

HiberNation

**A DIFFERENT PAPER
FOR A DIFFERENT TIME**

News Corp Australia

News

OVERVIEW

Our world has changed forever. It continues to evolve on a daily basis. COVID-19 has tipped the planet on its axis, as we look to understand the new normal, and a new way forward.

To help our audience better understand these seismic changes, News Corp Australia transformed the content of its leading metro news brands to reflect the unprecedented changes Coronavirus is having on Australian lifestyles. The content in every paper, every day includes content tailored at helping our audience navigate COVID-19 including:

1. FINDING A CURE
2. Q&A WITH THE EXPERTS
3. CURRENT STATE OF PLAY
4. HIBERNATION NEW SECTION
on how to live in isolation



MEDIA RELEASE



Media Release

Thursday, March 26, 2020

HIBERNATION: YOUR PRACTICAL AT-HOME GUIDE TO GETTING THROUGH THE CORONAVIRUS CRISIS

Australia's first coronavirus-dedicated liftout, **HiberNation**, launches today.

The eight-page guide full of how to keep kids entertained and learning, top tips for making meals from what's in the pantry and what to watch, listen and read is available from today in News Corp daily newspapers.

HiberNation editor Louise Roberts is the first editor appointed to manage coverage of the coronavirus crisis.

The eight-page liftout will be published in the *Herald Sun*, *The Daily Telegraph*, *The Courier-Mail* and *The Advertiser* six times a week from today, Thursday, March 25.

Packed with practical tips to help Australians with their lives during this crisis, the first edition includes advice on how to keep children entertained and learning at home with content provided by free classroom educational literacy site kidsnews.com.au.

It also features recipes from Australia's number one food media brand taste.com.au as well as daily expert selection of the best podcasts, books and games to download; music to listen to and who to follow on social platforms as well as what to binge watch in 30 minutes, one hour or even two.

The daily puzzles page will also be boosted to two pages including the crossword, sudoku and quiz.

Ms Roberts said she hoped information in the guide would help readers feel less anxious and stressed, and more organised and structured.

"Coronavirus is a big story but we're moving now beyond the symptoms and spread to shine a light on the impact on people's lives in their homes - the way they work, how they feed their families and what their children are doing," she said.

"This is our new normal, and we're all in this together, learning how to live. I'll be editing the section from home, working remotely like the rest of Australia, providing information that is useful and will help Australian families get through the crisis."

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Media Release

HiberNation is published Monday-Saturday in News Corp daily newspapers from today, Thursday, March 26.

Interviews are available.

Assets available - pdfs of pages

<https://we.tl/t-plMN82y3yg>

Ends

Released by News Corp Australia.

For more details contact:

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National PR manager
0413 536 470
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For more information about News Corp Australia, click [here](#).

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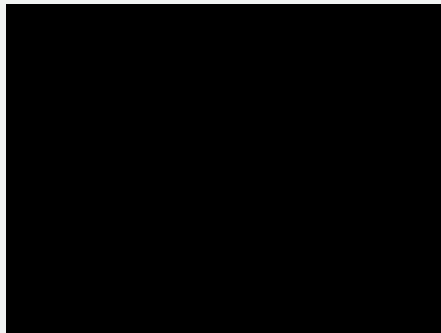
CONSUMER PR



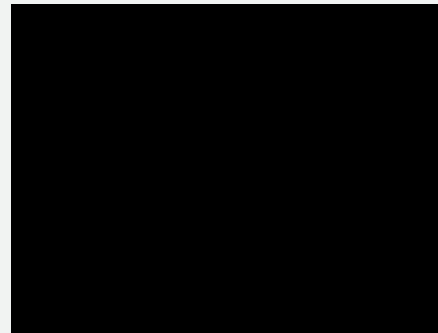
Ben English: Sky News



Matthew Benns: Sky News



Michelle Martin: Sky News



Nick Papps: Sky News

TRADE RELEASE

Media Release

News Corp Australia

Thursday, March 26, 2020

NEWS CORP AUSTRALIA REVAMPS PRINT PRODUCTS TO PRIORITISE COVID-19 CONTENT

- Most significant newspaper content initiative in living memory to meet consumer appetite for trusted news and information on COVID-19

News Corp Australia is transforming the content of its leading metro news brands to reflect the unprecedented changes Coronavirus is having on Australian lifestyles.

