

News Corp Australia



Creative use of Newspapers

foreword



"Cutting through" is important in any media environment and at News Corp Australia we're committed to helping you to stand out from the crowd. Newspapers are one of the most engaging, highest recall advertising environments and across our unparalleled network of state and regional mastheads we have a team of editors, marketers and advertising sales leaders who are committed to ensuring your advertising is seen by our weekly print audience of 7.0 million Australians 14+.

Alongside our engaging journalism, opinion and content our advertising positions offer great ways to connect with Australians as they connect with the issues that are important to them.

Our editors don't stand still - and nor do our products. Creativity and innovation is core to our commitment to create best-in-class audience engagement for our advertisers.

The following "creative spaces" provide a suite of options for your message to stand out. They provide your creative agency with an even more powerful canvas to connect with your customers. We look forward to working with you to tailor a package of creative spaces to deliver outstanding results for your business.

SHARB FARJAMI
National Sales Director

Source: emma™ conducted by Ipsos MediaCT, 12 months ending November 2015.
Mon-Sun net readership 5 cap metro and regional mastheads. All People 14+



Printed newspapers drive news agendas and influence behaviours. Each day editors strive to ensure that newspapers lead the conversation and debate. In metropolitan dailies and Sundays titles and in regional and community titles.

Newspaper journalism still sets the agenda in news, sport, business and politics and print continues the platform of greatest formal influence in national and community conversation.

The design and layout of our newspapers is an important part of our storytelling, ensuring that the content is delivered in fresh, creative and compelling environments. These are the environments which deliver for our advertisers and we are as committed to providing creative and contemporary solutions for our commercial clients, as we are for our readers.





Our editors understand and appreciate the need to work with our sales teams to help deliver the best results for advertisers and they are committed to delivering solutions which best connect content to your customers.

Challenging boundaries is important to editors and providing creative solutions which meet advertiser needs is an opportunity to demonstrate our commitment to helping you deliver the best possible results.










CAMPBELL REID
Group Director, Corporate Affairs, Content and Innovation

contents









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


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News Corp Australia

High Impact Custom & Specialist

CUSTOMISED OPPORTUNITIES AVAILABLE
TO USE IN SMALL QUANTITIES, BESPOKE
DISTRIBUTION MODELS OR LIMITED STATES.

TRANSPARENT WRAP



Production costs and geographic feasibility to be provided.

NORBRITE WRAP



Production costs and lead times apply.



SCENTED INK

Wednesday December 5, 2012 3



Select Matured Christmas Pudding with Cognac

Christmas Celebration Selection

There's something for everyone in our quality Select Christmas range. From traditional Christmas puddings to whole turkeys, fun kids' treats to yummy confectionery, it includes festive products for all your holiday entertaining.



Select Gingerbread House Kit



Select 30 Mini Candy Canes



Select Orange and Lemon Slices



Select Australian Whole Turkey



Select Iced Fruit Cake



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it's not Selected by us.

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Production costs and lead times apply.



Production costs and geographic feasibility to be provided.



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THE Sunday Telegraph

AUSTRALIA'S BIGGEST-SELLING NEWSPAPER

February 7, 2010 sundaytelegraph.com.au

\$1.80 inc. GST

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Taylor Swift rocks Sydney

– P13



My School EXCLUSIVE

LONGER SCHOOL

how does your diet measure up?



31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 64



Full house: Taylor Swift had the crowd up and dancing at Acer Arena last night

FOR KIDS

By education writer
MIAWLING LAM

THE Federal Government will pour hundreds of millions of dollars into disadvantaged schools identified by the My School website, funding longer school hours and specialist teachers.

Deputy Prime Minister Julia Gillard has revealed that her plan includes providing breakfast and after-school activities for underprivileged students.

Literacy and numeracy coaches and extra teachers will also be employed under the \$2 billion package, based on My School feedback.

NSW will receive \$720 million of the funding.

The website has proved to

■ Continued Page 4

Terror attack fear

SECURITY at several Sydney schools will be ramped up amid fears a growing number are in danger of terror attacks.

