





## OUR BRAND



I'M ALWAYS SURPRISED HOW MANY AUSTRALIANS HAVE HOLIDAYED ALL OVER THE WORLD BUT HAVE NEVER DRIVEN THE OODNADATTA TRACK, OR SEEN THE ANCIENT ROCK ART OF BURRUNGKUY (NOURLANGIE), OR FELT THE FULL POWER OF THE SOUTHERN OCEAN OFF BRUNY.

*Australian Traveller's* purpose today is the same as it was when it was founded in 2005: To encourage Australians to holiday in Australia by showcasing all the amazing experiences our country has to offer, and by making it easy for Australians to plan and book their next Aussie adventure.

As the only travel media brand 100% dedicated to Australia, our mission is to inspire and empower Aussies to get out and see their own country. We help to elevate our readers' experiences through a mix of aspirational and practical content that serves them from dreaming to planning.

***Katie Carlin***

*Head of Content, Australian Traveller*

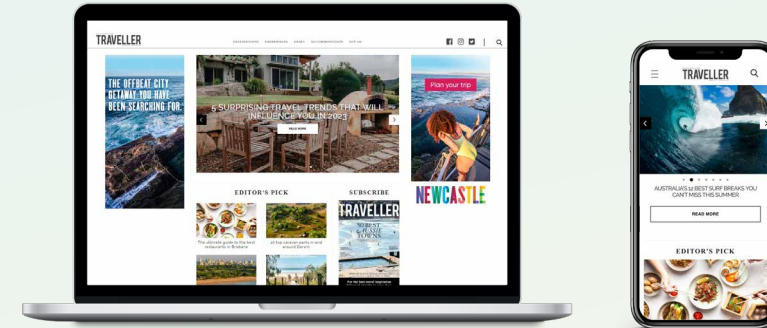
## PRODUCTS



### QUARTERLY MAGAZINE

Launched in 2005, *Australian Traveller* is the only travel magazine that encourages Australians to holiday in Australia. Beautifully presented with inspiring design and photography, each issue contains the latest in accommodation, culinary and cultural news from around Australia, combined with on-the-pulse travel trends, thought-leadership articles and award-winning long-form narratives from some of Australia's best travel writers. Never failing to inspire its 168,000 AFFLUENT, ENTHUSIASTIC TRAVELLER READERS\*, *Australian Traveller* is mailed to subscribers, sold in newsagents and supermarkets nationwide, and available at selected hotels, airline lounges and travel agents.

\* Source: Roy Morgan, 2022



### WEBSITE

*Australiantraveller.com* is Australia's #1 domestic travel website. Working in concert with the magazine, *Australiantraveller.com* carries the photography and long-form articles that makes the magazine so loved, but also clever hacks and practical content on over 100 fantastic Aussie holiday destinations – what to see and do, where to stay, where to eat, plus a selection of travel itineraries, deals and local event information. In 2021, over 2.9 MILLION\*\* AUSTRALIANS VISITED Australiantraveller.com to plan and book their next holiday, GENERATING OVER 1.2 MILLION BUSINESS LEADS for the Australian tourism and hospitality sector in the process.

\*\* Source: Google Analytics, December 2022



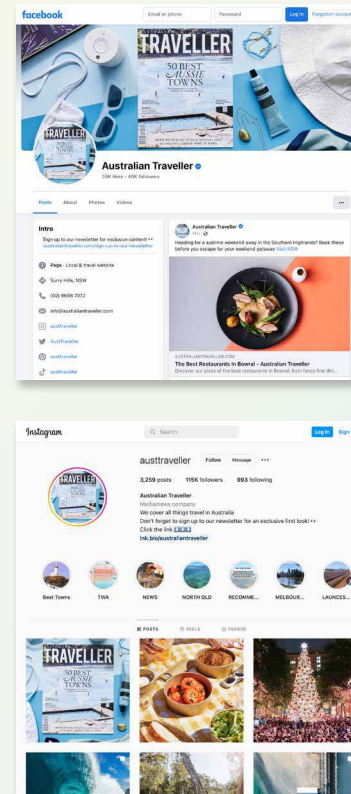
# PRODUCTS



## EMAIL NEWSLETTER

Bursting with inspirational content, practical advice, deals and destinations, the *Australian Traveller* email newsletter keeps the brand connected to its audience with a weekly update of what's new on *Australiantraveller.com*. Boasting OVER 76,000 HIGHLY-ENGAGED SUBSCRIBERS, the *Australian Traveller* email newsletter has an AVERAGE OPEN RATE OF 27% and a CLICK-THROUGH RATE OF 9.4%.\*

