

AUSTRALIAN MADE WEEK 2024

When we buy Australian, we support Australia and local businesses while enjoying products made to some of the highest standards in the world. It has never been more important to buy Australian than at the moment.

In recognition of the importance of supporting Australian made and grown products within our local economy, The Sun Herald and The Sunday Age are producing a Special report to celebrate Australian Made Week which runs from Monday, May 20 to Sunday, May 26.

PUBLISHING DATE

Sunday, May 19, 2024

ADVERTISING BOOKING DEADLINE

Friday, May 6, 2024

PROFILE BOOKING DEADLINE

Thursday, April 24, 2024

MATERIAL DEADLINE

Wednesday, May 15, 2024



About the Special Report

The special report will publish on Sunday May 19, 2024 and will look at all things Australian Made - the licensees, the success stories, export growth and the opportunities ahead. It will encourage consumers to actively seek locally Australian made and grown products during the week and into the future. With a total average audience of 2.8 Million people each month across both the Sydney Morning Herald and The Age this report offers a powerful opportunity for Australian Made Licensees to influence the purchasing decisions of a large and affluent audience.

Source: Roy Morgan Research; People 14+ for the 12 months ending December 2023.

Why Advertise?

INTEGRAL TO AUSTRALIANS

The average issue readership for the Sun Herald and AGE combined is 811,000 readers each week.

PRINT PACKAGE (Exc. GST)

Full Page Profile Ad	\$13,000
Full Page Ad	\$11,000
Half Page Ad	\$6,000
Quarter Page Ad	\$3,200

*Speak to your rep about additional digital opportunities.

AUDIENCE DEMOGRAPHICS



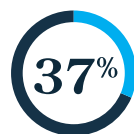
try to buy Australian made products as often as possible



believe quality is more important than price



are Main or Sole Grocery Buyers



have a HHI 150k+ PA



more likely to be social grade AB OR 1 in 4 are social grade AB



For more information about advertising opportunities, please contact:

Dan Maloni: dmaloni@nine.com.au / 0438 433 259 or
Frank Tenace: frank.tenace@nine.com.au / 0411 722 016

