

# Fairfax Metro media appoints director, print ad strategy and operations

Fairfax Media Metro Division today announced the appointment of Sarah Keith to the new role of Director, Print Ad Strategy and Operations.

In this new position, Keith will work with the publishers and product teams to shape Fairfax Metro Media's print offerings for advertisers. She will also be responsible for aligning sales operations across states. "Newspapers and inserted magazines remain hugely powerful advertising vehicles for our clients. "Sarah's experience leaves her well-placed to drive the evolution of our print products and ensure that they continue to deliver the best possible outcomes for advertisers," Commercial Director, Metro Media, Ed Harrison, said. Prior to her appointment at Fairfax, Keith was Commercial Director at Fox Sports, and has also held senior roles at leading media companies including SBS, Austereo and Network Ten. "I am thrilled to be joining the Fairfax Metro Media team where I'm looking forward to building on existing strategies to ensure we are providing the best opportunities, products and results for advertisers," Keith said. Keith will take up her new role on August 30. 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.

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