\* Source: Adestra, December 2022



## SOCIAL MEDIA

In addition to the magazine, website and email newsletter, *Australian Traveller* also hosts an engaged audience on FACEBOOK (46,680 FOLLOWERS) and INSTAGRAM (115,304 FOLLOWERS) with a combined CAMPAIGN REACH OF OVER 500,000 COMMITTED TRAVELLERS. *Australian Traveller's* social media audience are enthusiastic about holidaying in Australia and are keen to continue the conversation started by what they have read in *Australian Traveller*.

## OUR AUDIENCE



### PRINT MAGAZINE

*Circulation:*

**30,872**

*Readership:*

**168,000**



### WEBSITE

*Users:*

**897,845**

*Page views:*

**1,339,461**



### EMAIL NEWSLETTER

*Subscribers:*

**87,643**

*Open rate:*

**28%**

*Click through rate:*

**9.4%**



### SOCIAL MEDIA REACH

*Facebook:*

**463,410**

*Instagram:*

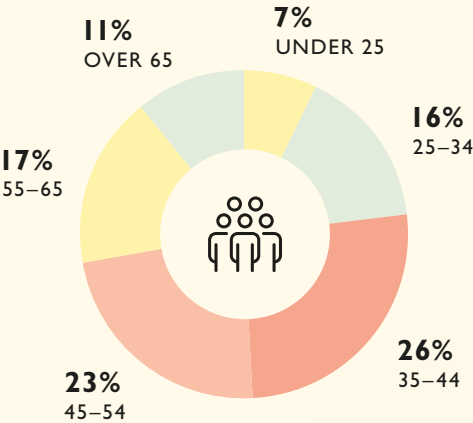
**194,950**

### ESTIMATED TOTAL CAMPAIGN AUDIENCE

**1.3 MILLION**

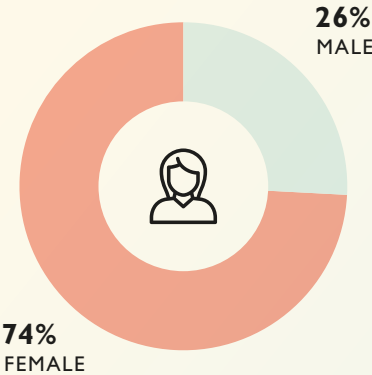
*Source: Roy Morgan, Upland Adestra,  
Meta Business Suite, Google Analytics*

# OUR AUDIENCE



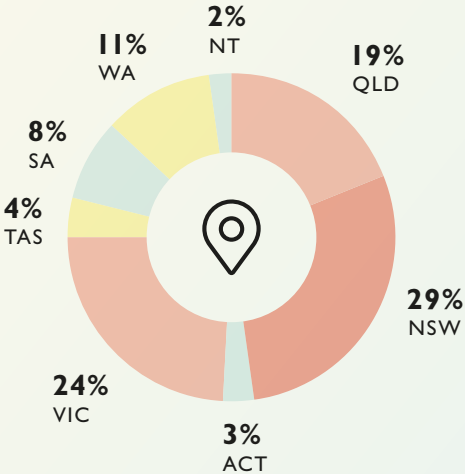
## BY AGE GROUP

49% of *Australian Traveller* readers are in THE KEY 35-54 AGE GROUP with an average age of 41.



