

AUSTRALIANTRAVELLER.COM

Digital solutions for partners.

A person is lying on a wooden deck, looking out over a calm body of water towards a small, forested island. The scene is peaceful and scenic, with a clear sky and lush greenery in the background. The person is wearing a white shirt and is holding a camera and a notebook on the deck.

Connecting AUSTRALIANS...

to their next amazing Aussie experiences.

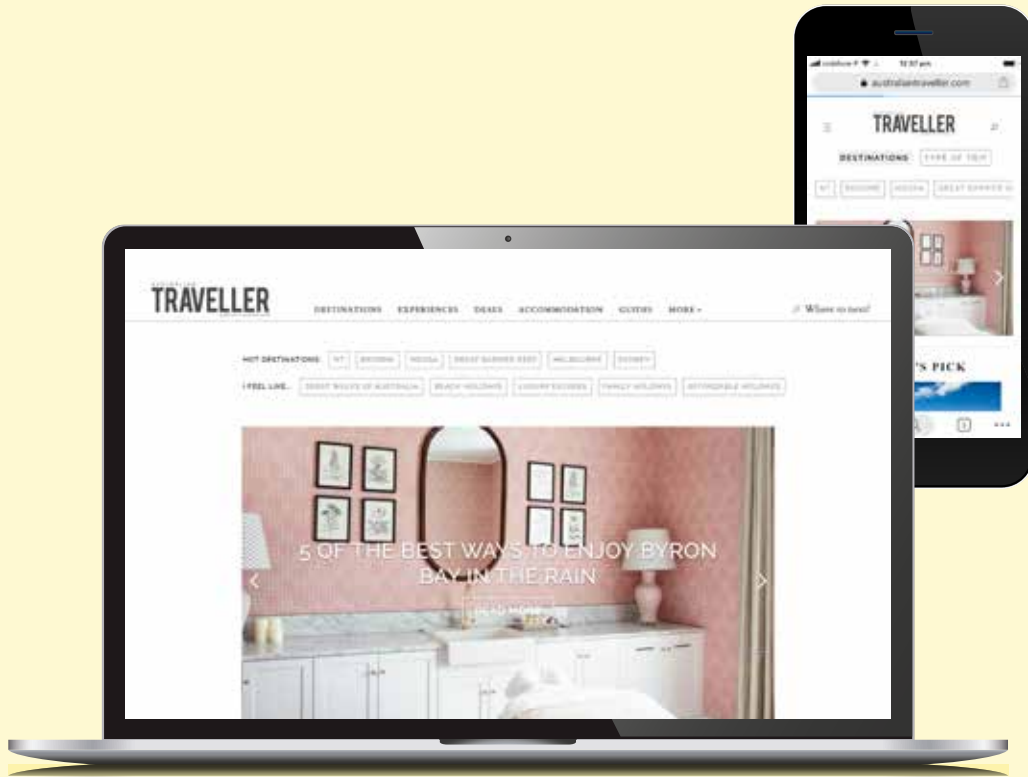
An aerial photograph of a white motorboat beached on a sandy shore. The boat is oriented vertically, with its bow at the top. The water to the left is a vibrant turquoise, while the sand to the right is a warm, golden-brown. Several people are visible on the beach near the boat, and their long shadows are cast across the sand. The boat's interior is visible through the open cabin, showing seating and equipment.

2019 RESULTS:

A Success Story

A SUCCESSFUL 12 MONTHS

July 2019 vs July 2020



Unique visitors to *Australiantraveller.com*:
280,000+ per month
An increase of 94.6%

Facebook and Instagram audience:
131,000
An increase of 15.8%

Email database:
82,000
An increase of 34.2%

OUR AUDIENCE

76.2%

Female

5.6

Average number
of domestic
travel trips / year

63.1%

Aged between
35 and 64 years

23%

\$20-\$40k
household
spend on travel

11.3%

\$41k+ household
spend on travel

35.4%
NSW

WHERE DO THEY LIVE?

19.5%
QLD.

6.2% **2.4%**
SA TAS.

25.1%
VIC.

7.9%
WA

2.7%
ACT

0.7%
NT

WHO WE WORK WITH



FLIGHT CENTRE



One&Only
WOLGAN VALLEY



Outback Spirit

NOOSA



S O F I T E L
LUXURY HOTELS



ACCOR HOTELS
Feel Welcome

"Tourism WA partnered with *Australian Traveller* on a recent Kimberley campaign.... We were keen to work with *Australian Traveller* as the partnership allowed us to borrow equity from a trusted travel source and align our overall campaign messages in a contextually relevant environment.

