



AFLW

Herald Sun





“ Women’s footy is the new frontier and the Herald Sun footy team is enormously excited about the new competition. It’s no longer the blokes’ world and we are witnessing the unearthing of the new female Juddy, Bazza or Bontempelli.”

MARK ROBINSON
Herald Sun chief football writer

Herald Sun



HISTORY MAKING

The season was launched with high-impact
- with the support of Priceline and Victoria Police,
Herald Sun published a dedicated 16-page lift out.

Herald Sun



THE FUTURE IS HERE 16-PAGE AFL WOMEN'S LEAGUE LIFTOUT INSIDE
» EVERY PLAYER IN PROFILE » ROBO: GET ONBOARD
 FEBRUARY 1, 2017 \$1.50 (incl GST) HERALD

**16-PAGE AFL
WOMEN'S LEAGUE
LIFTOUT INSIDE**

**ROBBO:
GET ONBOARD**

PROFILE GET ON THE GO \$1.50 (inc GST) HERALDSUN.COM.AU
WEDNESDAY, FEBRUARY 1, 2017
Herald Sun

WEDNESDAY, FEBRUARY 8, 2017 HERALD-EXAMINER.COM

First goal is for Dermie

It's been a long

WASH DC) Near a morning shift I had seen

It's b
a l
road
the t
for th
form
Balwy
U-13
star

**AFLW -
THE EYES
HAVE IT**

Fans will vote with their eyes.

Fans will vote with their feet
take on the Magnier
community!

Cecilia almost lost all Hope

KATE SALEMME
WHEN Moana Ho
six goals for the W
dogs in the AFL
exhibition game in
she left Whitten C
Melbourne deri
McIntosh left the
dering if she h
chance at the big
"I was embarr
game to be hon
said.
"I asked fo
because I'd b
the year (in th
the other co
on her. I play
"I did this
cost me the
the intro

Slo Dai per for

MAT
citr
Ror
of t
re
es
A
C
t

GAME CHANGERS

PLAYERS IN THE LAND ARE READY

THE BEST FEMALE PLAYERS IN THE WORLD TO REPRESENT IN NEW AFL WOMEN'S LEAGUE

WE'RE
100%
FOR WOMEN IN SPORT

 priceline
pharmacy 
priceline.com.au     



NATALIE PLANT
Age: 20 **Hgt:** 168cm
 Macquarie
 Dual-sport performer who also played Melbourne Renegades in the WBBL. Highlighted at the Blues after making her name with the oval ball at the Seaford club.



HAYLEY TREVELYAN
Age: 28 **Hgt:** 167cm
Forward/midfielder
 Mid-sized forward from the Benidigo Thunder taken as a free agent.
 Also noted for her doggedness and clean hands.

33

30 VFL Women's Team of the Year last season noted for her tap work

BIANCA JAKOBSSON
Age: 23 Hgt: 174cm
Forward
Taken high in the draft (pick No.3) and regarded as a top-flight forward. Smart and skilful and reads the play very well. Hails from...

31 **DAMIAN KEEPPING**
Coach
At the helm of the Western Bulldogs for last year's exhibition game against Melbourne and has experience at TAC Cup



Supporters keen to learn about the players took the lift out to games.



Page 1, 2 and 3, 67 & SPORT Pointer

Herald Sun



**Guys,
A quick note to thank
and congratulate you guys
on the fabulous lift out for the
start of the AFLW today.
It's terrific, and the work
of a real partner.
Appreciate it.**

Thanks

Gillon McLachlan, AFL CEO



Herald Sun





MOMENTUM BUILDING

The excitement and anticipation in the lead up.
We told the story on and off the field.

Herald Sun



UNMISSABLE

**No one anticipated a lock-out at Ikon Park.
The public response was unprecedented.**

Herald Sun





Front Page & Back Cover



74, 75, 76, 77 & 78



Page 18, 19 & Team Posters

CROWD PLEASER

People began to realise the significance
of what they were witnessing.

Herald Sun



EQUAL TO THE TASK

The intensity and passion for the game is
every bit the same.

Herald Sun



OVER 45 PAGES WERE PUBLISHED IN THE FIRST ROUND



Post game coverage of Melbourne v Brisbane and wrap up of round 1.



Pages 7, 51, 52 and page 53, front cover and back page

Herald Sun



ENDLESS STORIES TO TELL

Herald Sun



ROUND 7

TWIN TOWER

A giant in two sports played a world apart, Erin Phillips has wowed AFLW observers

ELIZA SEWELL

Adelaide's Erin Phillips is a rising star, and she's been wowed by AFLW observers. She's a former Olympic athlete and a former AFLW player. She's a former Olympic athlete and a former AFLW player.