In the biggest single repositioning of the mastheads in living memory, today's editions of *The Daily Telegraph*, *Herald Sun*, *The Courier-Mail* and *The Advertiser* feature significant changes to pivot them as the nation's leading source of trusted news and information about the COVID-19 crisis.

The changes include the introduction of a new eight-page section, HiberNation, to provide practical advice and tips to help Australians with their lives during this crisis. Today's inaugural edition provides expert advice for parents to help their childrens' learning at home now that schools across the country are closing.

HiberNation will focus on three key news areas - health; education; and jobs, business and economy - and will feature quality reporting and insights from senior News Corp journalists as well as informed advice from acknowledged international experts in their relevant fields.

As audiences spend more time at home, the papers will also include TV and entertainment guides, recipes from Australia's number one food media brand Taste.com.au, as well as puzzles catered to all ages.

The changes are expected to be rolled out across News Corp Australia's regional titles in coming days as well as websites and apps.

The changes follow the launch of a digital community noticeboard so audiences can go to one place for up-to-the-minute information on what is open, closed, the impact on schools, travel, businesses and shopping.

The metro news brands are also implementing some significant changes to sports coverage. Despite all codes suspending or cancelling seasons there remains enormous thirst among readers to know what is happening, what the future of their clubs is and what the players are doing with their time.

Peter Blunden, chairman of the editorial board at News Corp Australia said the changes marked a significant re-positioning of the mastheads to cement their role as the nation's leading source of trusted news and information on Coronavirus.

"No story we've ever told has been so big, so rapid to evolve or so widespread.

Media Release

News Corp Australia

"The content changes launched today reflect the scale and impact that all Australians are feeling due to this unfolding crisis. Our readers are turning to us in record numbers for advice and we're adapting to meet this demand."

Ends

Released by News Corp Australia.

For further details contact:
Charlie Murdoch, Head of Trade Communications | +61417871072 | charlie.murdoch@news.com.au

For more information about News Corp Australia, click [here](#).

CREATIVE - TVC

HiberNation 30" TVC - on air w/c 6/04



Open on a shot of hibernation on a tablet then the super pops up.
 VO: Right now, get 4 weeks digital access to the Daily Telegraph, including the brand new Hibernation section, free!
 SUPER: 4 weeks digital access, free!*



Followed by an image of boredom busting activities.
 SUPER: Boredom busting activities
 VO: And loads of boredom-busting activities to entertain everyone over the Easter weekend.



Swipe to food section with an egg recipe featured in the section.
 SUPER: Delicious Easter recipes
 VO: Deliciously easy Easter recipe ideas.



Finally, we swipe to the see hibernation logo and the "4 weeks" super from frame one pops up.
 VO: Hurry, this is your last chance to enjoy 4 weeks digital access, free.
 SUPER: 4 weeks digital access, free!*



