

AUSTRALIAN

TRAVELLER

HONESTLY AUSTRALIAN

2017 MEDIA KIT



AUDIENCE

HALF A MILLION...

That's the number of travellers we reach every month

- 100,000 monthly visitors to *australiantraveller.com* each month
- 42,000 email subscribers
- 110,000 social media followers
- Our readership is 80,000 every issue
- More than 280,000 Australians watch us on Channel Nine's Today program

PLUS each month, 370 copies of Australian Traveller are taken by travellers from Sydney's QANTAS Business Lounge.

WHAT OUR AUDIENCE TOLD US ABOUT THEMSELVES...

- Predominantly female (76%) with a high disposable income and a love of Australian travel
- 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

Detailed audience insights available upon request

AUSTRALIANTRAVELLER.COM

- 100,000 unique visitors every month
- 110,000 followers across social media platforms
- 42,000 email subscribers

Our website

More than 100,000 Australians visit Australiantraveller.com every month to plan, research and ultimately book their domestic holidays and travel.

Our website combines exclusive online-only content from key travel writers with curated and edited content from our print products, all overseen by our dedicated digital editor.

We have created a number of solutions to connect these ready-to-book travellers with our marketing and promotional partners.

SOCIAL MEDIA

OUR SOCIAL MEDIA FOLLOWING...



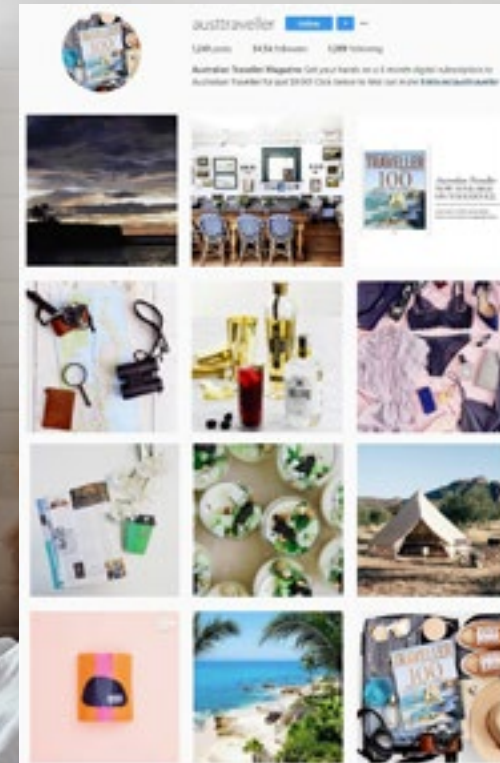
TWITTER
32,000+



FACEBOOK
17,500+



INSTAGRAM
55,000+



SOLUS EDM



DISPLAY ADVERTISING

The display advertising inventory across *australiantraveller.com* is intentionally very limited. This scarcity increases the performance of every unit and offers a far greater user experience – further enhancing advertising results.

Industry partners can 'roadblock' the entire site to make a big impact during campaign periods or for greater efficiency, partners can choose to sponsor certain site sections by location or preferred travel style. 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.

Creative Sizes: Half Page, Wide Skyscraper and background Wallpaper

Advertising Methods: Run of Site or Category Takeover (incurs 25% position loading)

EMAIL ADVERTISING

With more than 42,000 opt-in subscribers, email marketing is perfect for promoting accommodation specials and last-minute package deals or for connecting travellers to your content.

Solus EDM: The big gun of digital marketing, a solus email is a fortnightly email that gives you exclusive access to our 42,000 opt-in subscriber database. Provide us with copy, images and click-to links and we design it, schedule it and send it out. You own the audience, you monopolise their attention. - *Strictly two sends per month.*

Editorial EDM An invaluable tool for our constant travelling audience, our fortnightly email from the editorial team inspires their travel planning and dreaming. There are two opportunities in the emails:

Sponsorship Leaderboard – The exclusive sponsor aligns your brand with our premier brand. Sponsors have the premium position, sitting at the top of the email, delivering high visibility and cut-through.

Hot Deal – Tactical promotions and deals are included in the newsletters and posted online.

Everyone loves a deal and wants to know what's on offer.

ONLINE CONTENT

Who doesn't want one of the *Australian Traveller* team to write about them?

Native content is a feature or listicle written and edited by one of our writers. They will expertly consider what the best angle and story is so that our audience will not only enjoy it, but more importantly, find it valuable.

