



THE AGE
DAVID SYME & CO. LIMITED

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'THE AGE' NEWSPAPER, MELBOURNE, AUSTRALIA

'The Age' is a nationally influential regional daily broadsheet . Its primary circulation area is the city of Melbourne and the state of Victoria . In good years it runs to as many as three hundred pages on Saturdays but the recession has taken its toll on the classified advertising market, which 'The Age' dominates in Victoria.

The design style is strictly modular. Headline type is Times , "Briefs" etc headings are in Franklin Gothic. Text is 8.4 Bedford set 8.5 on 8.7 .

Full color is available on the front page at least two days a week, often three or four. Otherwise the front pages and opposing pages of features and lifestyle sections (such as "Tempo" in today's paper) carry full color.

The paper has recently gained a new editor and is undergoing a number of changes including design changes. Designers are working on these at the moment and the first of the redesigns will be launched in about ten days time.

The Prime Minister of Australia, Paul Keating, announced on Sunday 7 Feb an election would be held in five weeks and his first major policy announcement was made on the 9th. The newspaper of the 10th carried very wide coverage of this speech and the reaction - as did all the other papers.

When 'The Age' covers these kinds of major political events we frequently use cartoons or 5 caricatures as the main illustration on the front. It was for many years an almost exclusive characteristic of our paper but in recent years it has been widely imitated by others (though usually less effectively). The other aspect of our 'big political event' coverage is the way we clear a number of pages at the back of the first section to examine the news in detail. In today's issue there are five pages devoted to the PM's statement as well as page one, Op Ed page, and the Business pages.

Because of the nature of the night we were not able to organise for pictures to be taken of the paper being prepared.

Philip Burgoyne
Art Director