

# INTERNATIONAL Traveller

FOR MODERN EXPLORERS

## 2017 PRINT & DIGITAL MEDIA KIT



### AUDIENCE

## *HALF A MILLION...*

*That's the number of travellers we reach every month*

- Our readership is 80,000 every issue
- Every issue 30,000 magazines are distributed to Woolworths and Australia's best newsagencies
- More than 280,000 Australians watch us on Channel Nine's Today program
- Over 20,000 followers across our social media
- More than 40,000 visitors flock to internationaltraveller.com each month
- Another 36,000 subscribe to our weekly emails

*PLUS each month, 320 copies of International Traveller are taken by travellers from Sydney's QANTAS Business Lounge.*

## WHAT OUR AUDIENCE TOLD US ABOUT THEMSELVES...

- 39.3% personally spend more than \$10,000 a year on travel
- 74% are women; therefore the travel decision-makers
- Constant travellers and experience seekers who take on average 2.3 international holidays a year.
- Extremely loyal and engaged with 71% reading every issue
- 59.3% say Asia is where they travel to most
- 48.9% say Europe is where they travel to most
- 42.0% say the Pacific Islands and NZ is where they travel to most
- 30.7% say North America is where they travel to most
- Antarctica, Iceland, Machu Picchu, the Maldives and New York are the top 5 experiences and destinations on their bucket-list

# INTERNATIONALTRAVELLER.COM

- 40,000 unique visitors every month
- 20,000 followers across social media platforms
- 36,000 email subscribers

## Our website

More than 40,000 Australians visit internationaltraveller.com every month to plan, research and ultimately book their international holidays and travel.

internationaltraveller.com combines digital-only content from key travel writers with curated and edited content from our print products, all overseen by our dedicated digital team.

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...



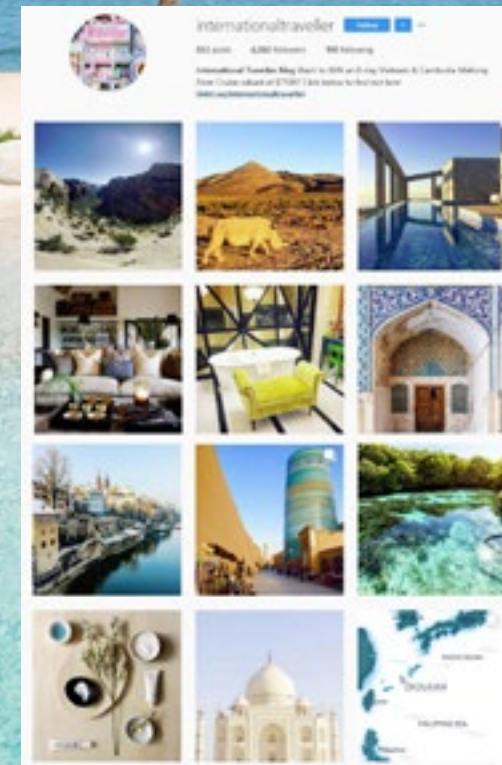
TWITTER  
3,000+



FACEBOOK  
10,000+



INSTAGRAM  
6,000+



## SOLUS EDM

**INTERNATIONAL Traveller**  
f t s i

In partnership with our friends at  
**aurora**  
EXPEDITIONS

**Find your inner explorer in Antarctica**  
Take a guided cruise to the continent of Antarctica and discover the continent and a host of remarkable wildlife and landscapes in this once-in-a-lifetime voyage.

**Receive a \$500 voucher and SAVE on Antarctica**  
You'll receive one voucher to book a cruise and another to use on your next purchase. Book now to secure your voucher and save on your next trip.

**Adventure Activities - Be Active in Antarctica**  
Huddle alongside our expert guides and enjoy a range of activities on the continent of Antarctica. From your morning walk to your evening walk, you'll have a great time.

**Check out our range of Expedition Suites**  
Experience the ultimate in luxury with our range of Expedition Suites. Each suite is designed to provide you with the best possible experience.

**Download your FREE Photography Handbook**  
Discover the secrets of photography in Antarctica. This handbook is a must-have for anyone who wants to capture the best of the continent.

**View expedition guides**      **Download your FREE copy**

**Traveller**  
CONNECT WITH US  
f t s i

## DISPLAY ADVERTISING

The display advertising inventory across *internationaltraveller.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.

**Creative Types:** Leaderboard, Leaderboard Mobile, Medium Rectangle, Wide Skyscraper and Background Wallpaper

## EMAIL ADVERTISING

With more than 36,000 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 36,000 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 sponsorship 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 *International 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 provide you with up to 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 *internationaltraveller.com* for a minimum of six-months and how the content is then promoted is entirely up to you. *International 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. *Client retains final sign off.*

## CREATION & AMPLIFICATION

CONTENT CREATION	TIER 1	TIER 2	TIER 3
Content professionally produced by our editorial team	✓	✓	✓
Content hosted across relevant categories on <i>internationaltraveller.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	✓	✗	✗
<b>RATE</b>	<b>\$5950</b>	<b>\$4950</b>	<b>\$3950</b>
VALUE	\$8550	\$6550	\$4600
% SAVING	30.4%	24.4%	14.1%

