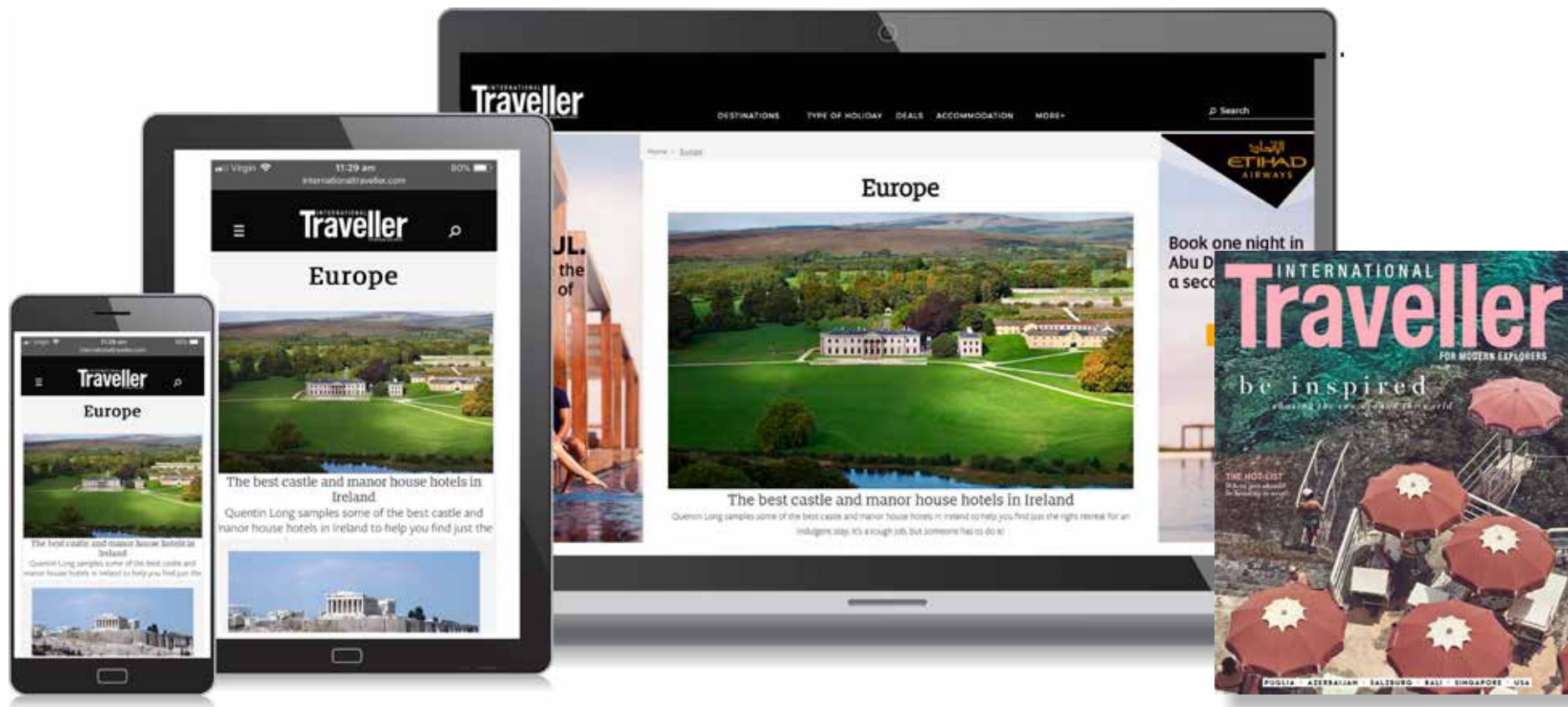


INTERNATIONAL **Traveller**

FOR MODERN EXPLORERS

Media Kit 2019

*Connecting our audience to their next
incredible travel experiences*





The magazine continues
to grow its *audience...*

32%

increase in *magazine*
subscribers in the last
12 *months*

We are found in
4.5/5

star hotels across
Australia...

&

airline business
lounges, selected
newsagencies
and Woolworths
supermarkets

101k

Readership every
quarter

30k

magazines distributed
every quarter

INTERNATIONAL
Traveller
FOR MODERN EXPLORERS

A thriving digital *presence*...

