

JANUARY

**NEW BRAND
CAMPAIGNS FOR
THE SYDNEY
MORNING HERALD
AND THE AGE**



FEBRUARY

**Daily Life turns one with
a monthly audience of**

909,000

UNIQUE USERS

Ultimate Footy launch

**BRW REDESIGN, WEBSITE
AND APP LAUNCH**

The Sydney Morning Herald
and The Age introduce
digital subscriptions for
overseas readers

Consolidated Commercial
Real Estate brand launched

JUNE

**SMART
INVESTOR
RELAUNCH**



APRIL

Announced the
upgrading of
Ballarat print site

Simplified
organisational
structure
introduced

**'A SYDNEY
MORNING' AND
'YOUR BUSINESS
DAY' start**
broadcasting on 2UE
live from The Sydney
Morning Herald
newsroom



**FINANCIAL REVIEW
UNVEILS NEW LOOK**

70,000

people pound the
pavements for the Auckland
Round the Bays fun run

The Age and The Sydney Morning
Herald go compact on weekdays

MARCH

Contact centre partnering with
TeleTech commences

**FAIRFAX MEDIA NZ WINS MULTIPLE
CATEGORIES AT CANON MEDIA AWARDS**

- Best Website award – stuff.co.nz
- Best Innovation in Multimedia Storytelling
award – Zone Life in The Press
- Weekly Newspaper of the Year award –
Dominion Post

**FINANCIAL REVIEW SUNDAY
PROGRAM DEBUTS**

286,000 VIEWERS



MAY