ASIO helped identify the Islamic, Jewish and public schools needing cameras, security gates and more.

■ Full story: Page 5

WIN TODAY FOR VALENTINE'S DAY

\$18,000 DIAMOND RING AND BRACELET



– P149

Production costs and geographic feasibility to be provided.

News Corp Australia

High Impact Shape Executions

DESIGNED TO CREATE CUT THROUGH AND ENSURE YOUR CREATIVE STANDS OUT WITHIN OUR EGN PAGES. THE FOLLOWING CREATIVE WILL BE PLACED POST PAGE 15 IN OUR EARLY GENERAL NEWS PAGES.



BUILDING BLOCKS

NEWS 9

Parents' shock over killer's chilling transformation

She looks like our Rachel

Crocs nab party-goer

Cooby nail art big hit

SAY 'NO' TO HOLDING BACK YOUR DATA USE.

SAY *yes* TO MY PLAN.

Optus

SEPT 27

Abbott girls the clincher

A matter of trust

Voters urged to take a chance on Libs

SAY 'NO' TO INFLEXIBLE PLANS.

SAY *yes* TO MY PLAN.

Optus

NEWS 5

Docklands traders anger at wheel delay

Star fails to shine

Bus passenger badly hurt in gang attack

VC hero top dad

SAY 'NO' TO NOBILE BILL SHOCK.

SAY *yes* TO MY PLAN.

Optus

Rate card loads apply pending page placement.

50% load applies.



WEDNESDAY, JANUARY 16, 2013 // THE TELEGRAPH.COM.AU

73

LEAGUECENTRAL.com.au

More news, analysis
and scores on our mobile

Freddy, set, go as Jennings switches

FROM BACK PAGE

text message later in the afternoon. He's expected at Roosters HQ this morning to meet his new teammates and complete a medical.

"I am looking forward to getting to know my new teammates, getting stuck into training, working hard and playing alongside guys like Mitchell Pearce who I have already played with at Origin level," Jennings said last night.

With Penrith desperate to create salary cap space for a top-line playmaker, the Roosters started negotiations with the superstar's management before Christmas and coach Trent Robinson met Jennings at Olympic Park on January 4.

The deal was finalised on Monday night, with Penrith releasing the local junior from the final three years of a heavily back-ended deal that was loaded with salary cap increase clauses.

It's understood the Panthers were willing to contribute around \$200,000 toward his first year at the Roosters, who have recently released a host of stars — Todd Carney, Nate Myles, BJ Leilus and Sam Perrett — to create enough cap space for their 2013 recruitment frenzy.

With Jennings joining Sonny Bill Williams and James Maloney at the club this year, bookmakers last night slashed their premiership odds to 3/5.

Jennings provides the explosive try-scoring threat the Roosters have lacked in recent seasons.

"He's just got that pure speed that we may lack," Roosters recruitment man-

Prop gets the push

Jennings switch a real team twister

JOSH MASSOUD

WHEN Michael Jennings meets and greets his new Roosters teammates this morning, he might want to seek out big Jared Waerea-Hargreaves.

In a complex twist, Waerea-Hargreaves lost his place in the NRL All Stars team as a direct result of Jennings' defection to Bondi Junction yesterday.

The omission was one of several selection upheavals for the Indigenous and NRL All Stars teams, who will contest

his spot to the second-ranking Penrith player — NSW Origin forward Tim Grant.

Grant's inclusion spelled disaster for Waerea-Hargreaves, because both players occupy spots in the front row and Penrith had to be represented.

NRL officials had no choice but to rule him out, drafting team-mate Shaun Kenny-Dowall into the side as Jennings' replacement in the three-quarter line.

But there was more intrigue when the player who attracted most votes overall — Eels superstar Hayne — couldn't even make it into the starting side.

Hayne was popular in a variety of positions, but his versatility proved harmful because Slater attracted more votes as fullback.

As expected, Rabbitohs halfback Adam Reynolds will partner Benji Marshall at the scrumbase while James Tamou makes his debut in the game.

