



SYDNEY INSIDE OUT

LAUNCHING JUNE 1

Sunday's best guide to entertainment just got better. *The Sun-Herald's* new S section combines your favourite elements of Unwind with the fashion and gossip buzz of S, adding a fresh focus on making the most of going out in Sydney.

THE NEW S:
IT'S SYDNEY INSIDE OUT.



There's a new page devoted to eating out in Sydney with a celebrity twist, with **Daisy Dumas** reviewing a celebrity's favourite Sydney cafe or restaurant.



Our **Eight Days planner** has a bigger focus on going out in Sydney, day and night, plus our pick of what to do if you feel like staying in.



Award-winning film critic **Paul Byrnes** joins the team with a new weekly pop culture column.



Fashion editor **Georgina Safe** continues getting inside the wardrobes of Sydney's famous faces, but also adds her own style tips for readers plus the best bargains around town.

The S cover stories will continue to showcase talented screen and stage actors and musicians, but added to the mix will be compelling guides to enjoying Sydney, from entertainment to food, fashion and festivals.

The most popular parts of Unwind and S remain, including Sandra Hall and Craig Mathieson's film reviews, insightful music and stage coverage and Sunday's only double-page books spread.

Andrew Hornery continues to spice things up with his 'PS on Sunday' column and the glamorous Kate Waterhouse will still be rubbing shoulders in "Date With Kate".

Last but not least, to bring the new S to life, is a repackaged fresh and vibrant design to better reflect our readers' Sunday mindset and all the ways Sydney likes to go out.

LAUNCH RATES:

We'd like to offer the below Launch Rates. *NOTE: All bookings must run in June.*

	NSW RATECARD	NSW LAUNCH RATE	DUAL STATE RATECARD	DUAL STATE LAUNCH RATE
1 x 1/4 page	\$11,585.12	\$4,500	\$18079	\$8500
2 x 1/4 page	\$23,170.24	\$7,200	\$36039	\$13600
3 x 1/4 page	\$34,755.36	\$9,450	\$54049	\$17850

T's & C's

- Rates are GST exclusive
- Best possible positioning only, otherwise a 30% Postional load will apply.
- Insertions for only NSW & VIC Entertainment sections into April 2014.
- Subject to availability.
- Valid for new bookings only.
- Please enquire avails with the Entertainment Team prior to booking.

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