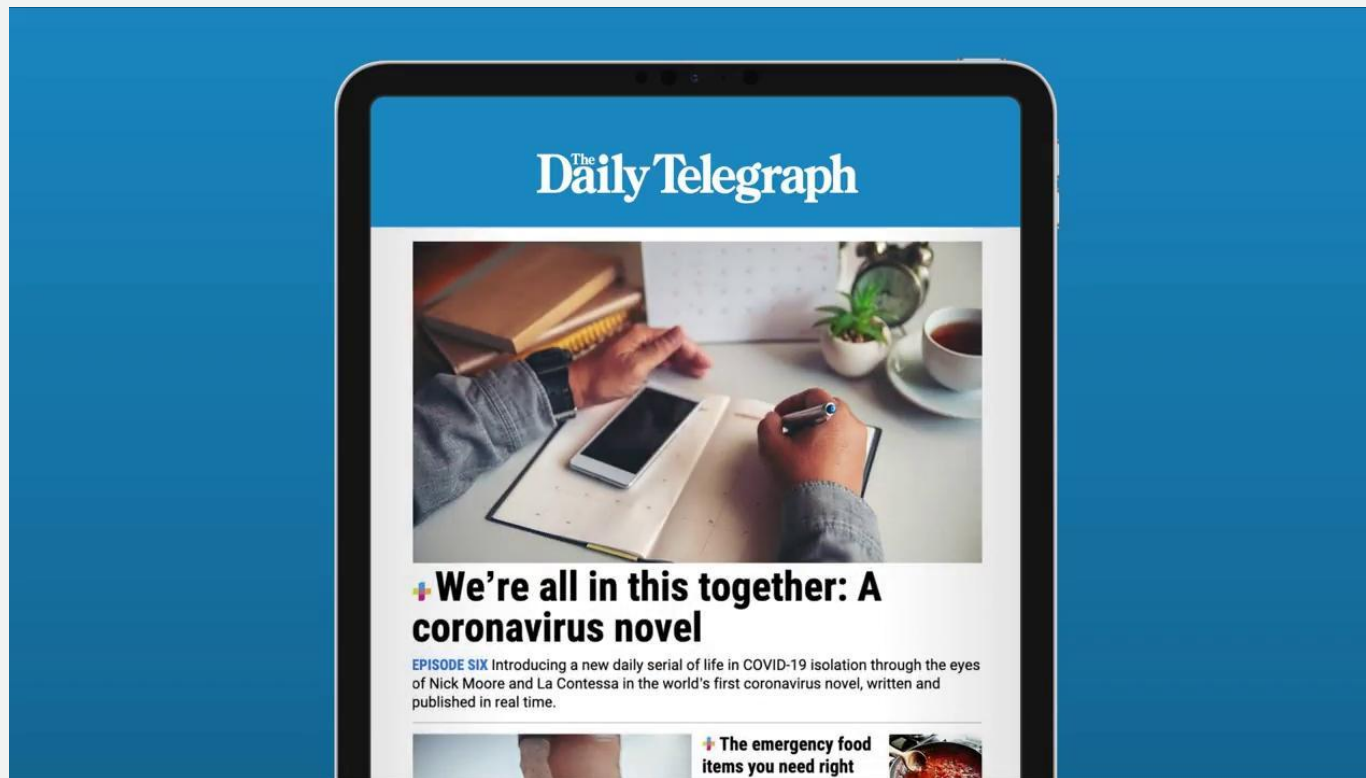
Then an image of some advice and how-to content.
 SUPER: Tips and how-to guides
 VO: Expert tips and how-to guides to keep the whole family in the know.



SUPER: Search Daily Telegraph offer
 VO: Search Daily Telegraph offer now!
 Close on the Hibernation masthead as the logo and tag appear.
 LOGO/TAG: When it matters most, we're for you

