

Blue List Australia



To be published on Sunday, September 23, 2007

The best-selling Blue List book, Lonely Planet's compendium of travel experiences from around the world, is coming to Australia in a publishing first. Fairfax, Lonely Planet and Tourism Australia are partnering to produce a free-for-every reader mini-book of the best holiday places and activities – voted on by Australian's themselves.

Thousands submitted lists of their dream holiday ideas on the Lonely Planet website earlier this year. It even spawned a hit TV show for SBS television. Now Fairfax and Lonely Planet are ready to publish the results!

The international version has become a publishing sensation. We expect the Australian version will be equally, if not more popular. 600,000 copies will be distributed with *The Sunday Age* and *The Sun-Herald*, covering Victoria and New South Wales – making the book one of the highest circulating ever. It will contain the best family, activity, beach, city, adventure, outback, nature, food and wine and cultural holidays from around our great nation. It will also contain a terrific calendar of events from around Australia. We believe this book will be kept and passed on by tens of thousands of families.

Fairfax newspapers will also be backing the publication with an extensive advertising campaign which will create enormous interest.



Mock Up Only.



By advertising with *The Sun-Herald* and *The Sunday Age* you will reach:

- A combined audience of over **2 million** readers
- Over 1.5 million readers who are planning their next long trip of 3 or more nights for the next 12 months
- **893,000** or **21%** of people who intend to take their next long trip of 3 or more nights within Australia
- **832,000** or **24%** of people who have taken a weekend away in the last 3 months

For advertising bookings and more information, please contact:

02 9282 3228

Deadlines

Booking/Cancellation:
Friday, August 17, 2007

Material:
Friday, August 24, 2007

All space is subject to availability. Early bookings are highly recommended. Smaller advertising space available on request.

Rates

- Full Page – \$7,500
 - Double Page Spread – \$10,000
 - Inside Back Cover – \$11,500
 - Inside Front Cover – \$12,500
- All prices are excluding GST.