

Print Advertising: The Age

As Victoria's premier newspaper, and with its team of experienced journalists, international correspondence and high-profile commentators, *The Age* remains committed to attracting an influential, discerning audience.

Commercial Real Estate is an integral part of Business Day and Weekend Business of *The Age* on Wednesday and Saturday respectively - a daily must-read for business decision makers.



Advertising benefits¹

2.9x	1.3x	1.4x
more likely to receive a personal income of \$300,000+ p.a.	more likely to be C-suite managers/ CEO or General Managers	more likely to make investment of \$1M+

Display advertising - deadlines

Section	Day	Booking and cancellation	Material
Business Day Display	Wednesday	Monday noon	Tuesday Noon
Business Day Display	Saturday	Wednesday noon	Thursday Noon
Classifieds Display	Monday - Friday	Noon, 1 business day prior	3pm, 1 business day prior
Classifieds Display	Saturday	Thursday noon	Thursday 3pm

Lineage advertising - rates and deadlines

Day	Rate per line	Booking and setting deadline
Saturday	\$11.80 ex GST (\$12.98 inc GST)	4.30pm, 2 business days prior to publication
Monday to Friday	\$9.70 ex GST (\$10.67 inc GST)	4pm, 2 business day prior to publication

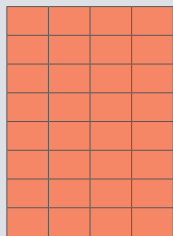
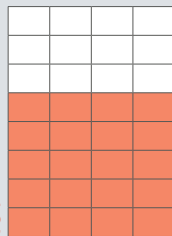
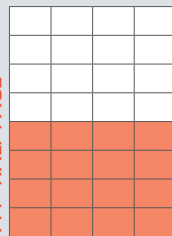
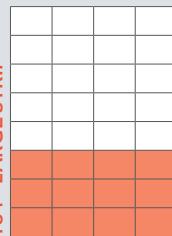
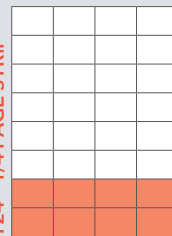
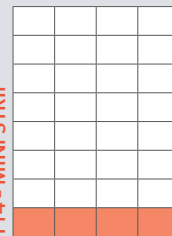
Rates are inclusive of colour loading. To book lineage advertising, contact: classifiedadvertising@theage.com.au
At time of booking, please choose your Commercial and Business for Sale Classifieds section:

- Commercial Investment Properties
- Commercial Premises to Lease
- Hotels / Motels
- Business for Sale

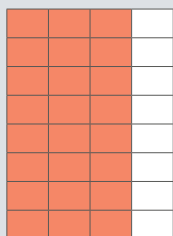
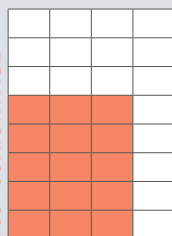
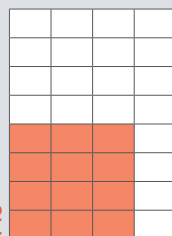
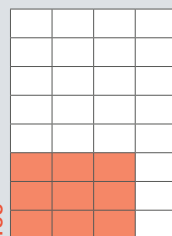
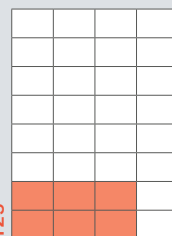
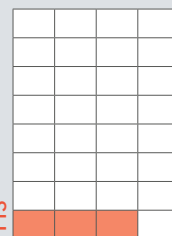
1. emma™ conducted by Ipsos Media CT, People 14+ for the 12 months ending February 2017. All times are AEST.

Module display advertising print sizes and specifications

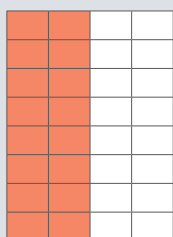
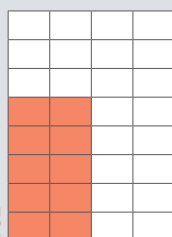
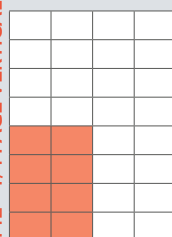
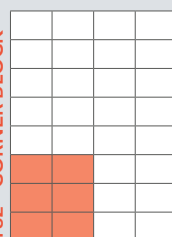
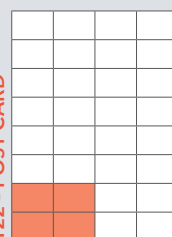