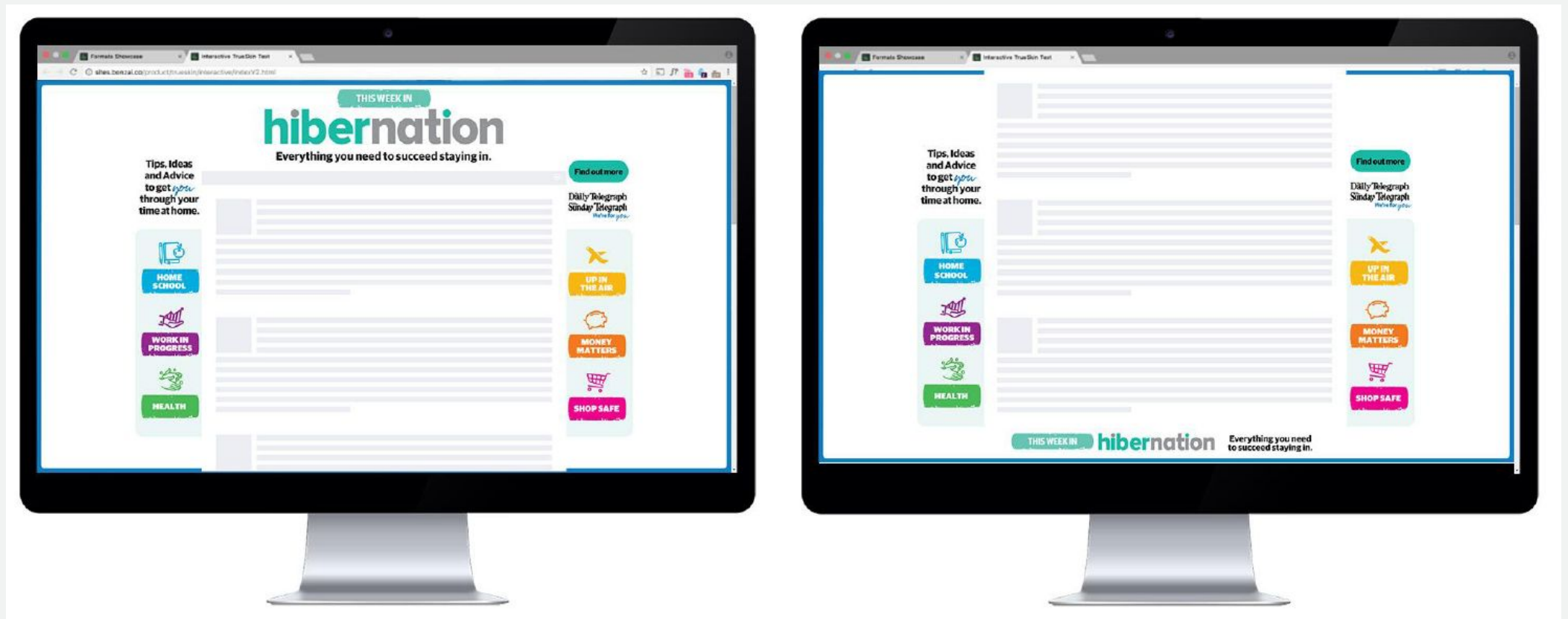
CREATIVE - TVC

HiberNation 30" TVC - on air w/c 14/04



CREATIVE - HPTO

METROS
In market:



CREATIVE - MREC & LEADERBOARD

METROS
In market:

THIS WEEK IN

hibernation

Everything you need to succeed staying in.

THIS WEEK IN

hibernation

SCHOOL AT HOME

NEWS & ADVICE

HEALTH

ENTERTAINMENT

MONEY MATTERS

SHOPPING

Tips, ideas and recommendations to get *you* through your time at home.

hibernation

Find out more

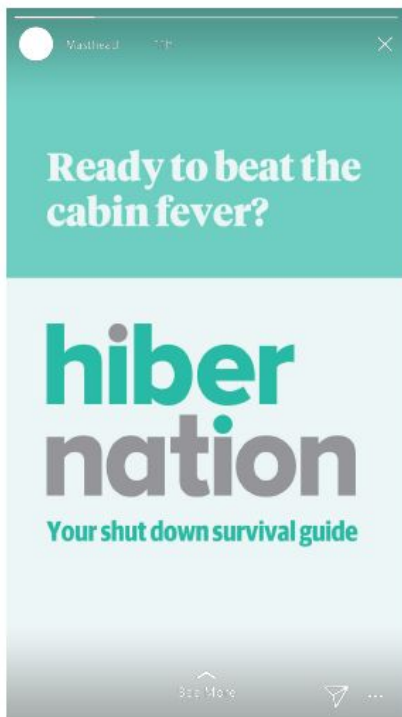
THIS WEEK IN

hibernation

Everything you need to succeed staying in.

CREATIVE - SOCIAL STORIES

In market: March/April



CREATIVE - HOUSE PRESS

Double page spread

In market: Saturday 21 March

The ultimate guide to cocooning.

Don't miss our 8 page special. Starts tomorrow in your Sunday Herald Sun.

Find everything you need to make the most of hibernation, from advice on schooling the kids and cooking to keeping your family entertained with the best movies, music and TV. There'll be tips on how to stay safe if you do need to head out, as well as advice for the most vulnerable members of our community.

Let the news come to you

Our subscribers are telling us they want the facts fast. To ensure you stay up-to-date, remember to activate your digital subscription and download the app for full access to breaking news, the daily digital newspaper and unlimited digital content. Available on your phone and tablet.



Download the Courier-Mail App



Get 24/7 breaking news you can trust

Receive up to the minute alerts via notifications

Read a digital copy of every day's newspaper

Get Coronavirus newsletters in your inbox daily

Access our Live Feed and join the conversation

Stay Informed

Activate your digital subscription for 24/7 news you can trust. Get the facts with up-to-the-minute alerts. dailytelegraph.com.au

KIDSNEWS

Kids bored of news being about Coronavirus? Jump on KIDS News for heaps more stories about everything from sport to finance - 100% kid-friendly news! kidsnews.com.au

Eat & Drink

The Keep Calm Kitchen  Find new ways to use pantry staples, cook for loved ones, and rediscovering useful kitchen hacks. taste.com.au

Mind & Body

body+soul

Get fit from your living room with Sam Wood's no-equipment workout

A psychologist's guide to managing loneliness in self-isolation.