But when contacted last night, coach Wayne Bennett was unsure about how the rest of his team would shape up ahead of today's official announcement in Brisbane.

"I'm still waiting to hear more from the NRL," Bennett



BIRD UP.





U-SHAPE

CONFIDENTIAL

'SPECTACULAR' ★★★★★

JUNGLE CELEBS TO REUNITE FOR SOME LAUGHS

New project thrills Charlie

PETITFLEUR KEEPS IT REAL

KYLIE BACK ON SMALL SCREEN

Olympia's love joy

'A WILD NIGHT OUT'

HE'S THE GUY OF THE HOUR

Now Playing
PRINCESS THEATRE LIMITED SEASON

Dirty Dancing
THE CLASSIC STORY ON STAGE

NEW TICKETS ON SALE TOMORROW!
BOOK AT TICKETMASTER

SOFTTEL

50% load applies.



Z-SHAPE

Australia Day Sale on now

Sale fares from just \$39

Renovations need rescue

Make your home yoga zone at a stretch

Pay TV swap to get baby

Trial hopes to find testosterone link to fighting the flab

Slim hope from hormone

The Melbourne (Guaranteed) departure	
Launceston	\$39
Sydney	\$49
Calms	\$119
Hobart	\$49
Hamilton Island	\$99
Hawaii (Honolulu)	\$379

jetstar.com

Jetstar

80% load applies.



T-SHAPE



75% load applies.



INVERTED T-SHAPE



75% load applies.



SPINAL GAP

FIGHT NIGHT BIGGEST EVER
Moody to miss awards
Moody will miss the awards ceremony on Monday night.

Green wins every round
Green wins every round of the fight.



UFC 193
CARLOS CONDIT V ROBBIE LAWLER
SATURDAY NOV 14, 2015
ETIHAD STADIUM
TICKETS NOW ON SALE THROUGH TICKETMASTER

Slow start can hurt Hawks
The Hawks' slow start in the first half of the game.

AFL 83

50% load applies.



PODIUM

RACING
Sydney is still in Cup reckoning
Walker and Waterhouse lead charge



Clarke set to score at Randwick

THE RACE THAT STOPS A NATION.

AVOID THE QUEUES AND BET ON THE CUP ONLINE AT UNIBET.COM.AU

JOIN & BET IN 3 QUICK & EASY STEPS
1 CREATE YOUR ACCOUNT
2 DEPOSIT
3 PLACE YOUR BETS

BE THE KING OF SPRING
UNIBET

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16 TAKE 5 24-hour news updates afidailynews.com.au

JANUARY 2
Trenty Smith

JANUARY 4
Peter Gals

JANUARY 9
Indira Jolly

The faces of our horror year on the road

Be careful - you never know what can happen

MOVING ON (clockwise from top left) **DAVID PRIDDY**, **DAVID PRIDDY**, **DAVID PRIDDY** and **DAVID PRIDDY** at the scene of a car crash.

DAVID PRIDDY (left) was killed in a car crash on the M1 near Sydney. **DAVID PRIDDY** (middle) was killed in a car crash on the M1 near Sydney. **DAVID PRIDDY** (right) was killed in a car crash on the M1 near Sydney.

17 TAKE 5 17

JANUARY 13
Lillian, Corbin and Thomas
Bright and George Thomas

He was so close to home

He was so close to home

DAVID PRIDDY (left) was killed in a car crash on the M1 near Sydney. **DAVID PRIDDY** (middle) was killed in a car crash on the M1 near Sydney. **DAVID PRIDDY** (right) was killed in a car crash on the M1 near Sydney.

18 The Advertiser www.advertiser.com.au Monday, February 23, 2015 18

Every time you drive, lives are in your hands.

50% load applies.