## ISSUES &amp; DATES

EDITION	KEY FEATURES + SPECIALS	BOOKING	MATERIAL	ON SALE
Issue #30 Sep/Oct/Nov	The 100 edition & Europe	21 August	25 August	14 September
Issue #31 Dec/Jan/Feb	Reasons to travel	13 November	17 November	7 December
Issue #32 Mar/Apr/May	The bucket list & Asia	19 February	23 February	15 March
Issue #33 Jun/Jul/Aug	Readers' Choice Awards	14 May	18 May	7 June

*A more detailed synopsis of the editorial calendar is supplied to all advertisers six 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 Colour	\$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

Medium Rectangle, Wide Skyscraper & Wallpaper Display\* \$500 per week

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

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 *International 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.



Switzerland Tourism



Destination Canada

## SENIOR ACCOUNT MANAGER

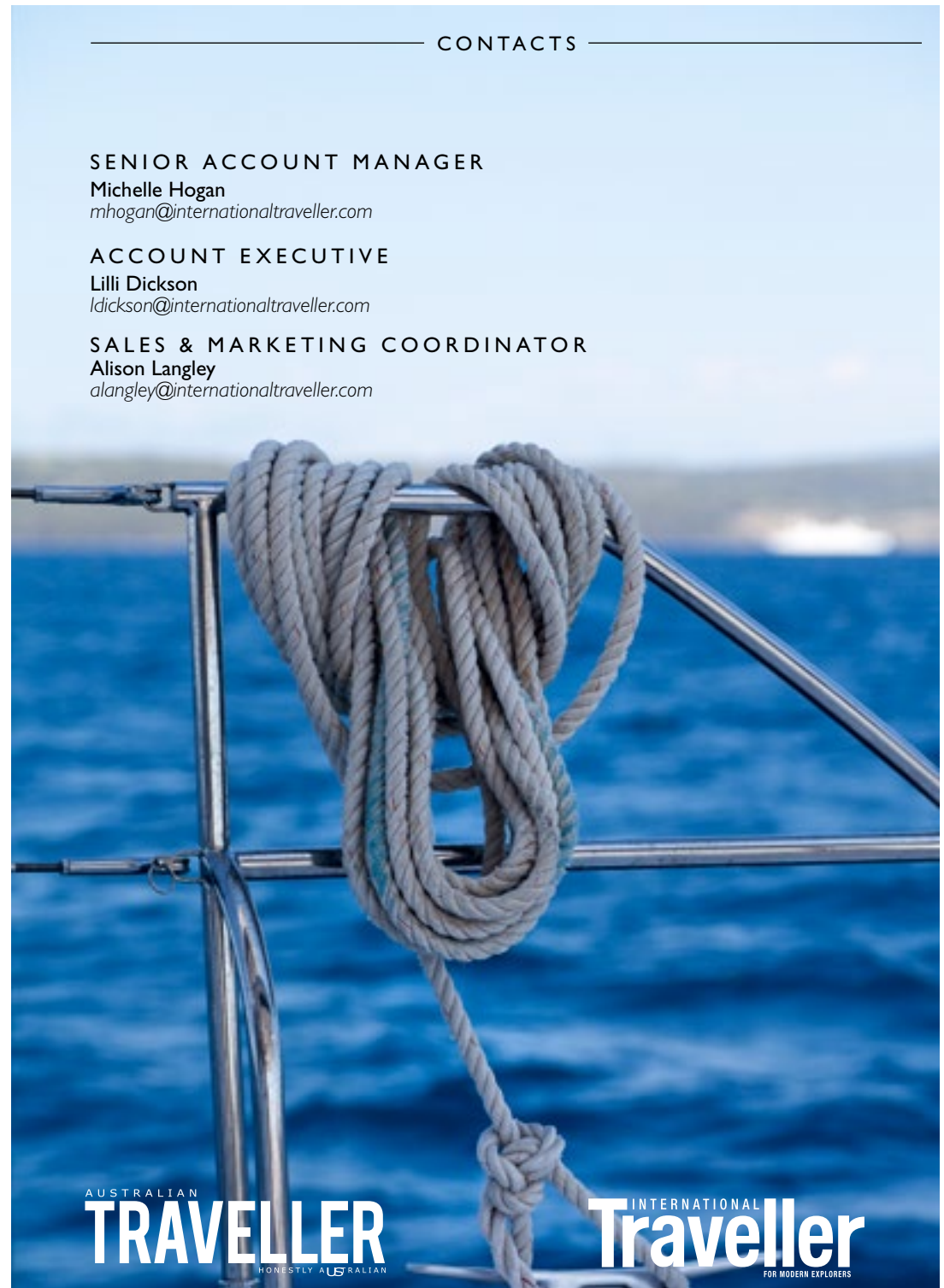
**Michelle Hogan**  
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## ACCOUNT EXECUTIVE

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## SALES & MARKETING COORDINATOR

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AUSTRALIAN  
**TRAVELLER**  
 HONESTLY AUSTRALIAN

INTERNATIONAL  
**Traveller**  
 FOR MODERN EXPLORERS