50k+
unique *browsers*
a month

60k+
opt in *e-newsletter*
subscribers

30.5%
Solus average open
rate with 8%
CTR

27.5%
Editorial EDM
average open rate
with 8% CTR

20k+
social *followers*

INTERNATIONAL
Traveller
ADVENTURE EXPLORERS

Meet our *audience...*

A/B Demographic

70.2%
age 36⁺

74%
Female
*The travel
decision makers*

Taking
2.3
*international
trips per year*

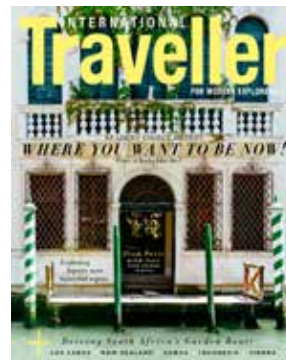
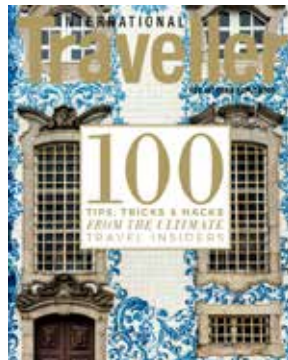
And
5-6
*domestic
trips per year*

30.3%
*Spending more than 10k
per year on
personal travel*

INTERNATIONAL
Traveller
FOR MODERN EXPLORERS

Upcoming issues (*print*)

EDITION	KEY FEATURES	BOOKING	MATERIAL	ON SALE
Issue #36 Mar/Apr/May	Cities	12 Feb 19	18 Feb 19	14 Mar 19
Issue #37 Jun/Jul/Aug	The World is Your Travel Playground	7 May 19	13 May 19	6 Jun 19
Issue #38 Sep/Oct/Nov	The 100 Edition & <i>Cruise Curious</i>	24 Jul 19	19 Aug 19	12 Sep 19
Issue #39 Dec/Jan/Feb	The Inspiration Issue	6 Nov 19	11 Nov 19	5 Dec 19



Upcoming issues (*print*)

Issue #36 Mar/Apr/May

CITIES

Everyone knows the best way to travel is like a local and our *2019 Cities Guide* will be just that. A comprehensive guide to the world's best travel destinations. We will be covering all aspects from nature walks to roof-top bars, from cities to airports, cruise ports to ski and beach resorts, attractions to events, hotels to stay in, we will have it all.

Issue #37 Jun/Jul/Aug

THE WORLD IS YOUR TRAVEL PLAYGROUND

This issue we're heading back to our roots, a raw celebration of everything travel that takes in every corner of the planet. We are getting off the beaten track, finding the best of the best to explore our mantra – every continent, every issue, zero to six stars.

Issue #38 Sep/Oct/Nov

THE 100 EDITION & CRUISE CURIOUS

Our biggest edition of the year! Every year our 100 Edition will feature 100 things you need to know about, with our *2019* edition showcasing the top destinations you need to add to your travel bucket list with the theme – *Around the World in 100 Places*.

This issue comes with our huge *Cruise Curious* feature just in time for cruise month, whether you wish to target first-timers or the seasoned cruiser, *International Traveller* has all the information that cruisers could need.

Issue #39 Dec/Jan/Feb

THE INSPIRATION ISSUE

This is our key inspiration issue, filled with bucket-list destinations and brag-worthy experiences. The magazine will be filled with thought-lead pieces to inspire our audience and get them dreaming about their next incredible experience, taking them towards that journey of a lifetime.

Print assets

Branding

A good magazine will take you on a journey. It's proven time and time again that print sells. By advertising in *International Traveller* you will be seen by over 101,000 Australians actively looking for inspiration for their next holiday destination.

Native

Who doesn't want one of the *International Traveller* team to write about them? Native content is a feature or listicle designed, 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. Native Content is the same quality as the magazine.

Advertorial

Your words. Your images. An execution of your concept, words and images in an editorial-style advertisement, sub-edited and designed in the tone of *International Traveller*. This gives you the opportunity to tell your story with the editorial guidance of *International Traveller* guaranteeing it will resonate with our readers.

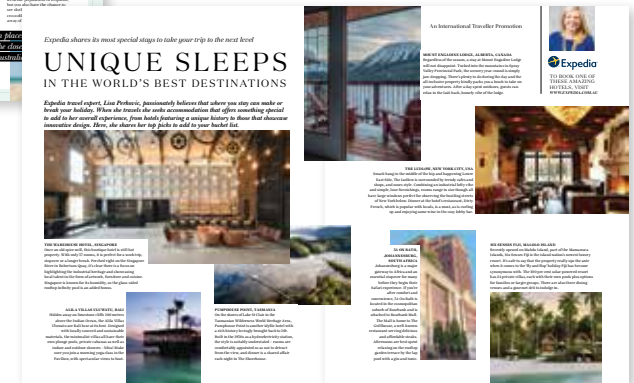
Travel Directory

This is a cost-effective marketing strategy to put your brand in front of our 101,000 readership. It enables you to build your brand and connect with our audience. Our readers come back time and time to be inspired, plan, research and ultimately book their holidays and travel. Our research tells us 91% of our readers take action after reading *International Traveller*.

