

THE WEEK

THE BEST OF THE AUSTRALIAN AND INTERNATIONAL MEDIA

Media Kit

11

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Australia's most innovative cult news magazine

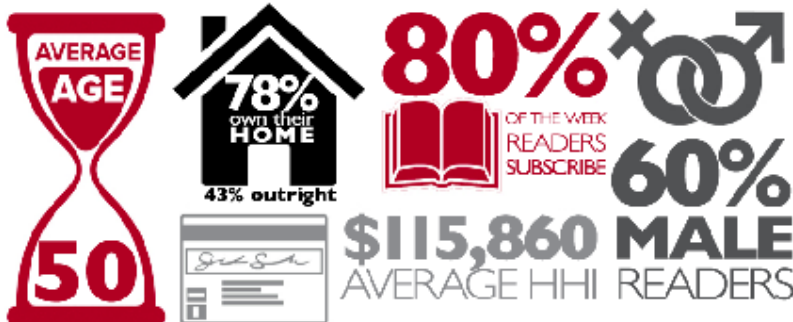
The Week is a unique digest which distills and compresses the best of the Australian and international media into an essential weekly read. An ideal companion to today's busy lifestyle, *The Week* offers a succinct summary of the week's news and keeps readers entertained as well as informed.

The Week offers readers everything from national affairs and business to food, travel, property and the arts.

Its blend of aggressive paraphrase and direct quotation provides all you need to know about everything that matters – in a breezy, stimulating way.

After successful launches in both the UK and the US, *The Week* launched in Australia on 31 October 2008 and is already well on track to reach a circulation of circa **25,000*** copies per week.

The Week's **58,000[^]** readers are sophisticated, time-poor and media-savvy – among the hardest audiences to connect with. Tertiary-educated, with a high disposable income, they are at the peak of their profession and earning power.



[^]Core Readership Statistics
Roy Morgan July 2010 - June 2011

* Publisher's claim

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Unique editorial content

At the heart of the magazine is news, with both Australian and international news accounting for almost half of the pages. Other sections covered include Leisure (food, wine and travel), The Arts (theatre, cinema, art and book reviews) and Business (financial commentary and a regular share watch).

A stimulating fusion of information and entertainment, *The Week* delivers all, from briefings about important topical issues to amusing stories from the lighter side of life.

The quality of writing and sophisticated choice of content underpins the success of *The Week*.



David Salter, Editor-at-Large

David has been an independent journalist, television producer and author for more than 40 years. Salter worked on *Oz Magazine*, *The Daily Telegraph* and *The Bulletin* before switching to television. For five years he was Executive Producer of *Media Watch*, producing more than 200 episodes.



Hall Greenland, Editor-in-Chief

Hall began his journalistic career in the alternative media of the 1970s, writing for and editing *The Digger* and *Rolling Stone* in Australia. In 1982 he became publisher at the Australian Film, Television & Radio School. Three times a finalist for *Walkley Awards* for his work on *The Bulletin*, he won the Best Headlines category in 2005 and 2007.



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The Week reader

is 364% more likely than the national average to be:

Profile M1: Prestige

Mature families in exclusive suburban areas

1.4% of Australian Households

Description

These affluent mature families are characterised by highly educated people on high individual and household incomes. They are generally working as professionals or managers and send their children to private schools. Their incomes are often supplemented by financial & property investments.

Living in 5+ bedroom houses they are involved in their children's development and schooling. They enjoy going to the theatre, musicals, classical music and concerts and tend to have a high spend on household furnishings & services, wine, insurance, books, holidays, healthcare, home improvements, sport & recreation, entertainment and homemaker goods.

They are health conscious spending above average on fresh fruit & vegetables, meat, groceries, and seafood and they are likely to donate to international aid, charities and political parties.



