

THE AUSTRALIAN

MEDIA ALERT
Tuesday, November 8, 2011

Gold newspaper heralds in The Australian's Gold Digital Pass

**Limited Edition newspaper available on stands
on Wednesday, November 9, 2011 only**

The Australian, the nation's most respected broadsheet, will be gilding the presses tomorrow when it turns its **front page Gold**, heralding the arrival of its new **Digital Subscription Service**.

The limited edition newspaper – available only to readers on **November 9, 2011** – marks a key milestone in the newspaper's 47 year history. *The Australian's* recently introduced 'freemium subscription model', which offers a mix of free and subscriber-only premium content, represents a major step in the creation of a sustainable model for quality journalism.

As part of the new online offering, subscribers have **exclusive access** to the best news, analysis, commentary and photojournalism led by a team of Australia's most credible and experienced journalists.

As well as having full access to *The Australian's* tablet applications, subscribers have access to exclusive content on the newspaper's website and m-site, including:

BUSINESS – This daily section provides subscribers with a national perspective coupled with in-depth analysis from the nation's leading business journalists. Only *The Australian* Business section provides exclusive content from *The Wall Street Journal*, *MarketWatch*, *The Times* and Dow Jones Newswires along with expert commentary from leading industry writers.

MEDIA (Monday) – A must-read section for all Media and Marketing professionals and executives, this section breaks news and provides the most comprehensive coverage of the local media and marketing industry.

AUSTRALIAN I.T (Tuesday) – First launched in 1964, *The Australian's* IT section is the longest running IT report in the world. Here, Australia's most knowledgeable IT reporters cover the entire gamete of the IT industry and how technology is super-charging business methods. This section also contains the latest thinking from industry leaders as well as regular reports on gadgets and consumer technology.

HIGHER EDUCATION (Wednesday) – This section delivers detailed and up-to-the-minute news, opinion and policy insight into issues that directly affect the higher education sector – including in-depth analysis on funding, international students, research, regional education, equity, teaching and learning, industrial relations, quality and regulation, as well as reports on academic standards.

LEGAL AFFAIRS (Friday) – *The Australian's* Legal Affairs section focuses on Law as an industry and a business, drawing on the depth and expertise from the country's leading Legal journalists. As well as providing the latest legal news – with reports on the Bar and government policy and regulation - it examines the issues that will affect the legal community in the future.

For your FREE Three month Subscription Trial visit www.theaustralian.com.au/subscribe

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