We were pleased to see that the time on site for our content and articles was high. The ability to build 'hot deals' into the hub was also a great way for us to drive conversion results from the campaign. The process of working with *Australian Traveller* was seamless and we were very pleased with the delivery."

Melissa Johnson
Campaign Manager,
Tourism Western Australia



AUSTRALIAN
TRAVELLER
HONESTLY AUSTRALIAN

2020

EDITORIAL CALENDAR



SEASONAL CAMPAIGNS

SEASONAL EDITORIAL CAMPAIGNS

New for 2020, *Australiantraveller.com* will launch a quarterly Editorial Campaign on all the best experiences for the season.

Each campaign will be launched at the beginning of the month prior to the season and remain online for the duration of the season.



SEASONAL HIGHLIGHTS

Seasonal campaigns will be housed on their own Landing Page under the following sections:

WHAT'S ON

The best events in each month. Each month of the season will be a separate post.

FOOD & WINE

The best hiking, biking, camping and glamping experiences in every season.

SUN, SAND AND ISLANDS

How to find warm summery escapes in every season.

LUXURY ESCAPES

The ideal luxury and romantic escapes in Autumn/Winter/Spring.

FAMILY FUN

Ultimate ideas for family breaks in Autumn/Winter/Spring, including the school holidays.

2020 EDITORIAL CALENDAR

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SEASONAL EDITORIAL CAMPAIGNS											
Autumn's best travel					Spring makes your travel heart sing						
					Winter travel ideas you'll love						
DIGITAL PRINT COLLABORATION											
The Outback				100 Best Weekends Away				Green & Responsible travel			
KEY FEATURES											
FEB Valentine's Day Gift Guide		APR Great Nature Escapes for the Kids			JUN Tiny House stays across Australia			SEP Ultimate guide to Australian campsites		NOV Beach-free summer	
MAR Best 4WD Tracks in the country			MAY Ski holidays for families		JUL Best winery stays		OCT Summer festival guide			DEC Last-minute Christmas	

2020

LEAD GENERATION

Opportunities



2020 LEAD GENERATION PACKAGE

OFFERS/DEALS ON SITE

- Two offers/deals directly linked to your site
- Hosted on *Australiantraveller.com/travel-deals*

EMAIL

- Offer/deal sent via editorial e-newsletter to 70,000+ subscribers

SOCIAL

- Facebook ad of offer linking directly to your site
- Boosted to *Australian Traveller* followers
- Retargeting one audience of *Australiantraveller.com* users

DIGITAL DISPLAY

- Banners ROS across *Australiantraveller.com*
- Retargeting one audience of *Australiantraveller.com* users
- 25,000 impressions

INVESTMENT

\$3,950 + GST

- *Booking deadline:* Two weeks prior to go live date
- *Material deadline:* One week prior to go live date
- *Campaign duration:* One month