Profile M1: Prestige

Dominant Areas

1.4% of Australian Households

Metropolitan

- 50.9% Sydney -- St Ives, Mosman, Wahroonga, Beecroft
- 20% Melbourne -- Brighton, Kew, Camberwell, Toorak
- 9.7% Brisbane -- Chapel Hill, Indooroopilly, Bardon, Ascot
- 2.5% Adelaide -- Glen Osmond, Stonyfell, Mitcham, Netherby
- 10.9% Perth -- City Beach, Nedlands, Mt Lawley, Cottesloe

Regional

- 6.1% Regions with more than 100,000 -- Chapman, Hawker, Red Hill, Surfers Paradise
- 0% Regions with 10,000-100,000 -- None
- 0% Regions with less than 10,000 -- None
- 0% Rural areas -- None

SALMART Marketfield Profiles

		TOTAL	The Week	The Monthly	BRW	Time	Weekend Australian	Boss	Financial Review	Wish
M01 Prestige	ix	100	464	168	348	249	254	588	431	371

Roy Morgan April 2010 - March 2011

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Why use *The Week*?

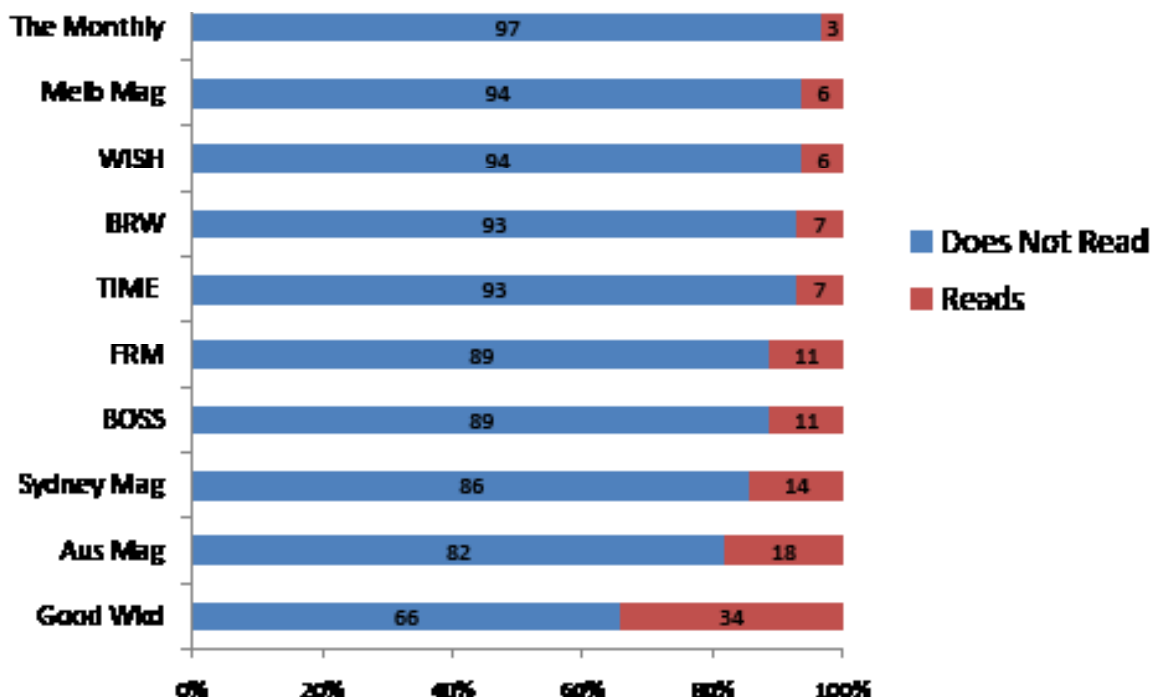
With a rapidly growing subscription base of affluent opinion-formers in the news weekly market, *The Week* offers unparalleled access to an elite and dynamic audience.

The Week's clutter-free environment means your advertisement is guaranteed excellent visibility. The magazine has a maximum of 30% advertising, which means your ads will always be seen.



Exclusivity:

AB&C Socio Groups - % of *The Week* Readers who do not read...



Source: Roy Morgan Research April '10 - March '11

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Creative possibilities

We are always looking for new and exciting ways of satisfying the advertising brief! Creativity has the most impact when it fits perfectly with an advertiser's business objectives. *The Week* can offer a number of creative executions, over and above on-page activity, affording advertisers greater cut-through and opportunity to achieve their marketing objectives in a stand-out way.