DEFENDER BOOST FOR DEES

MELBOURNE has retained its status as a defender's dream. The team has a number of players who are considered to be among the best in the league.

ROUND 4

AFL WOMEN'S TEAMS

Hope on a return to glory

ELIZA SEWELL

Adelaide's Erin Phillips is a rising star, and she's been wowed by AFLW observers. She's a former Olympic athlete and a former AFLW player. She's a former Olympic athlete and a former AFLW player.

ROUND 7

AFL WOMEN'S TEAMS

Hope on a return to glory

ELIZA SEWELL

Adelaide's Erin Phillips is a rising star, and she's been wowed by AFLW observers. She's a former Olympic athlete and a former AFLW player. She's a former Olympic athlete and a former AFLW player.

Extensive editorial coverage continued throughout the season.

9 MONDAY FEBRUARY 26, 2017

Determined Dockers cling to slim final hopes

BRADEN QUARTENHORN

The 23-year-old Dockers forward has been a key player in the team's recent success. He has been a key player in the team's recent success.

LIONS

ASHMORE HIGHLIGHT AS BRISBANE BOOSTS PERCENTAGE

ASHMORE HIGHLIGHT AS BRISBANE BOOSTS PERCENTAGE

TECHNIQUE, NOT PHYSIQUE

#CHANGEOURGAME

TECHNIQUE, NOT PHYSIQUE

THIRD UP

COACH QUESTIONS RULE FARCE

COACH QUESTIONS RULE FARCE

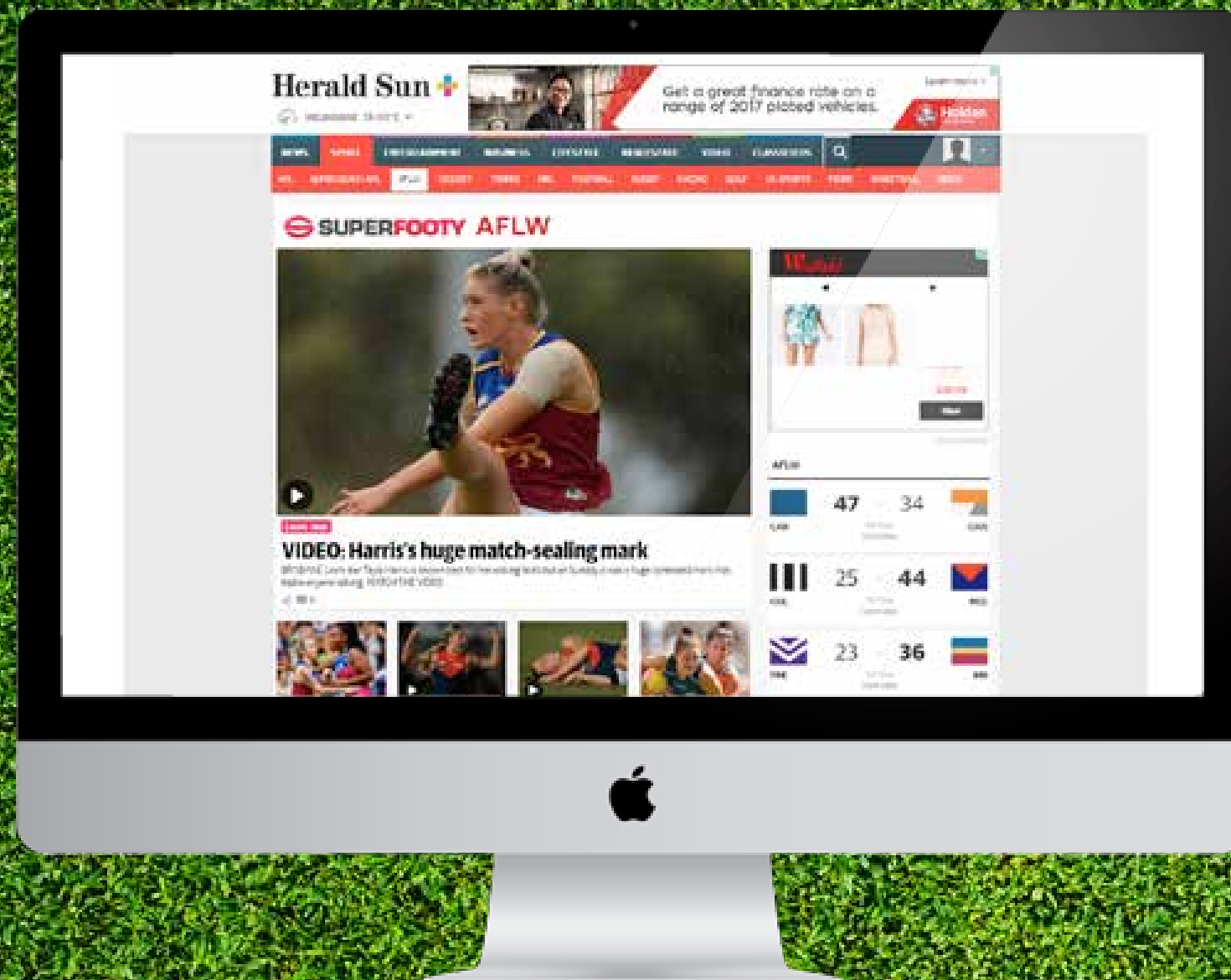
Herald Sun

AFL

368 ARTICLES

404,462 PAGE VIEWS

220,686 UNIQUE VISITORS



Smashing the Herald Sun's own targets!

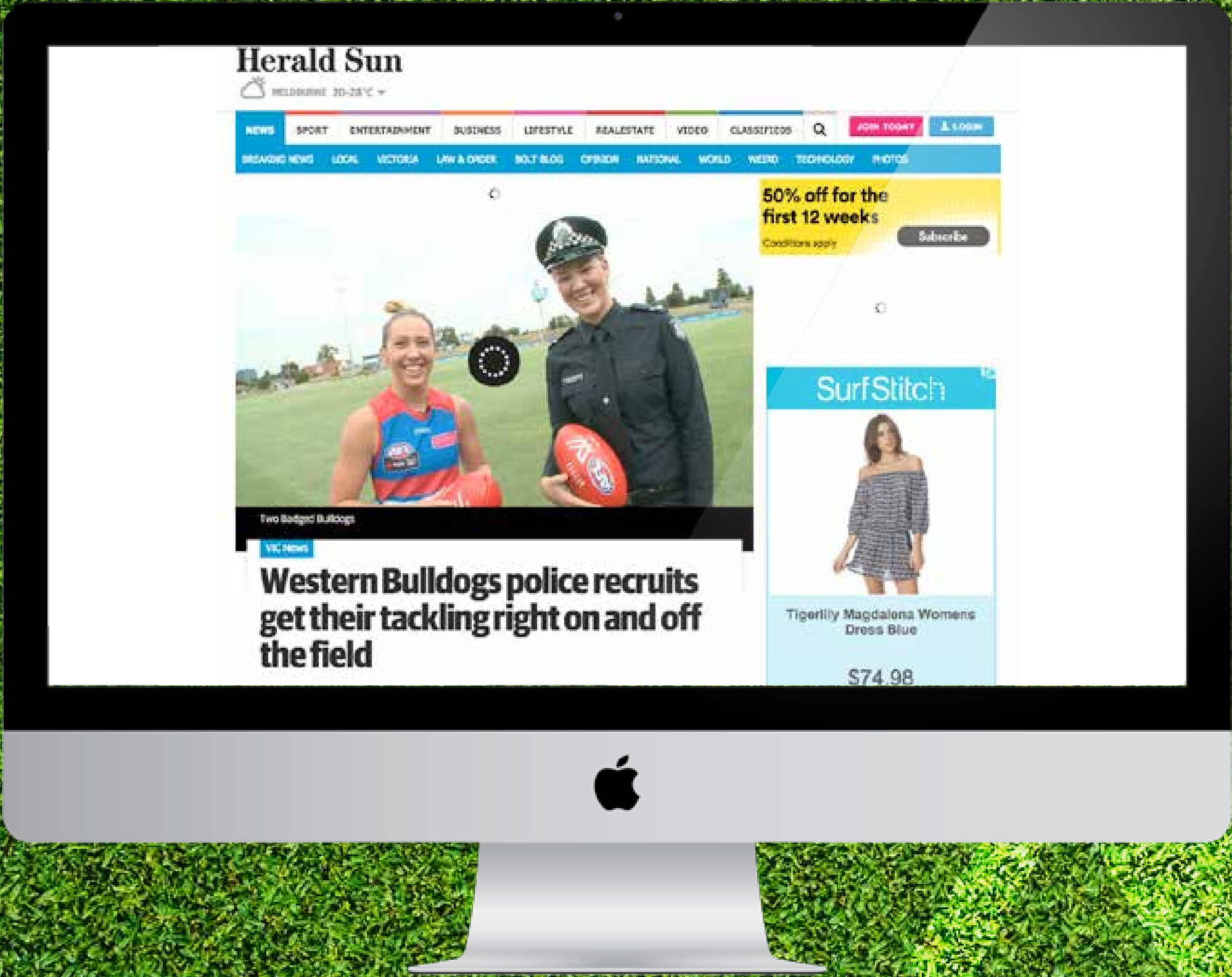
Source: Adobe Analytics 1 Dec 2016 – 30 April 2017