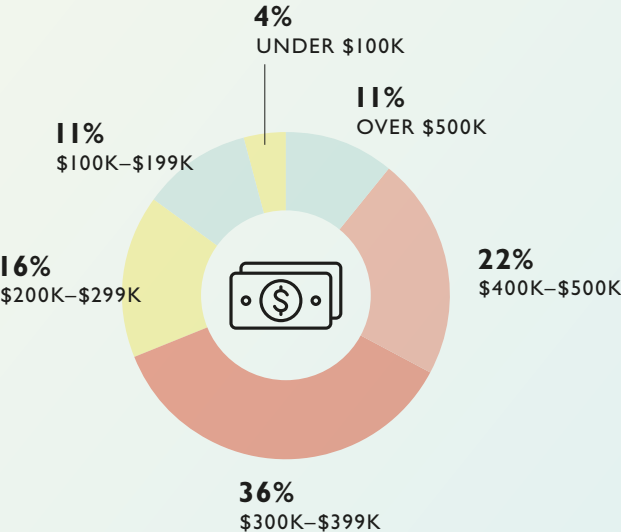
## BY GENDER

*Australian Traveller's* audience is skewed towards WOMEN, final decision makers in family holidays.



## BY STATE

*Australian Traveller's* readership is distributed in-line with national population.

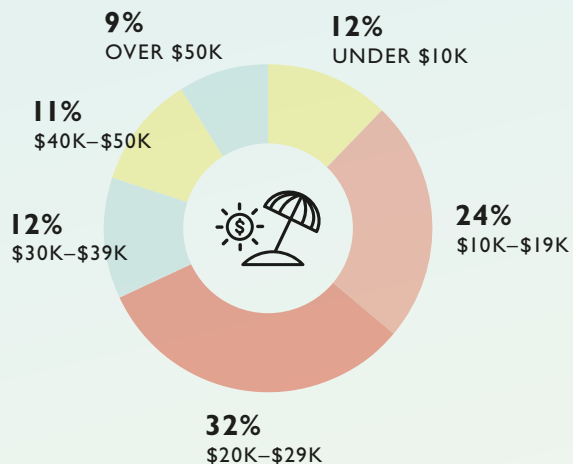


## BY HOUSEHOLD INCOME

*Australian Traveller* readers are affluent consumers with 69% HAVING AN ANNUAL HOUSEHOLD INCOME OF OVER \$300,000.

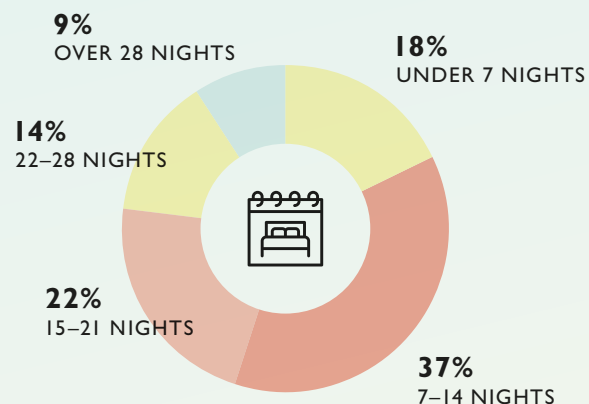
Source: ATM subscriber data

# OUR AUDIENCE



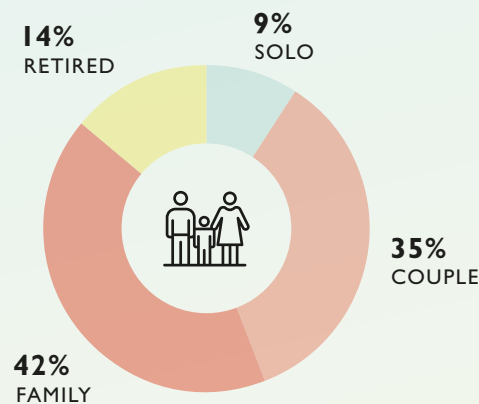
## BY HOUSEHOLD TRAVEL SPEND

64% of *Australian Traveller* readers SPEND OVER \$20,000 PER YEAR ON TRAVEL.



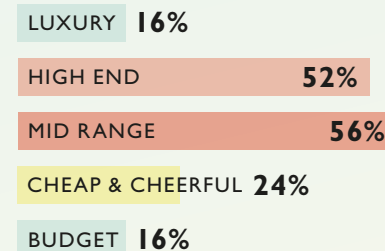
## BY NUMBER OF ROOM NIGHTS PER YEAR

52% of *Australian Traveller* readers BUY OVER 14 ROOM NIGHTS PER YEAR.



## BY TRAVELLER TYPE

77% of the *Australian Traveller* audience TRAVEL MOSTLY AS COUPLES OR FAMILIES.



