

*The Sunday Times Magazine*

# M T S

FASHION  
*Style*  
SUBSTANCE



# STM

PUBLISHED IN  
**THE SUNDAY TIMES,**  
*STM reaches 260,000*  
PEOPLE EACH WEEK.



**58%**  
FEMALE



**42%**  
MALE



**38% ARE IN**  
UPPER SOCIAL  
GRADES AB<sup>1</sup>



**76%**  
HOMEOWNERS/  
MORTGAGEES

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months to 30 September 2017. | <sup>1</sup>An affluence/lifestyle indicator based on equal weightings of income, education, occupation, and home ownership status. 'AB' represents the top 40%. | <sup>2</sup>Intend to buy within the next year. <sup>3</sup>Running, swimming, gym, one-on-one/team sport, yoga or pilates.



CONNECT YOUR BUSINESS WITH  
WA'S STYLISH, SOCIALLY ACTIVE

and *big-spending consumers* with STM.

OUR READERS KEEP UP WITH THE LATEST TRENDS AND ARE:

53%

more likely than non-readers to enjoy shopping for cosmetics – and they like to experiment with different products and brands.

23%

more likely to agree “I like to keep up with ideas about home improvements” – and they are in the market for furniture/ homewares<sup>2</sup>.

18%

more likely to agree “I love to shop”.

*Distinctly more likely*

to be mainly responsible for household cooking – and they find cooking a pleasure, not a chore.

*Distinctly more likely*

to be planning a holiday within the next year – and they like package tours where everything is organised.

*Eight in 10*

**STM readers** are taking steps now to stay healthy in the future, and they are **distinctly more likely** than non-readers to exercise at least once a week<sup>3</sup>.

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months to 30 September 2017. | <sup>1</sup>An affluence/lifestyle indicator based on equal weightings of income, education, occupation, and home ownership status. ‘AB’ represents the top 40%. | <sup>2</sup>Intend to buy within the next year. <sup>3</sup>Running, swimming, gym, one-on-one/team sport, yoga or pilates.

## DEADLINES

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**BOOKING DEADLINE**  
5pm Monday prior to publication.

**MATERIAL DEADLINE**  
10am Wednesday prior to publication.

## SPECIAL EDITORIAL EVENTS AND *opportunities*

### NOT TO BE MISSED

|                  |                             |
|------------------|-----------------------------|
| <b>February</b>  | Valentine's Day Gift Guide  |
| <b>April</b>     | STM's Autumn/Winter Fashion |
| <b>April</b>     | Mother's Day Gift Guide     |
| <b>August</b>    | Father's Day Gift Guide     |
| <b>September</b> | The Style Edition           |
| <b>September</b> | Spring Racing Fashion       |
| <b>October</b>   | Top 100 Restaurants         |
| <b>November</b>  | STM's Swimwear Edition      |
| <b>December</b>  | Christmas Gift Guide        |
| <b>December</b>  | Festive Party Fashion       |

## AD SIZES

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### DOUBLE PAGE SPREAD

Type Area: 256 x 446  
Bleed Size: 280 x 470

### FULL PAGE

Type Area:  
256 x 216  
Bleed Size:  
280 x 240

### HALF PAGE HORIZONTAL

Type Area:  
126 x 216  
Bleed Size:  
143 x 240

### THIRD PAGE HORIZONTAL

Type Area:  
84 x 216  
Bleed Size:  
101 x 240

### HALF PAGE VERTICAL

Type Area:  
256 x 106  
Bleed Size:  
280 x 123

### THIRD PAGE VERTICAL

Type Area:  
256 x 71  
Bleed Size:  
280 x 88

## FASHION *Style* SUBSTANCE

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