4 MODULES WIDE

<p>T84 - FULL PAGE</p>  <p>Size: 374(h)x260(w)mm 8 modules high \$19,200 Ex GST</p>	<p>T54</p>  <p>Size: 233(h)x260(w)mm 5 modules high \$12,000 Ex GST</p>	<p>T44 - HALF PAGE</p>  <p>Size: 186(h)x260(w)mm 4 modules high \$9,600 Ex GST</p>	<p>T34 - LARGE STRIP</p>  <p>Size: 139(h)x260(w)mm 3 modules high \$7,200 Ex GST</p>	<p>T24 - 1/4 PAGE STRIP</p>  <p>Size: 92(h)x260(w)mm 2 modules high \$4,800 Ex GST</p>	<p>T14 - MINI STRIP</p>  <p>Size: 45(h)x260(w)mm 1 module high \$2,400 Ex GST</p>
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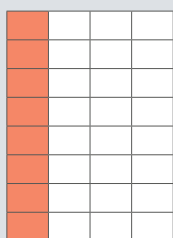
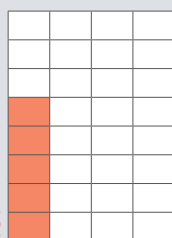
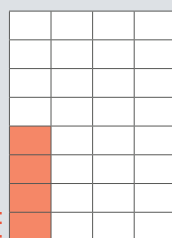
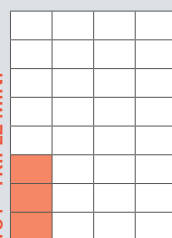
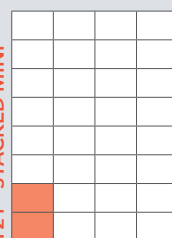
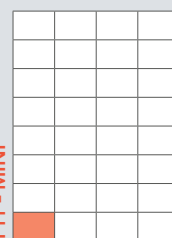
3 MODULES WIDE

<p>T83</p>  <p>Size: 374(h)x194(w)mm 8 modules high \$14,400 Ex GST</p>	<p>T53 - JUNIOR PAGE</p>  <p>Size: 233(h)x194(w)mm 5 modules high \$9,000 Ex GST</p>	<p>T43</p>  <p>Size: 186(h)x194(w)mm 4 modules high \$7,200 Ex GST</p>	<p>T33</p>  <p>Size: 139(h)x194(w)mm 3 modules high \$5,400 Ex GST</p>	<p>T23</p>  <p>Size: 92(h)x194(w)mm 2 modules high \$3,600 Ex GST</p>	<p>T13</p>  <p>Size: 45(h)x194(w)mm 1 module high \$1,800 Ex GST</p>
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2 MODULES WIDE

<p>T82 - HP VERTICAL</p>  <p>Size: 374(h)x129(w)mm 8 modules high \$9,600 Ex GST</p>	<p>T52</p>  <p>Size: 233(h)x129(w)mm 5 modules high \$6,000 Ex GST</p>	<p>T42 - 1/4 PAGE VERTICAL</p>  <p>Size: 186(h)x129(w)mm 4 modules high \$4,800 Ex GST</p>	<p>T32 - CORNER BLOCK</p>  <p>Size: 139(h)x129(w)mm 3 modules high \$3,600 Ex GST</p>	<p>T22 - POST CARD</p>  <p>Size: 92(h)x129(w)mm 2 modules high \$2,400 Ex GST</p>	<p>T12 - MOVIE TICKET</p>  <p>Size: 45(h)x129(w)mm 1 module high \$1,200 Ex GST</p>
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1 MODULE WIDE

<p>T81</p>  <p>Size: 374(h)x63(w)mm 8 modules high \$4,800 Ex GST</p>	<p>T51</p>  <p>Size: 233(h)x63(w)mm 5 modules high \$3,000 Ex GST</p>	<p>T41</p>  <p>Size: 186(h)x63(w)mm 4 modules high \$2,400 Ex GST</p>	<p>T31 - TRIPLE MINI</p>  <p>Size: 139(h)x63(w)mm 3 modules high \$1,800 Ex GST</p>	<p>T21 - STACKED MINI</p>  <p>Size: 92(h)x63(w)mm 2 modules high \$1,200 Ex GST</p>	<p>T11 - MINI</p>  <p>Size: 45(h)x63(w)mm 1 module high \$600 Ex GST</p>
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Display advertising rates per module

Day	Commercial and Business for Sale classifieds
Casual	Sunday to Saturday
	\$600 ex GST (\$660 inc GST)

Rates are as at January 2018 and are subject to change. Colour is included in the above rates. Other loadings may apply. Setting fees apply.