## BY TRAVEL CLASS

68% of *Australian Traveller's* audience PREFER TO STAY IN HIGH-END OR LUXURY ACCOMMODATION.

Source: ATM subscriber data

# ADVERTISING OPTIONS: PRINT



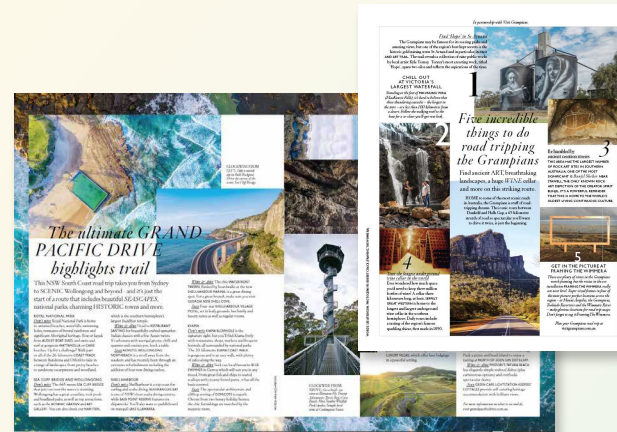
## BRAND ADVERTISING

Achieve high impact and brand recall while positioning your brand as a strong and reliable travel provider with premium brand advertising.

### **Investment:**

\$6,995\* / FULL PAGE

\$12,590\* / DOUBLE PAGE



## NATIVE CONTENT

Let *Australian Traveller's* native content team bring your experience to life in the *Australian Traveller* tone and style with a native content piece.

### **Investment:**

\$9,500\* / FULL PAGE

\$18,590\* / DOUBLE PAGE

## ADVERTORIAL

If you have copy and images ready to go, the *Australian Traveller* team can design your advertorial the way you want it.

### **Investment:**

\$10,900\* / FULL PAGE

## LOOSE/BOUND INSERTS

Put your brochure or marketing collateral into the hands of *Australian Traveller* readers with a loose or bound insert.

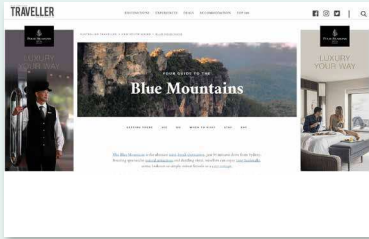
### **Investment:**

\$5,950\* / 2-PAGE BOUND INSERT

\* Discounts available for series advertisers



# ADVERTISING OPTIONS: WEBSITE



## DIGITAL DISPLAY

Position your brand online and maintain brand consistency across multiple channels with one of the many display advertising options.

**Investment:**  
\$3,450\* / SINGLE  
BANNER AD SLOT



## NATIVE CONTENT

Written by *Australian Traveller* writers in the *Australian Traveller* style, the native content service covers everything: ideation, keyword research, writing, sub-editing and image selection.

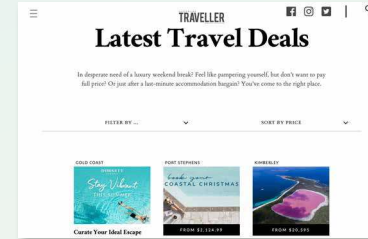
**Investment:**  
\$7,750\* / 850 WORD  
NATIVE CONTENT  
PIECE



## COMPETITIONS

Grow your email database and build your brand by hosting a fantastic competition on *Australiantraveller.com*.

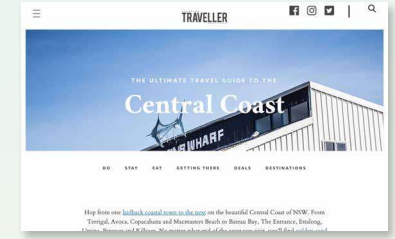
**Investment:**  
\$4,500\*



## DEALS

Get your bookings moving with an irresistible deal featured on *Australiantraveller.com* and the Email Newsletter.

