Australian Open Special Edition publishes on Saturday 16th January, 2027 - early deadlines apply*

| Newsprint Sections | Last issue for 2026 | First issue for 2027 |
|---|---|---|
| **Traveller** | Saturday, December 19, 2026 | Saturday, January 9, 2027 |
| **Money (Wed)** | Wednesday, December 9, 2026 | Wednesday, January 13, 2027 |
| **Money (Sun)** | Sunday, December 6, 2026 | Sunday, January 10, 2027 |
| **Comm. Property (Sat)** | Saturday, December 12, 2026 | Saturday, January 30, 2027 |
| **My Career** | Saturday, December 5, 2026 | Saturday, January 9, 2027 |

| Contact Centre Hours | | |
|---|---|---|
| **Monday** | 21-Dec-2026 | 8:30am - 5:30pm |
| **Tuesday** | 22-Dec-2026 | 8:30am - 5:30pm |
| **Wednesday** | 23-Dec-2026 | 8:30am - 5:30pm |
| **Thursday** | 24-Dec-2026 | 8:30am - 5:30pm |
| **Friday** | 25-Dec-2026 | **Closed** |
| **Saturday** | 26-Dec-2026 | **Closed** |
| **Sunday** | 27-Dec-2026 | 1:00pm - 5:30pm |
| **Monday** | 28-Dec-2026 | 1:00pm - 5:30pm |
| **Tuesday** | 29-Dec-2026 | 8:30am - 5:30pm |
| **Wednesday** | 30-Dec-2026 | 8:30am - 5:30pm |
| **Thursday** | 31-Dec-2026 | 8:30am - 5:30pm |
| **Friday** | 1-Jan-2027 | 1:00pm - 5:30pm |
| **Saturday** | 2-Jan-2027 | **Closed** |

*Denotes change to deadline*