

AUSTRALIAN
TRAVELLER
HONESTLY AUSTRALIAN

2016 MEDIA KIT

The BEST-SELLING
TRAVEL magazine
in AUSTRALIA

AUSTRALIAN MAGAZINE AWARDS 2014
NICHE MAGAZINE OF THE YEAR - WINNER
EDITOR OF THE YEAR - FINALIST
MAGAZINE OF THE YEAR - FINALIST



PHOTOGRAPHY: ANDREW COWEN

OUR READERS

HALF A MILLION

THAT'S THE NUMBER OF PEOPLE REACHED BY AUSTRALIAN TRAVELLER EVERY MONTH

In 2014 Australian Traveller increased copy sales by 15.1% making us the second fastest-growing magazine in the country.†

WHAT OUR READERS HAVE TOLD US ABOUT THEMSELVES...

- Predominantly female (76%) with a high disposable income and a love of Australian travel*
- Intensely loyal with 53% reading every edition^
- 66% of our readers are 45+
- Travel decision-makers, taking an average of six domestic holidays a year^
- Live in major cities (56%)^
- Given a choice 69% would choose to travel domestically over going overseas^
- Enjoy spending their weekends away (65.5%)
- Actively seek experiences to share with the people they love

OUR READERS LOVE OUR CONTENT... AND ACT ON IT.

- 86% of readers feel inspired or motivated to travel after reading *Australian Traveller*.
- 91% of our audience have taken some form of action after reading *Australian Traveller*.

^Australian Traveller Readers Choice Survey January 2015

* emma™ conducted by Ipsos MediaCT, P14+, Engagement study.

†ABC Audit Survey, December 2014


OUR READERSHIP IS 97,000* EVERY EDITION

- Every issue **35,000** magazines are distributed to Woolworths, Coles and Australia's best newsagencies.
- Over **110,000** Australians watch us on Channel Nine's *Mornings* program.^
- More than **75,000** visitors flock to the *Australian Traveller* website each month.†
- Another **30,000** subscribe to our emails.
- Over **60,000** on social media

PLUS each month, **320** copies are taken by travellers from Sydney's QANTAS business lounge.

In fact, more than **2500** copies are taken from Singapore Airlines, Emirates and QANTAS lounges every issue.

OUR SOCIAL MEDIA FOLLOWING...

 TWITTER
26,500+

 FACEBOOK
13,000+

 INSTAGRAM
20,000+

*emma Readership Survey, June 2014

^On Mornings with Sonia Kruger and David Campbell // Channel Nine ratings data

†Audited Media Association of Australia Report, December 2014

2016 SPECIAL REPORTS & DEADLINES

EDITION	KEY FEATURES	BOOKING	MATERIAL	ON SALE
Issue #67 February / March	The guide to the Australian Outback	11 Jan	18 Jan	4 Feb
Issue #68 April / May	The Annual 100 Collector's Edition	14 Mar	21 Mar	7 Apr
Issue #69 June / July	Ultimate Australian journeys including winter escapes	9 May	16 May	2 Jun
Issue #70 August / September	Spring travel	11 Jul	18 Jul	4 Aug
Issue #71 October / November	Exploring the country	12 Sep	19 Sep	6 Oct
Issue #72 January / December	2016 People's Choice Awards	7 Nov	14 Nov	1 Dec

A more detailed synopsis of the editorial is supplied to all advertisers six weeks prior to the booking deadline for each issue. If you would like to be included on this list please let our account managers know.

Advertising and editorial are independent.





PHOTOGRAPHY: KARA ROSENBLUND

ONLINE

AUSTRALIANTRAVELLER.COM

- 75,000 unique visitors every month[^]
- 300,000 page views every issue[^]
- 60,000 followers across social media
- 30,000 email subscribers

**BY FAR THE LARGEST WEBSITE OF
ANY AUSTRALIAN TRAVEL MAGAZINE**

OUR READERS

75,000 unique visitors stop by australiantraveller.com each month, providing a valuable audience of travellers who are making decisions about where their next holiday will be and how to spend their money.

OUR CONTENT IS HIGH CALIBRE

Our site combines exclusive online-only content with blogs from key journalists and edited content from our print products, all overseen by a dedicated digital editor.

WE CAN INCREASE YOUR SITE TRAFFIC

You can sponsor the sections of our site most relevant to your business. For example, if you're a Melbourne-based hotel, sponsor our Melbourne accommodation section. This gives you complete ownership of the topic and multiple calls to action, driving engaged customers directly to you.

WEBSITE

The *Australian Traveller* website is the place where Australian and international travellers go for independent advice and holiday inspiration.

[^]Audited Media Association of Australia Report, December 2014



PHOTOGRAPHY: ELISE HASSEY

CUSTOM CONTENT

Did you know you can engage our team of expert journalists, editors and designers to create beautiful, editorial-style content for your business? If you require elegantly curated content for your website or a custom publication for your customers, please ask your account manager for more information.



In partnership with Visit Canberra



In partnership with Destination Canada



PHOTOGRAPHY: JAMES WHINERAY

RATES

PRINT ADVERTISING RATES

Magazine

Magazine Size	Casual	3x	6x
Double Page Spread	\$10,950	\$10,676	\$10,403
Full Page Colour	\$5950	\$5801	\$5653
Half Page	\$3868	\$3771	\$3674
Third Page	\$2578	\$2513	\$2449
Quarter Page	\$1933	\$1885	\$1837

*Guaranteed positioning incurs a 20% loading fee.

Marketplace

Page Size	Casual	3x	6x
1/4 Page	\$650	\$634	\$333
1/2 Page	\$1100	\$1070	\$550

Material specs provided upon booking.

ONLINE ADVERTISING RATES

Display

Product	
Leaderboard	\$30 CPM
Med Rectangle	\$30 CPM
Wallpaper	\$50 CPM
All three assets	\$100 CPM
One week Takeover	\$5000 CPM

Email Marketing

Product	
E-Newsletter	\$2000
Sponsorship	
Hot Travel	\$1500
Deals eDM	
Solus eDM	\$4500

Native Content

Product	
Native	\$3500

Detailed report delivered at the end of the campaign.



*AUSTRALIAN
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