**Investment:**  
\$2,450\*



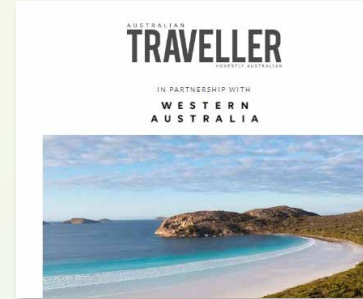
## DESTINATION PARTNERSHIP

Make sure your region has its own Destination Hub on *Australiantraveller.com* comprising of at least six pieces of content written and illustrated by the *Australian Traveller* editorial team.

\* Discounts available for series advertisers



## ADVERTISING OPTIONS: SOLUS EMAIL AND SOCIAL



### SOLUS EMAIL

Get your message into the email inboxes of over 76,000 highly engaged *Australian Traveller* subscribers. On average, solus emails have an open rate of 26% and a click-through rate of 8.9%

**Investment:**  
\$7,995



### SOCIAL MEDIA SPONSORED POST

Engage with the *Australian Traveller* audiences on Facebook and Instagram with a sponsored post.

**Investment:**  
\$1,500



# NATIVE CONTENT

*Let Australian Traveller tell your story.*

*Australian Traveller's* native content team of experienced travel writers creates exciting and engaging native editorial that *Australian Traveller* readers actually read. Our approach to native content is to tell your story and highlight the best things about your experience without compromising our “Honestly Australian” editorial integrity.

Starting with an in-depth briefing to fully understand clients’ campaign objectives, our native content process involves keyword research, writing, illustration, sub-editing and design and can take as little as a week, although we advise four weeks.

THE END RESULT IS AN ENGAGING ARTICLE, BEAUTIFULLY ILLUSTRATED AND DESIGNED, THAT ENTERTAINS AND INFORMS OUR READERS, WHILE SIMULTANEOUSLY CALLING THEM TO ACTION.



# INTEGRATED PACKAGES

## KIT & KABOODLE

- 1 X DOUBLE PAGE SPREAD  
NATIVE CONTENT in  
*Australian Traveller* magazine
- 1 X 850-WORD NATIVE  
CONTENT PIECE featured  
on *Australiantraveller.com*
- 5 X DISPLAY BANNERS on  
*Australiantraveller.com*  
(100,000 impressions)
- 1 X DEAL featured on  
*Australiantraveller.com* and  
the Email Newsletter
- 1 X SPONSORED  
FACEBOOK POST

**Value:**      **Investment:**  
\$31,640      \$19,950

## BRAND STORYTELLER

- 1 X FULL PAGE BRAND  
ADVERTISEMENT in  
*Australian Traveller* magazine
- 1 X SOLUS EMAIL sent to over  
87,000 *Australian Traveller*  
subscribers
- 5 X DISPLAY BANNERS  
on *Australiantraveller.com*  
(75,000 impressions)
- 1 X DEAL featured on  
*Australiantraveller.com* and  
the Email Newsletter
- 1 X SPONSORED  
FACEBOOK POST

**Value:**      **Investment:**  
\$23,920      \$14,500







# INTEGRATED PACKAGES

## DIGITAL STORYTELLER

- 850-WORD NATIVE CONTENT PIECE featured on *Australiantraveller.com*
- 5 X DISPLAY BANNERS on *Australiantraveller.com* (75,000 impressions)
- 1 X DEAL featured on *Australiantraveller.com* and the Email Newsletter
- 1 X SPONSORED FACEBOOK POST

<b>Value:</b>	<b>Investment:</b>
\$9,950	\$15,780

## LEAD GENERATION

- 5 X DISPLAY BANNERS on *Australiantraveller.com* (100,000 impressions)
- 1 X DEAL featured on *Australiantraveller.com* and the Email Newsletter

<b>Value:</b>	<b>Investment:</b>
\$7,920	\$4,945

# 2023 EDITORIAL CALENDAR

## AMAZING JOURNEYS

COVER DATES: FEB–MAR–APR

*Australian Traveller's* Amazing Journeys campaign will take a wide-angled look at amazing journeys across the country to inspire and inform – from coast to coast, the Top End to the southern regions and a deep dive into the outback. Amazing Journeys will be overflowing with all the inspiration, itineraries and must-dos from around the nation.