- › Section sponsorships
- › Carrier sheets
- › e-newsletter tiles and banners
- › Bespoke bound-in-booklets
- › Advertorials
- › Electronic newsletter program
- › Cover wraps
- › Custom publishing
- › Corporate gift subscriptions



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Rates & production schedule 2011



Premium Positions	1x	6x	12x	18x	24x
IFC DOUBLE SPREAD	\$15,587	\$15,119	\$14,651	\$14,184	\$13,716
INSIDE BACK COVER	\$6,594	\$6,396	\$6,198	\$6,005	\$5,802
OUTSIDE BACK COVER	\$7,793	\$7,559	\$7,325	\$7,091	\$6,857
Run of Page	1x	6x	12x	18x	24x
DOUBLE PAGE SPREAD	\$11,990	\$11,630	\$11,270	\$10,910	\$10,551
FULL PAGE	\$5,995	\$5,815	\$5,635	\$5,455	\$5,275
HALF PAGE	\$3,896	\$3,701	\$3,662	\$3,545	\$3,428

Inserts

LOOSE	\$150 CPM*
BOUND	\$150 CPM*

*Note: Quote excludes productions costs - POA

Other opportunities include:

Issue Buyouts, Cover Wraps, eDM, Website - POA

Note: All rates exclude GST

Technical Specifications

PAGE	TYPE	275X185
	TRIM	297X210
	BLEED	303X216
DPS	TYPE	275X395
	TRIM	297X420
	BLEED	303X426
HALF VERTICAL	TYPE	275X90
	TRIM	297X105
	BLEED	303X108
HALF HORIZONTAL	TYPE	135X185
	TRIM	148X210
	BLEED	151X216

The Week will only accept digital files supplied as PDFs and submitted via Quickcut. A 3DAP approved digital colour proof should be supplied for all advertisements. If a compliant colour proof is not received prior to going to press The Week cannot accept responsibility for colour reproduction. For more information regarding digital specifications, please refer to the website www.3dap.com.au

Maximum ink weight 280%

For more information regarding Quickcut, please call The Week on +61 (0) 2 8346 4200.

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Issue dates & deadlines 2011

Issue Date	Booking Deadline	Material Deadline
1-JUL	24-JUN	27-JUN
8-JUL	1-JUL	4-JUL
15-JUL	8-JUL	11-JUL
22-JUL	15-JUL	18-JUL
29-JUL	22-JUL	25-JUL
5-AUG	29-JUL	1-AUG
12-AUG	5-AUG	8-AUG
19-AUG	12-AUG	15-AUG
26-AUG	19-AUG	22-AUG
2-SEP	26-AUG	29-AUG
9-SEP	2-SEP	5-SEP
16-SEP	9-SEP	12-SEP
23-SEP	16-SEP	19-SEP
30-SEP	23-SEP	26-SEP
7-OCT	30-SEP	3-OCT
14-OCT	7-OCT	10-OCT
21-OCT	14-OCT	17-OCT
28-OCT	21-OCT	24-OCT
4-NOV	28-OCT	31-OCT
11-NOV	4-NOV	7-NOV
18-NOV	11-NOV	14-NOV
25-NOV	18-NOV	21-NOV
2-DEC	25-NOV	28-NOV
9-DEC	2-DEC	5-DEC
16-DEC	9-DEC	12-DEC
30-DEC	9-DEC	12-DEC
13-JAN	6-JAN	9-JAN
20-JAN	13-JAN	16-JAN
27-JAN	20-JAN	23-JAN
3-FEB	27-JAN	30-JAN
10-FEB	3-FEB	6-FEB
17-FEB	10-FEB	13-FEB
24-FEB	17-FEB	20-FEB
2-MAR	24-FEB	27-FEB
9-MAR	2-MAR	5-MAR
16-MAR	9-MAR	12-MAR
23-MAR	16-MAR	19-MAR
30-MAR	23-MAR	26-MAR
6-APR	30-MAR	2-APR
13-APR	6-APR	9-APR
20-APR	13-APR	16-APR
27-APR	20-APR	23-APR
4-MAY	27-APR	30-APR
11-MAY	4-MAY	7-MAY
18-MAY	11-MAY	14-MAY
25-MAY	18-MAY	21-MAY
1-JUN	25-MAY	28-MAY
8-JUN	1-JUN	4-JUN
15-JUN	8-JUN	11-JUN
22-JUN	15-JUN	18-JUN
29-JUN	22-JUN	25-JUN

Please note: the cancellation deadline for all bookings is two weeks prior to publication.



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