

# Fairfax Metro Media appoints National Sales Director - Products and Audiences

Fairfax Media Metro Division has announced the appointment of Anthony Rice to the new role of National Sales Director – Products and Audiences.

Rice joins Fairfax from Global Red, where he was Media Director and prior to that Reader’s Digest where he was Group Advertising Director (Australia, New Zealand and South Africa). He has also had sales director roles on prestigious publications including Vogue, Vanity Fair and GQ in both the United States and Australia.

In this new position, Rice will have a national focus, and will be responsible for driving advertising sales across Fairfax Metro Media’s audience verticals including Entertainment, Travel, Business and Finance, Fairfax Women’s Network, Sport, Mobile, Tablet and Food & Wine.

“We’re pleased to welcome Anthony to our team,” General Manager of Products and Audiences, Melinda Petrunoff, said.

“His valuable experience in media companies here and overseas means he is very well-equipped to boost business across our key verticals by providing the best solutions for our clients.”

Rice said: “I’m looking forward to making a strong contribution to the growth of Metro Media’s audience verticals. The new innovative products and growing audiences within each vertical have enormous benefit for advertisers and I’ll be seeking to maximize those opportunities.”

Rice’s appointment is effective immediately. About Fairfax Media Fairfax Media is Australasia’s leading media company with metropolitan, rural and regional publications and websites across Australia and New Zealand. Fairfax Media publishes the highly respected metropolitan publications The Sydney Morning Herald and The Age along with, Australia’s leading online news websites smh.com.au, theage.com.au, Brisbanetimes.com.au and WAtoday.com.au. Other niche websites include the popular parenting website Essentialbaby.com.au and the youth site TheVine.com.au. The company has a large stable of successful websites in key vertical markets including New Zealand’s largest website, TradeMe.co.nz, RSVP.com.au, Stayz.com.au, InvestSmart.com.au, OMG, Australian Property Monitors, Commerce Australia, TenderLink and the recently acquired Occupancy. Fairfax Media also has a strong classified advertising business with print and online publications including: Drive, MyCareer, and Domain.

## Contacts

Simon Lloyd  
(02) 9292 7003  
mailto: simon@accesspr.com.au