17



FLOATING STRIP

12 NEWS

THURSDAY FEBRUARY 22, 2012 11:00AM WWW.9NEWS.COM.AU

NEWS 13

THURSDAY FEBRUARY 22, 2012 11:00AM

JUST YOUR REGULAR FAMILY HOLIDAY

But for these castaway castmates it was a working day (apparently)

1000 miles of ocean, high seas, and a few days of isolation... it's the perfect recipe for a family holiday. But for the cast of the hit TV show *Lost*, it's a working day. The cast of the show are stranded on a remote island, and they have to make the most of their situation. The show's creator, Damon Lindelof, says that the cast are "just like a family" and that they have to "make the most of their situation". The show's cast includes Ian Somerhalder, Jensen Ackles, Jared Padalecki, and Jensen Ackles. The show is a horror series that follows the lives of the cast members as they are stranded on a remote island. The show is a hit, and it has a large following. The cast members are all talented actors, and they have all been in other successful shows. The show is a great example of how a group of people can come together and create something special. The show is a must-watch for anyone who loves horror and suspense. The show is a great example of how a group of people can come together and create something special. The show is a must-watch for anyone who loves horror and suspense.

LIAM NEESON

NON-STOP

THE HIJACKING WAS JUST THE BEGINNING

ONLY IN CINEMAS NOW

Actor's partner told alleged child sex victim's mum 'we have to get him help'

His partner told the mother of a young girl who was allegedly sexually abused by a man who was in a relationship with her. The man was accused of sexually abusing the girl, and the mother was told that she had to get her husband help. The man was accused of sexually abusing the girl, and the mother was told that she had to get her husband help. The man was accused of sexually abusing the girl, and the mother was told that she had to get her husband help.

Ugly, yes, but toads are smart enough to see the (day)light in struggle to survive

Toads are often considered ugly, but they are actually very smart. They are able to see the (day)light in their struggle to survive. Toads are often considered ugly, but they are actually very smart. They are able to see the (day)light in their struggle to survive. Toads are often considered ugly, but they are actually very smart. They are able to see the (day)light in their struggle to survive.

Mum calls to end shark cull despite loss of son

A mother who has lost her son to a shark attack is calling for an end to the shark cull. She believes that the cull is not the best way to protect people from sharks. She believes that the cull is not the best way to protect people from sharks. She believes that the cull is not the best way to protect people from sharks.

Aussie journalists in silent protest over Egypt arrests

A group of Australian journalists are in a silent protest over the arrest of a journalist in Egypt. They believe that the arrest is a violation of press freedom. They believe that the arrest is a violation of press freedom. They believe that the arrest is a violation of press freedom.

Model prosecutor will fight corruption charge

A model prosecutor is going to fight a corruption charge. He believes that the charge is unfounded. He believes that the charge is unfounded. He believes that the charge is unfounded.

80% load applies.



TRAM TRACKS

MEET SOME OF THE TEAMS

ANNABEL COASH & PIERROCK WATTS

HEATH FRANKLIN & FELICITY WARD

ALIA ZEPHRO & MICHAEL MULLINS

ROBIN BUTLER & ROB CARLTON

Lying about a love child

Senator's complicated cover-up

With thousands of people in the know, it's a matter of time before the truth comes out. The senator's cover-up is a matter of time before the truth comes out. The senator's cover-up is a matter of time before the truth comes out.

Massacre not-guilty plea

Charles, Colman and Co. A US...
The massacre was not a guilty plea. The massacre was not a guilty plea. The massacre was not a guilty plea.

THE GAME SHOW JUST FUN-ER

RANDLING with ANDREW DENTON

STARTS TONIGHT 8.30PM

ABC 1

50% load applies.

[illegible]

75% load applies.

[illegible]

80% load applies.



FIREPLACE

80% load applies.



SECTIONAL MEGAWRAP

Loads: 200% on front cover, 75% on mids, 100% on OBC. Special conditions apply if masthead is to be incorporated into creative.

News Corp Australia

High Impact Grand Scale Executions

CREATIVE SOLUTIONS DESIGNED TO LEVERAGE OUR MOST
PREMIUM INVENTORY AND CREATE MAXIMUM IMPACT.



HORIZONTAL WRAP

IGA

PRICE MATCH PROMISE

WE CHECK. WE MATCH. YOU WIN.

