

AUSTRALIAN MADE WEEK 2026

Choosing Australian-made means investing in our local economy and enjoying world-class quality standards. Now more than ever, supporting homegrown businesses is vital.

To honor this commitment, The Sun Herald and The Sunday Age will publish a Special Report on Sunday, May 24, kicking off Australian Made Week (May 18–24). Join us in celebrating the best our country has to offer.

ADVERTISING BOOKING DEADLINE

Tuesday, 19th May, 2026

PROFILE BOOKING DEADLINE

Wednesday, May 6, 2026

MATERIAL DEADLINE

Friday, 22nd May, 2026



About the Special Report

Launching on Sunday, May 24, 2026, this special report offers an inside look at the Australian Made landscape—from the people behind the labels to the soaring success of our exports. By exploring the milestones and future potential of domestic industry, we aim to motivate shoppers to choose locally grown and manufactured products throughout the week and for years to come.

The combined monthly audience for both The Sydney Morning Herald and The Age is 2 million, while the average issue readership of the Sun Herald and the Sunday Age combined is 748,000 readers each week.

Source: Roy Morgan Research; People 14+, 12 months rolling average January 2025 to December 2025

Why Advertise?

INTEGRAL TO AUSTRALIANS

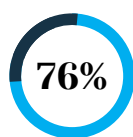
The average issue readership for the Sun Herald and AGE combined is 748,000 readers each week.

PRINT PACKAGE (Ex. GST)

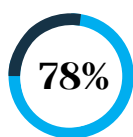
Full Page Profile Ad	\$13,000
Full Page Ad	\$11,000
Half Page Ad	\$7,000
Quarter Page Ad	\$3,750
Eighth of a Page Ad	\$2,500

*Speak to your rep about digital opportunities.

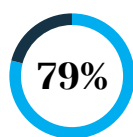
AUDIENCE DEMOGRAPHICS - WE HAVE YOUR TARGET AUDIENCE!



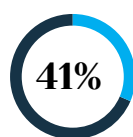
try to buy Australian made products as often as possible



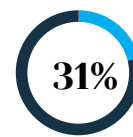
believe quality is more important than price



are main grocery buyers



have a HHI of \$150K+ PA



to be social grade AB

Source: Roy Morgan Research; People 14+, 12 months rolling average January 2025 to December 2025



For more information about advertising opportunities, please contact:

Patrick Heffernan
patrick.heffernan@nine.com.au
0432 644 616

