

AUSTRALIAN  
**TRAVELLER**  
MAGAZINE

*2022 Media Kit*



*Connecting* AUSTRALIANS...

*to their next amazing Aussie experiences.*

# WELCOME FROM THE EDITOR

*Australian Traveller magazine is all about connecting passionate Aussie travellers with their next amazing experience.*

At *Australian Traveller* we are dedicated to bringing every corner of the country to our readers, who are an inquisitive and engaged bunch. Through the pages of our award-winning magazine we provide them with real insights into destinations far and wide – from epic road trips to city breaks to fantastical journeys to add to a bucket list – and make sure they have all the practical information that they



need to hit the ground running when they arrive. We are also passionate about helping our readers to be better travellers, ones who are conscious of the responsibility that comes with the privilege of exploring this amazing country of ours.

Leigh-Ann Pow  
Editorial Director  
[editor@australiantraveller.com](mailto:editor@australiantraveller.com)



Mumbrella Publish Awards 2020  
Special Edition of the Year  
**WINNER**



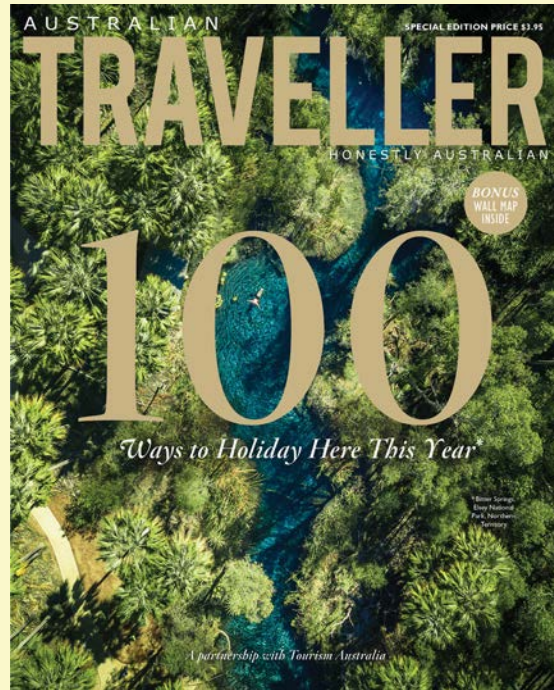
Australian Magazine Awards 2019  
Special Interest Magazine of the Year  
**Finalist**



Mumbrella Publish Awards 2019  
Cover of the Year  
**Finalist**

AUSTRALIAN  
**TRAVELLER**  
HONESTLY AUSTRALIAN

## 2022 MEDIA DATA



*Australian Traveller*  
magazine print run:

**30,000**

Readership:

**168,000**

Email subscribers:

**82,000+**

Unique visitors to  
*Australiantraveller.com:*

**330,000/month**

Average time on page:

**3:50**

Social media reach:

**170,000+**

## 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

**44.1%**  
NSW

WHERE DO THEY LIVE?

**15.5%**  
QLD.

**6.9%** **1.3%**  
SA TAS.

**21.5%**  
VIC.

**7.7%**  
WA

**2.6%**  
ACT

**0.4%**  
NT



THE MAGAZINE  
*in detail*

# THE MAGAZINE IN DETAIL

## SHORTCUTS

At the front of the magazine, the shorter features in this section provides readers with easily digestible travel and lifestyle content designed to help them travel well.

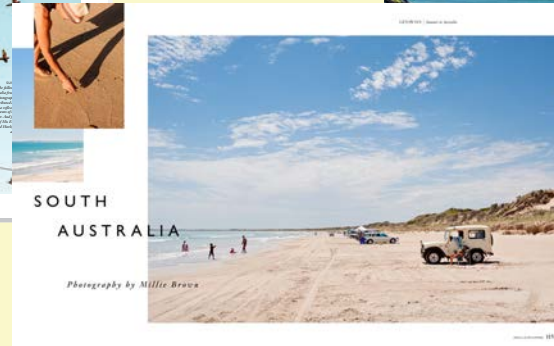
From a rundown of the latest hotels to book into (*Pillow talk*) and all the new places to wine and dine to a hot list of the five best options in everything from local markets to distillery experiences.