2020 LEAD GENERATION PACKAGE SAMPLES

YOUR OFFERS/DEALS

SOCIAL

EMAIL

DIGITAL DISPLAY

*Material specifications**

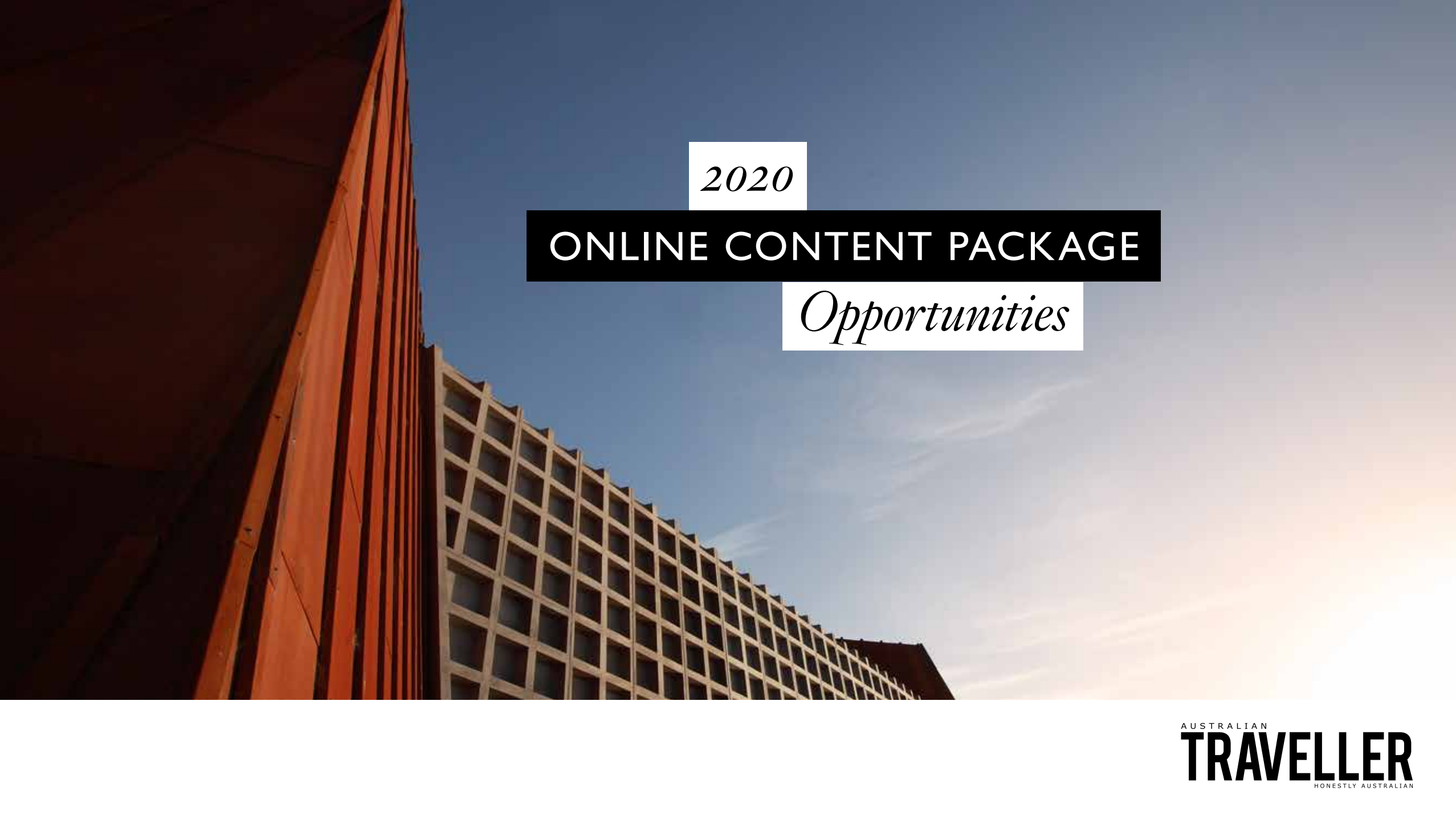
For each offer/deal:

- Offer/deal title
- Image
- Your site link
- Saving / price point
- Summary

For digital display:

- Wallpaper (1900w x 760h)
- Skyscraper (1600w x 600h)
- MREC (300w x 250w)
- Half Page (300w x 600h)

*Full and detailed specifications will be supplied upon confirmation



2020

ONLINE CONTENT PACKAGE

Opportunities

2020 ONLINE CONTENT PACKAGE

CUSTOM CONTENT

- 850-word bespoke advertorial* content created in collaboration with *Australiantraveller.com*
- Posted on *Australiantraveller.com* including image gallery
- Guaranteed 4,000 Unique Visitors to post

OFFERS/DEALS ON SITE

- Two offers/deals directly linked to your site
- Hosted on *Australiantraveller.com/travel-deals*
- Hosted next to your content on *Australiantraveller.com*

EMAIL

- Offer/deals exclusively promoted in e-newsletter to 70,000+ subscribers

SOCIAL

- Facebook ad of offer linking directly to your site
- Boosted to *Australian Traveller* followers
- Retargeting one audience of *Australiantraveller.com* users