We check our prices to the big supermarket chains, so you won't pay more on **100s** of everyday products.

IT PAYS TO SHOP INDEPENDENT

Daily Telegraph

CUT OUT & BRING YOUR FREE Oscar the Orangutan TO LIFE

Exclusive: Union trebled Labor poll gift after \$300m pay deal

ALP'S SHADY KIDS DEAL

Could skinny denim be deadly?

IT PAYS TO SHOP INDEPENDENT

IGA

Loads: 200% on front page strip, 100% on OBC.



PLATINUM WRAP

THE BIG HOME BUNDLE IS MORE AWESOME WITH NBN

MERCURY

SNOW WHITE

CITY'S NEW DEAL

Developer assistance policy suspended

Support to expose political donations

HEY MORGAN, WE'VE STRUCK DATA! UNLIMITED NBN BROADBAND BUNDLES ARE HERE

OPTUS

fetch

Loads: 200% on front page strip, 75% on pages 2 and 3, 100% on OBC.



ADNOTE

Terror **HOW THE DRONE KILLED ELOMAR** **SHARROUF SURVIVED ATTACK** **PAGES 4-5**

The Sunday Telegraph **\$1.50**

AMAZING WEATHER PHOTOS **LIFTOUT INSIDE**

JUNE 30 is almost here GET BUPA! **Lowest prices for June holidays. Call us 1800 997 736. It's a top benefit!**

EXCLUSIVE **Rock legend's cancer battle** **WWS guitarist Kirk Pengilly and his wife Layne Beachley tell all** **FULL REPORT PAGES 10-11**

EXCLUSIVE **Footy star blows lid on player drug binges** **Insider reveals shocking details of club's hidden world of pills and booze** **Full report on pages 12-13**

GET \$20 OFF YOUR \$150 SHOPPING SPREE P2

100% load and productions costs apply.



FULL PAGE 2

When you believe you can, you can. **Inspired by his mother's record collection, a six year old boy sat down and taught himself to play the piano.** **From that moment on, music became his life, travelling the world and sharing the stage with some of the biggest names in show business. Sixty one years later he stepped into the spotlight on 'The Voice' and was embraced by a nation. Tonight, Steve Clisby's journey continues. For a sneak preview, go to can.com.au**

CAN

75% load applies.

REDFOO'S GIRLS UNDER 24

ELLIE
AGE 19

JOELLE
AGE 19

JIORDAN
AGE 18

DANNII'S OVER 24'S

DAMI
AGE 24

BARRY
AGE 30

CAT
AGE 27

THE FINAL 12

JAT
AGE 18

TAYLOR
AGE 20

OMAR
AGE 20

NATALIE'S GROUPS

JTR
AGES 23, 20, 18

ADIRA-BELLE
AGES 17, 19, 17, 19

THIRD D3CREE
AGES 18, 18, 18

Sunday Telegraph
WEEK END SPECIAL

75% load applies.



50% load applies.



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"(I) WELL THAT'S JUST GREAT,
YOU TURN YOUR BACK
FOR A FEW YEARS AND SOMEONE
CHANGES YOUR INVENTION."

0000-0001-9300-4000

"Little Miss" is a musical, book-to-screen adaptation of the 1995 play "Little Women" by Louisa May Alcott. The story is set in the 19th century and follows the lives of four young women as they grow up in a New England town. The musical is a love story, a comedy, and a drama, all in one. It is a beautiful and touching story that is sure to resonate with audiences of all ages.



DOI: 10.1002/for

[illegible]



Our metro and regional
newspapers reach
7.0 million
Australians every week.

Everyday we deliver audiences with scale and certainty.
One ad placed in our metro and regional newspapers reaches 3.6 million people
Monday to Friday, 3.2 million people on Saturday and 3.9 million on Sunday.

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Gordon & **Advertiser**

The **Cairns Post**

Townsville **Bulletin**

Gold Coast **Bulletin**

Source: emma™ conducted by Ipsos MediaCT, 12 months ending November 2015.