## WEEKENDS

This section is dedicated to taking a closer look at Australian destinations, from city neighbourhoods worth exploring (*Hip hood*) to short-break locations that our readers should know about.

Weekends also includes reviews of hotels, resorts and restaurants that are undertaken anonymously and paid for in full so that the reviewer gets the same experience our readers will get, giving them valuable insight into the best places to spend their travel budget.




## GETAWAYS

This section is filled with long-read travel inspiration on destinations across the country, taking the reader on a journey through words and stunning images. Each feature also includes practical information to help replicate the journey and take readers from dreamers to bookers.



## CULTURE

Rounding out the magazine, this section concentrates on the how Australians live and travel, taking a look at interesting design to interact with (*Inner beauty*), detailing the perfect way to spend a day in different towns across the country (*One fine day*), and listing all the events and happenings taking place across the country, among other things.

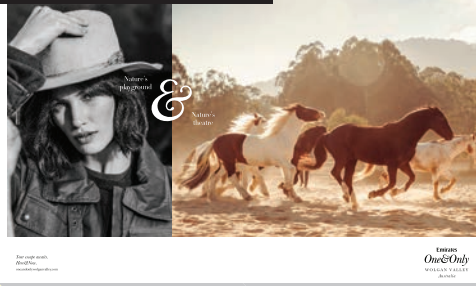
A high-angle photograph of a tropical resort. In the foreground, a clear blue swimming pool reflects the surrounding greenery. To the left of the pool, a wooden deck is furnished with several lounge chairs featuring blue and white striped cushions, each accompanied by a large white patio umbrella. A white picket fence runs along the back of the deck. To the right, a white pergola structure covers a dining or seating area, with a large palm tree standing prominently in the foreground. The background is filled with lush tropical vegetation, including various palm trees and dense foliage. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

*2022*

# ADVERTISING RATES

# 2022 ADVERTISING

## DOUBLE PAGE SPREAD



## FULL PAGE

ADVERTISING TYPE	CASUAL
Double Page Spread (Brand)	\$13,900
Full Page (Brand)	\$7,900
Vertical Half Page (Brand)	\$5,500
Double Page Spread (Native)*	\$17,970
Full Page (Native)*	\$10,500
Double Page Spread (Advertorial)*	\$14,970
Full Page (Advertorial)*	\$8,950
Inserts	POA

## NATIVE VS ADVERTORIAL?

*Native content* is produced entirely by our commercial content team including ideation, briefing, writing, imagery and bespoke design by our production team. 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.

*Advertorial content* is provided by you, including imagery, and fitted into our advertorial template by the production team.

\*Content typically includes digital integration with reverse publishing of the content and lead generating assets. For integrated solutions please contact your account manager for a detailed proposal.

# 2022 BOOKING DEADLINES

AUG/SEPT/OCT	NOV/DEC/JAN	FEB/MAR/APR 2023	MAY/JUN/JULY 2023
GUILT FREE TRAVEL	TOWNS	ROAD TRIPS	100
<p>BOOKING 2nd June</p> <p>MATERIAL 4th July</p> <p>ON SALE 28th July</p>	<p>BOOKING 1st Sept</p> <p>MATERIAL 3rd Oct</p> <p>ON SALE 27th Oct</p>	<p>BOOKING TBC</p> <p>MATERIAL TBC</p> <p>ON SALE TBC</p>	<p>BOOKING TBC</p> <p>MATERIAL TBC</p> <p>ON SALE TBC</p>

## CONTACT US

**TIM PARTRIDGE**

Senior Account Manager

Australian Traveller

*[tpartridge@australiantraveller.com](mailto:tpartridge@australiantraveller.com)*

0498 865 782

**MICHELLE O'CALLAGHAN**

Head of Sales

Australian Traveller

*[mocallaghan@australiantraveller.com](mailto:mocallaghan@australiantraveller.com)*

0435 774 129

**CHRIS WILLIAMS**

Senior Account Manager

Australian Traveller

*[cwilliams@australiantraveller.com](mailto:cwilliams@australiantraveller.com)*

0407 913 324