DIGITAL DISPLAY

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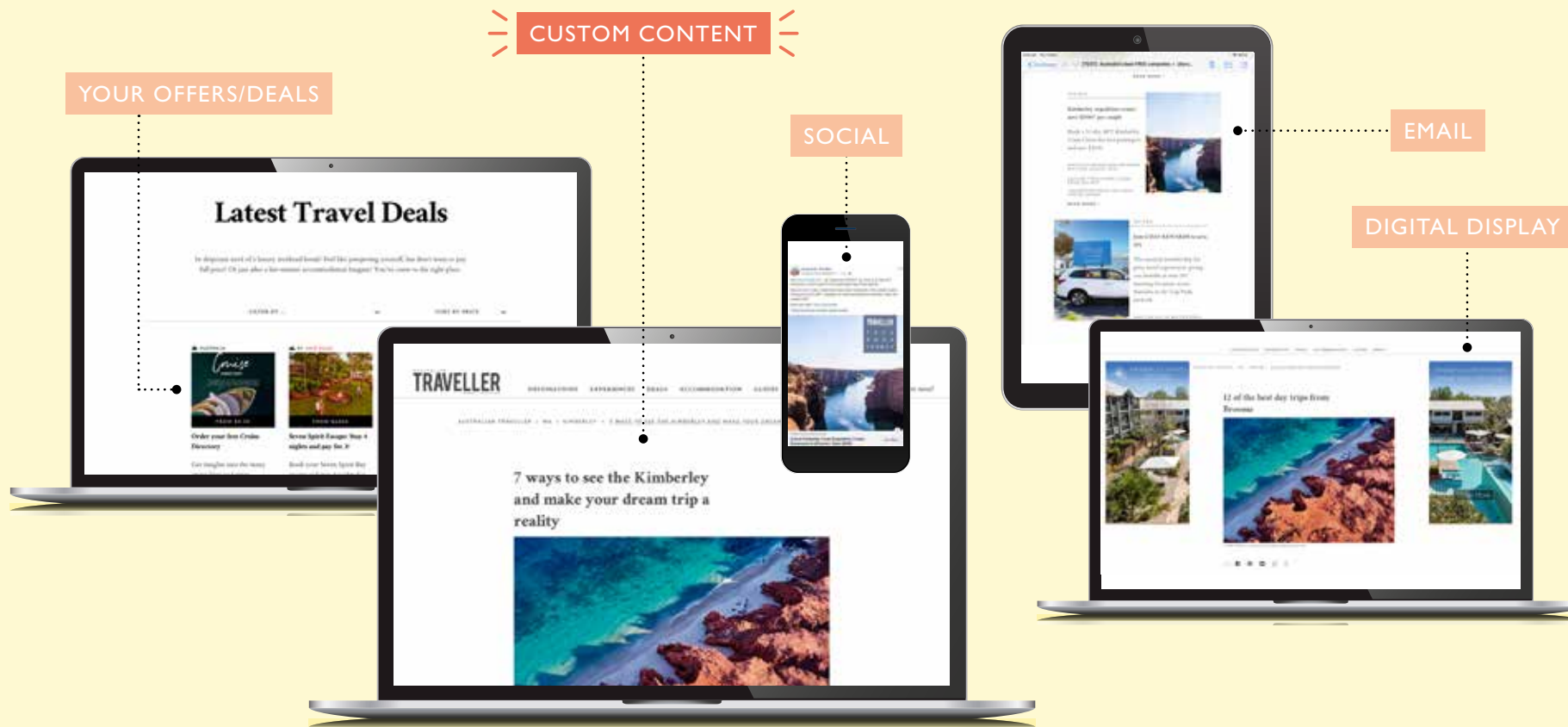
INVESTMENT

\$7,950 + GST

- *Booking deadline:* Three weeks prior to go live date
- *Material deadline:* Content brief three weeks prior to go live date; offers/deals one week prior to go live date
- *Campaign duration:* One-three months

**Native content, commissioned and written by our team, is available for a small additional investment.*

2020 ONLINE CONTENT PACKAGE SAMPLES



*Material specifications**

For content:

850 words including images and themes

For each offer/deal:

- Offer/deal title
- Image
- Your site link
- Saving / price point
- Summary

For digital display:

- Wallpaper (1900w x 760h)
- Skyscraper (1600w x 600h)
- MREC (300w x 250w)
- Half Page (300w x 600h)

*Full and detailed specifications will be supplied upon confirmation.

A person with short reddish-brown hair is seen from behind, relaxing in a large wooden hot tub. The hot tub is situated on a wooden deck with a railing. To the left of the hot tub, on the railing, sits a glass of white wine. Next to the hot tub, there is a small table with a bottle of champagne and a plate of food. The background is a lush green forest with tall trees. The scene is set during the day with soft lighting.

SOLUS EMAIL

SOLUS EMAIL

EXCLUSIVE ACCESS

The perfect solution for presenting both detailed editorial information to educate, and tactical information to promote.

- Exclusive email
- Limited to two per month
- Delivers engagement and conversion

Reach: 80,000 subscribers



INVESTMENT

\$7,500 + GST

- *Booking deadline:* Three weeks prior to go live date
- *Material deadline:* Content brief three weeks prior to go live date; offers/deals one week prior to go live date

Material specifications are dependent on the client objectives and materials. Each solus email is custom built.



2019 MEDIA DATA

2019 MEDIA DATA

Unique visitors to *Australiantraveller.com*:

280,000+ / month

Average time on page:

2:56

Social media reach:

170,000+

Email subscribers:

80,000+

1,000,000+

*Ready-to-travel
Australians reached
each quarter*

CONTACT US

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