Online Native Content

We write and publish 600 words of editorial, an online image gallery as well as embedded click-through links through to your site. The native content is hosted on *australiantraveller.com* for a minimum of six-months and how the content is then promoted is entirely up to you.

Australian Traveller editor retains final sign off.

Online Sponsored (Advertorial) Content

Your words. Your images. Simply send us through 500 words and we will sub-edit the content before creating a dedicated page for you online. The page will run across both the home page and landing pages as 'share of voice' and will be hosted for a minimum of six months.

Client retains final sign off.

CREATION & AMPLIFICATION

CONTENT CREATION	CONTENT + EDM	CONTENT + EDM	CONTENT
	SOCIAL MEDIA & AMPLIFICATION		
Content professionally produced by our editorial team	✓	✓	✓
Content hosted across relevant categories on <i>australiantraveller.com</i>	✓	✓	✓
Content hosted on the home page for two weeks	✓	✓	✗
Content included in the editorial e-newsletter EDM	✓	✓	✗
Organic social media post on either Facebook, Instagram or Twitter	✓	✗	✗
Content seeding spend and social media boost post	✓	✗	✗
RATE	\$5950	\$4950	\$3950
VALUE	\$8550	\$6550	\$4600
% SAVING	30.4%	24.4%	14.1%



ISSUES & DATES

EDITION	KEY FEATURES + SPECIALS	BOOKING	MATERIAL	ON SALE
Issue #76 Aug/Sep/Oct	The bucket list edition	13 July	17 July	3 August
Issue #77 Nov/Dec/Jan	The People's Choice edition	5 October	9 October	26 October
Issue #78 Feb/Mar/Apr	The outback edition	11 January	15 January	1 February
Issue #79 May/June/July	The 100 edition	5 April	9 April	26 April

A more detailed synopsis of the editorial calendar is supplied to all advertisers eight weeks prior to the booking deadline of each issue. If you would like to be included on this list please let us know.

ADVERTISING AND EDITORIAL ARE INDEPENDENT.

PRINT RATES

PRINT SIZE	Casual	2x	4x
Double Page Spread	\$10,950	\$10,676	\$10,403
Full Page	\$5950	\$5801	\$5653
Half Page	\$3868	\$3771	\$3674
Third Page	\$2578	\$2513	\$2449
*Premium placement incurs 25% position loading			
MARKET PLACE	Casual	2x	4x
Half Page Market Place	\$1100	\$1070	\$550
Quarter Page Market Place	\$650	\$634	\$333

DIGITAL RATES

ONLINE DISPLAY ADVERTISING

Half Page, Wide Skyscraper & Wallpaper Display*	\$100 CPM
Complete Site Takeover	\$5950 per week
Traveller TV Content and Homepage Video Takeover	\$1950 per week

* 25% loading for category takeovers

EMAIL ADVERTISING

Solus EDM	\$5500 per send
E-Newsletter Sponsorship	\$950 per send
Hot Deal EDM including online promotion	\$950 per send
Hot deal 4 pack	\$550 per send

CONTENT CREATION & AMPLIFICATION

Online Content including E-Newsletter and Social Media Promotion + Content Seeding and Boost Post	\$5950
Online Content including E-Newsletter Promotion	\$4950
Online Content only	\$3950

INSERT RATES

PAGES UP TO 50GMS	Full Run \$CPM ex GST	Split Run (min 5000 copies)
2	\$155	\$175
4	\$175	\$195
6	\$195	\$215
8	\$215	\$235

More than 8 pages or
50 grams, POA

TRAVELLER STUDIO



Did you know that you can engage our team of expert journalists, editors and designers to create beautiful, editorial-style content for your business?

A content marketing partnership with *Australian Traveller* enables you to leverage our independent content and trusted editorial team to build awareness, connect to our highly engaged audience and grow sales. We are constantly focussed on inspiring our online and offline readership and will work closely with you to develop a content marketing program that suits your objectives.

We are experienced in creating and amplifying appealing content that engages potential travellers and gets them to take action, moving from dreaming about travel, through research

to booking their next holiday. Our focus on authenticity and editorial integrity builds ongoing trust with our readers and leads to higher levels of engagement across all platforms.

It is important to note that while our editorial team collaborate on key themes and concepts, we require final sign off on all finished content. This maintains strong brand integrity for both parties and drives richer engagement with consumers.

Contact your account manager for case studies



South Australian Tourism Commission



Tourism and Events Queensland

CONTACTS

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INTERNATIONAL
Traveller
FOR MODERN EXPLORERS