Entertainment

The great Indoors... Cocoon well, emerge a butterfly. We've got the guide for what to read, watch and play PLUS how to keep kids entertained for days on end. Who said staying home had to be boring?

Tips, ideas and advice to get you through your time at home.

Herald Sun | Sunday | We're for you

Herald Sun | Sunday | We're for you

Get 24/7 breaking news you can trust

Receive up to the minute alerts via notifications

Read a digital copy of every day's newspaper

Get Coronavirus newsletters in your inbox daily

Access our Live Feed and join the conversation

If you aren't already a subscriber, you can subscribe to receive full digital access and a newspaper home delivered for just a \$1 a day for the first 8 weeks. Min cost \$28*.

Call 1800 XXX XXX or visit heraldsun.com.au/XXX

CREATIVE - RADIO

Metro Radio

In market: Friday 20 March, Saturday 21 March & Sunday 22 March

Duration: 15"

VO:

Music: Brand sting (A day in the life)

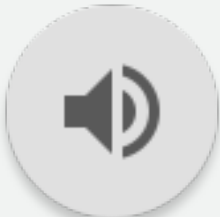
Don't miss the Sunday Herald Sun this weekend

For the ultimate guide on cocooning at home; from schooling the kids and staying healthy to keeping the family entertained.

Plus important advice for the elderly and how to stay safe as Coronavirus grips the world.

Only in the Sunday Herald Sun

Music: Brand sting (A day in the life)



VO:

Music: Brand sting (A day in the life)

Don't miss the Sunday Mail this weekend

For the ultimate guide on cocooning at home; from schooling the kids and staying healthy to keeping the family entertained.

Plus important advice for the elderly and how to stay safe as Coronavirus grips the world.

Only in the Sunday Mail

Music: Brand sting (A day in the life)



CREATIVE - OOH -

Metro OOH

In market: Saturday 21 March & Sunday 22 March

^{Herald Sun}
Sunday

**The ultimate
guide
to cocooning
at home**

**OUT
TODAY**



Find something for *you* every Sunday

^{The}
Sunday Telegraph

**The ultimate
guide
to cocooning
at home**

**OUT
TODAY**



Find something for *you* every Sunday

Sunday Mail

**The ultimate
guide
to cocooning
at home**

**OUT
TODAY**



Find something for *you* every Sunday

^{the}
Sunday Mail

**The ultimate
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to cocooning
at home**

**OUT
TODAY**



Find something for *you* every Sunday

QLD: The Courier Mail, 26th March

Courier Mail
hibernation
YOUR CORONAVIRUS GUIDE TO DAILY LIFE

Inside today
DEMYTE COWLING
CHEAP EATS
BRAIN TRAIN
CLASSACT

WE'RE ALL IN THIS TOGETHER

Stay calm and home school

Palace confirms Charles has the virus

Qld cruise ship victim

BINDI BEATS WEDDING RULES

85,000 out of work

SHUTDOWN SURVIVAL GUIDE INSIDE
The Courier Mail
hibernation
NEW 8-PAGE LIFTOUT

How to home school like a real teacher | Feed your family on the cheap | Train your brain

PALACE CONFIRMS CHARLES HAS THE VIRUS

THE PRINCE OF AILS

Qld cruise ship victim

BINDI BEATS WEDDING RULES

85,000 out of work

6 hibernation YOUR CORONAVIRUS GUIDE TO DAILY LIFE
Brain training - keeping your mind active

Solutions tomorrow

WORDSEARCH

WORDSCRAMBLE

WORDSCRAMBLE SOLUTIONS

hibernation 7 YOUR CORONAVIRUS GUIDE TO DAILY LIFE
Brain training - keeping your mind active

Solutions tomorrow

WORDSEARCH

WORDSCRAMBLE

WORDSCRAMBLE SOLUTIONS

2 hibernation YOUR CORONAVIRUS GUIDE TO DAILY LIFE
remote control 3

When the stars stay in to play

YOU MIGHT THINK THE WORLD'S BIGGEST NAMES ARE TOO BUSY TO WATCH TV LIVE. THE REST OF US, OUT STAYS LOVING BEING CATCH POTATOES - THEY JUST HAVE BETTER COUCHES COMFORTING TO KNOCK AS WE SETTLE DOWN FOR SERIOUS BROWNING.