### **Deadlines:**

- *Booking:* 16 December 2022
- *Material:* 19 January 2023
- *On-sale:* 9 February 2023

## ON THE RISE

COVER DATES: MAY–JUN–JUL

Challenge: Define the 100 Australian places to visit before everyone else does. *Australian Traveller* will travel far, wide and deep to scope out Australia's top emerging destinations and experiences. From the coolest urban neighbourhoods to Aussie towns on the rise, will travel far and wide to scope out Australia's top emerging destinations and experiences.

### **Deadlines:**

- *Booking:* 31 March 2023
- *Material:* 13 April 2023
- *On-sale:* 11 May 2023

## THE SPRING ISSUE

COVER DATES: AUG–SEP–OCT

As we start looking forward to summer, this campaign will be all about waking up and getting out there to experience Australia in all its sensory glory: the piquant scent of eucalyptus in our precious native forests; the dazzling sight of our best-in-the-world beaches; the crunch of red dirt underfoot; the song of cicadas on a sultry summer's night. The Spring Issue will be a feast for the senses.

### **Deadlines:**

- *Booking:* 30 June 2023
- *Material:* 13 July 2023
- *On-sale:* 3 August 2023

## CENTENARY ISSUE

COVER DATES: NOV–DEC–JAN

The last campaign of 2023 will be our 100th issue - a celebration of *Australian Traveller* magazine, of Australia, and of the very spirit of our readers, the true Australian travellers. We'll revisit our favourite destinations and expand our horizons with new ones. We'll eat, drink and be merry, and we'll toast to lives well-travelled (and roads less travelled).

### **Deadlines:**

- *Booking:* 28 September 2023
- *Material:* 5 October 2023
- *On-sale:* 26 November 2023



## OUR PARTNERS

*A sample of the many organisations that use Australian Traveller to reach domestic travellers.*

GREAT  
OCEAN  
ROAD  
REGIONAL  
TOURISM

FOUR SEASONS  
*Hotels and Resorts*

X  
Celebrity  
Cruises™

Destination  
**GIPPSLAND**

TOURISM  
AUSTRALIA

national  
museum  
australia

Tourism  
Tasmania

BAROSSA  
AUSTRALIA

SMALL  
LUXURY  
HOTELS  
OF THE WORLD™

reflections  
HOLIDAY PARKS

Destination  
NSW

TRUE NORTH  
↑  
N

Jeep®

ACCOR  
HOTELS

BRIDGECLIMB  
SYDNEY

helloworld  
TRAVEL  
THE TRAVEL PROFESSIONALS

city of swan

AVIS®  
Budget®

Discovery  
HOLIDAY PARKS

FLIGHT  
CENTRE  
TRAVEL GROUP™

AUSTRALIA'S  
*South West*

THREDBO  
ALPINE VILLAGE

MUDGE E  
REGION

Carnival

One&Only  
RESORTS

AATKings

NORTHERN  
TERRITORY  
TOURISM NT

APT  
AUSTRALIAN PACIFIC TOURING

VISIT  
CANNBERRA

CROWN  
HOTELS

apollo

FIAT

WE ARE DESTINATION  
**GOLDCOAST.**

HYATT  
HOTELS & RESORTS

AUSTRALIAN  
**TRAVELLER**  
HONESTLY AUSTRALIAN

# 2023 ADVERTISING RATES

PRINT RATES	CASUAL	4 ISSUES	TRIM SIZE (MM)
<b>Brand advertising</b>			
Double page	\$12,590	\$10,070	440w x 275h
Full page	\$6,995	\$5,950	220w x 275h
Half page (premium position)	\$5,200	\$4,160	220w x 138h
<b>Native content</b>			
Double page (approx. 800 words)	\$18,590	\$15,800	Created in-house
Full page (approx. 400 words)	\$9,500	\$8,075	Created in-house
DIGITAL RATES	RATE	DIMENSIONS (PIXELS)	
<b>Digital display</b>			
Page takeover (100,000 impressions)	\$3,450	Wallpaper: 1900w x 760h Skyscraper: 160w x 600h Mrec: 300w x 250h Half Page Banner: 300w x 600h	
<b>Native content</b>			
850-word piece (guaranteed 2,000 impressions)	\$7,750		
<b>Other</b>			
Solus email	\$7,995		
Deal	\$2,450		
Sponsored social media post	\$1,500		





# KEY CONTACTS

## CONTENT TEAM



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## COMMERCIAL TEAM



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