Herald Sun



PARTNERS ALIGNED WITH ENGAGING CONTENT



<http://www.heraldsun.com.au/news/victoria/western-bulldogs-police-recruits-get-their-tackling-right-on-and-off-the-field/news-story/c158631a9dc56c156038ed3693f94d9f>

Born out of a meeting with the client, ad agency and Herald Sun Sport editorial Head, Matt Kitchin and Product, a video and article were produced about two police officers that had been drafted to the Western Bulldogs. The article focused on synergies of working in the force and playing women's AFL. Pointing out that flexible working hours enabled officers to attend training was of particular importance for Victoria Police as part of their recruitment campaign. All key stakeholders have been extremely happy with the involvement of our editorial team.



Herald Sun





Sunday
AFLW 2017 SOUVENIR

HAIL OUR HEROES

FROM AN OPENING SIX-POINT GRAND FINAL

DREAMS COME TRUE
ELIZA SEWELL CELEBRATES THE STARS OF THE SHOW

WE'RE 100% FOR WOMEN

RAILAZERS

Inspirational, daring... players

ELIZA SEWELL

When Brisbane's Eliza Sewell was named the inaugural AFLW MVP, it was a moment of triumph for a player who has been a trailblazer for women's football. Sewell, who played for the Brisbane Lions, was named MVP for her outstanding performance throughout the season. She was the first player to score a century in a single game, and her leadership on the field was instrumental in the Lions' success.

ETCHED IN HISTORY

THERE IS NO TURNING BACK NOW

GILLIAN MCLACHLAN

The AFLW is a historic moment for women's football. It's a chance for players to showcase their skills on a national stage. The competition is fierce, and the players are determined to make their mark. The AFLW is a testament to the hard work and dedication of the players and the support of the fans. It's a chance for women's football to shine and for the players to be recognized for their achievements.

WE'RE 100% FOR WOMEN IN SPORT

We are proud to partner with the Thunderbirds netball team, Western Bulldogs AFLW team and Sydney Swans WBL team for the 2016/17 season.

PROUDLY SUPPORTING

WE'RE 100% WOMAN

priceline

ETCHED IN HISTORY

AFLW 2017 SOUVENIR

KAREN PAXMAN

BEST PLAYER

ELIZA SEWELL

HERALD SUN AWARD

WINNING TEAM

ADAM GARNER

ALL AUSTRALIAN TEAM

BACKS

COURTNEY CLARKE

ELIZA SEWELL

FORWARDS

ELIZA SEWELL

INTERCHANGE

ELIZA SEWELL

AFLW 2017 SOUVENIR

HONOUR ROLL

ADAM GARNER

ELIZA SEWELL

WINNING TEAM

ADAM GARNER

HISTORY MAKERS

ADELAIDE CROWS: FIRST AFLW PREMIERS

ADELAIDE
21.2.7.4.9.4.31 (35)

BRISBANE LIONS
1.0.2.1.3.3.4.5 (29)

ADAM GARNER

ELIZA SEWELL

WINNING TEAM

ADAM GARNER

RESPECT

PORTER DAVIS

Souvenir Commemorative Liftout celebrating the success of the season.
(sponsored by Priceline)

Grand Final winners poster
(sponsored by Porter Davis)

“ The women’s football revolution has captivated the country since the first ball was thrown up in front of a lock-out crowd of 24,500 fans at Princes Park on February 3.

Fans have embraced the newest form of the game by turning out to matches by the thousand and tuning in to TV broadcasts in huge numbers.

Fresh stars have been born, headed by Carlton high-flyer Darcy Vescio and Adelaide’s WNBA gun Erin Phillips, and with new pathways opening up for junior players, the future is blindingly bright.”

ELIZA SEWELL
Herald Sun Sport Reporter



Herald Sun



Thank you to our commercial partners for joining us
to support the launch of AFLW



Herald Sun