WHAT WE'RE LOVING RIGHT NOW

TO BINGE

TO READ

TO SING

TO CONNECT

Show must go online as artists keep music careers alive

4 hibernation Kids@Home
Lesson plans for all ages

LEARNING AT HOME

PREP TO READ

CHANGING OVER TIME

THE OUTSIDER

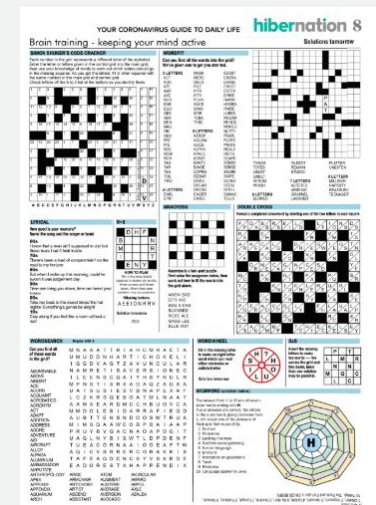
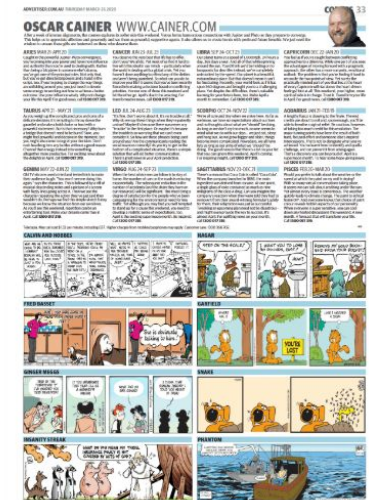
hibernation **feeding time 5**
\$40 two-week meal plan

Freezing your own vegetables

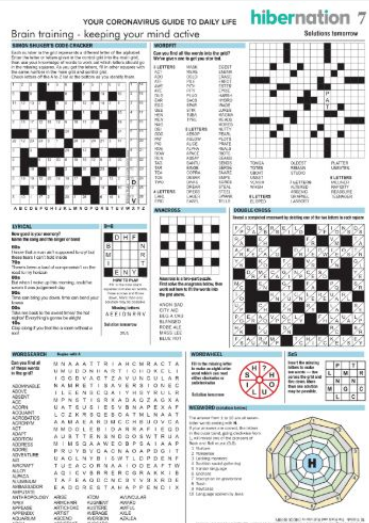
LEFTOVER SPAGHETTI PIZZA

MACARONI MINCE

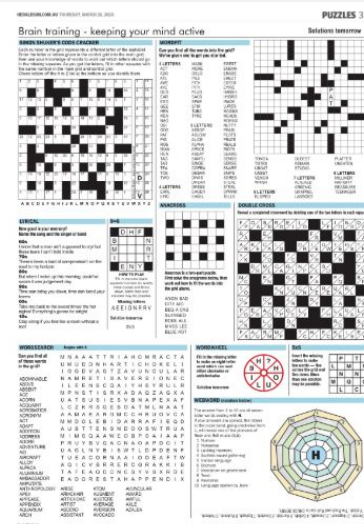
SA: The Advertiser, 26th March



NSW: The Daily Telegraph, 26th March



VIC: The Herald Sun, 26th March



QLD: The Courier Mail, 28th March





DAILY 8-PAGE LIFTOUT

Getting you through your first weekend in isolation


Simple acts of kindness


How to host a virtual party


Recipes to make with the kids

100

CORONAVIRUS QUESTIONS ANSWERED

Everything you need to know (P44-4)

CHEERS TO THAT

Heartwarming idea that could save our restaurants (P10)

How Origin can save rugby league from financial ruin P74-75

Myer closing, 10k jobs axed

British PM tests positive

Army to help enforce quarantine

MISSION CRITICAL

BRITAIN'S GREAT BRITAIN

How the British government is trying to control the virus

How the British government is trying to control the virus

How the British government is trying to control the virus

DELIVERING THE PROMISE

How the British government is trying to control the virus

How the British government is trying to control the virus

How the British government is trying to control the virus

KEEPING THE PROMISE

How the British government is trying to control the virus

How the British government is trying to control the virus

How the British government is trying to control the virus

MORE GREAT READING INSIDE



hibernation

YOUR CORONAVIRUS GUIDE TO DAILY LIFE

Inside today

The Washington Post
on the coronavirus

A CORONAVIRUS PANEL

WE'RE ALL IN THIS TOGETHER

REMOTE CONTROL

RECENT REPAIRS ARE
THE KEY TO
SAFETY

FEEDING TIME

EAT DRINK CHAT
TO STAY TOGETHER

KIDS & HOME

A HOME-BUILT
DIY PROJECT
IS THE ANSWER

PUZZLES

TEAR YOUR BRAIN
Cavalry
relief

WITH MANY OF US
TURNING TO A GOOD
DROP TO GET THROUGH
SELF-ISOLATION, THERE
IS ONE NEVER-GLAZED-
BETTER TIME TO START
A HOME WINE CELLAR

When hoarding is rewarding

DIANE BRIDGES

IT'S THE FIRST TIME I've ever been so excited to see a bottle of wine. I've been drinking wine for as long as I can remember, and I've always loved it. But now, when I see a bottle of wine, I'm excited to see it. I'm excited to see it because I know I'll be able to enjoy it for a long time. I'm excited to see it because I know I'll be able to enjoy it for a long time. I'm excited to see it because I know I'll be able to enjoy it for a long time.

PICK OF THE BUNCH

As I said, I've never been so excited to see a bottle of wine. I've been drinking wine for as long as I can remember, and I've always loved it. But now, when I see a bottle of wine, I'm excited to see it. I'm excited to see it because I know I'll be able to enjoy it for a long time. I'm excited to see it because I know I'll be able to enjoy it for a long time. I'm excited to see it because I know I'll be able to enjoy it for a long time.

When it comes to wine, there's a lot to be said for the idea of a home wine cellar. It's a place where you can keep your favorite bottles of wine, and it's a place where you can enjoy them for a long time. It's a place where you can keep your favorite bottles of wine, and it's a place where you can enjoy them for a long time. It's a place where you can keep your favorite bottles of wine, and it's a place where you can enjoy them for a long time.

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4 hibernation

Kids@Home

What is the equator and where is it?

The equator is the imaginary line that divides the Earth into the Northern Hemisphere and the Southern Hemisphere. It is the longest line of latitude, and it is the only line of latitude that is not tilted relative to the Earth's axis.

LEARNING FUN

Experiments can be as relaxing for kids

as the day after school, says the author of

the book *How to Make a Book* by

the author of *How to Make a Book* by

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Illustration by
Katie H. H. H.

KIDSNEWS

A FREE NEWS-SERIES LITERACY
TOOL FOR CLASSROOMS
KIDNEWS.COM.AU

QUICK QUIZ

1. What is the equator?

2. What is the equator's latitude?

3. What is the equator's longitude?

4. What is the equator's altitude?

5. What is the equator's area?

6. What is the equator's volume?

7. What is the equator's mass?

8. What is the equator's density?

9. What is the equator's temperature?

10. What is the equator's pressure?

11. What is the equator's humidity?

12. What is the equator's wind speed?

13. What is the equator's wind direction?

14. What is the equator's wind frequency?

15. What is the equator's wind intensity?

16. What is the equator's wind duration?

17. What is the equator's wind distance?

18. What is the equator's wind height?

19. What is the equator's wind width?

20. What is the equator's wind depth?

21. What is the equator's wind weight?

22. What is the equator's wind volume?

23. What is the equator's wind mass?

24. What is the equator's wind density?

25. What is the equator's wind temperature?

26. What is the equator's wind pressure?

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SA: The Advertiser, 28th March

[illegible]

hibernation

YOUR CORONAVIRUS GUIDE TO DAILY LIFE

Inside today

REMOTE CONTROL

TECHNOLOGY TIME
100% fun, 0% self-isolation

FEEDING TIME

EAT, DRINK, CHAT
How to host a virtual party

KIDS AT HOME

A WORLD OF INSPIRATION
From the preschool to the prepubescent

PUZZLES

TRAIN YOUR BRAIN
Canyou do the back?

Don't Mess Up Your Diet
Dietician's advice

WITH MANY OF US TURNING TO A GOOD DROP TO GET THROUGH SELF-ISOLATION, THERE HAS NEVER BEEN A BETTER TIME TO START A HOME WINE CELLAR

When hoarding is rewarding

PICK OF THE BUNCH

WE'RE ALL IN THIS TOGETHER

A CORONA NOVEL

WE'RE ALL IN THIS TOGETHER

With the coronavirus pandemic in its second week, many of us are turning to wine to get through the isolation. There's nothing wrong with that. In fact, it's a great idea. Wine is a great way to relax and unwind, and it's a great way to connect with others. But with so many people turning to wine, it's important to know what to look for. Here are some tips to help you choose the best wine for your needs.

1. Know your taste. Wine is a complex beverage, and it's important to know what you like. Do you prefer red or white? Do you like a light or heavy body? Do you like a dry or sweet wine? Knowing your taste will help you choose the best wine for you.

2. Look for quality. Not all wine is created equal. Some wines are made with high-quality grapes and are aged for a long time, while others are made with lower-quality grapes and are aged for a short time. Look for wines that are made with high-quality grapes and are aged for a long time.

3. Buy from a reputable source. There are many ways to buy wine, but it's important to buy from a reputable source. This could be a local wine shop, a reputable online retailer, or a direct-to-consumer winery. Avoid buying wine from a gas station or a convenience store.

4. Store wine properly. Wine is a delicate beverage, and it's important to store it properly. Store wine in a cool, dark place, and avoid exposing it to light or heat. Also, avoid shaking the bottle, as this can disturb the sediment.

5. Enjoy it. Wine is a great way to relax and unwind, and it's a great way to connect with others. So, when you choose a wine, make sure you enjoy it. That's the best way to make the most of your wine.

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NSW: The Daily Telegraph, 28th March

The Daily Telegraph SATURDAY

BORIS GETS THE BUG

PROTECT THE NHS

NSW set to pay for 3000 isolation stays a day

ROOM WITH A BLUE

INSIDE BOSS BUNNY BOILEROVER

NEW 8-PAGE LIFTOUT

hibernation

YOUR CORONAVIRUS GUIDE TO DAILY LIFE

Celebrity lockdown

MYER TO STAND DOWN 10,000 STAFF, CLOSE 60 STORES

hibernation

YOUR CORONAVIRUS GUIDE TO DAILY LIFE

Inside today

REMOTE CONTROL

FEEDING TIME

KIDS @ HOME

PIZZES

When hoarding is rewarding

WITH MANY OF US TURNING TO A GOOD DROP TO GET THROUGH SELF-ISOLATION, THERE HAS NEVER BEEN A BETTER TIME TO START A HOME WINE CELLAR

WE'RE ALL IN THIS TOGETHER

A CORONA NOVEL

hibernation YOUR CORONAVIRUS GUIDE TO DAILY LIFE

Simple acts of kindness

THEY MIGHT HAVE ALL THE MONEY, FAME AND FOLLOWERS ON THE PLANET... BUT WHEN THEY'RE STUCK AT HOME AVOIDING THE PLAGUE OF THE CENTURY... THEY GO OUT OF THEIR WAY TO MAKE THE BEST OF A BAD SITUATION

remote control

MY TOP READS

FOR YOURSELF

FOR THE OTHER HALF

FOR THE KIDS

FOR THE ADULTS

FOR THE ADULTS 2

In times of shutdown, hey, nobody can stop the music!

6 hibernation

THE PUZZLES

WORDSEARCH

CRISPS

NUMBER

WORDMASTER

WORDSEARCH

CRISPS

NUMBER

WORDMASTER

hibernation 7

Brain training - keeping your mind active

WORDSEARCH

CRISPS

NUMBER

WORDMASTER

WORDSEARCH

CRISPS

NUMBER

WORDMASTER

hibernation **feeding time 5**

Let's party together, apart.

ONE BAG COOKIES

GRANDMA'S RICE PUDDING

METHOD

INGREDIENTS

NOTES

hibernation **Kids@Home**

What is the equator and where is it?

LEARNING FUN

QUICK QUIZ

NEW WORLD RECORD

VIC: The Herald Sun, 28th March