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Branding



Advertorial & Native Advertising

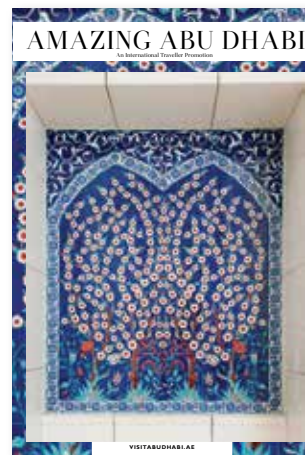
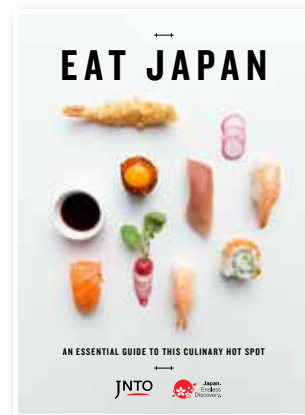
Custom content

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.

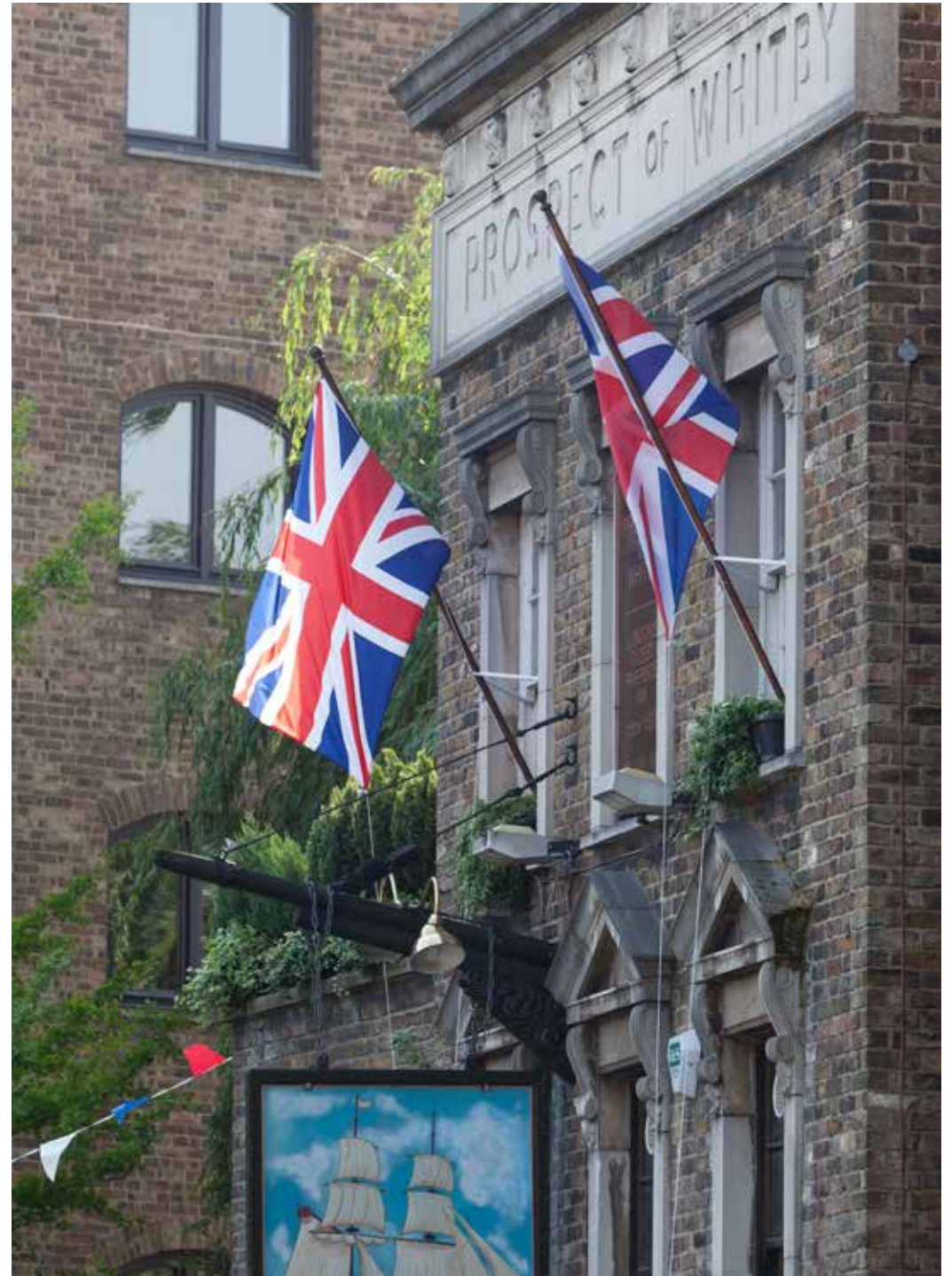
Our strong brand and experience in content marketing is a key point of difference. It is important to note that while our editorial team collaborate on key themes and concepts, we require final sign off on all finished content. This maintains strong brand integrity for both parties and drives richer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

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Print *rates*

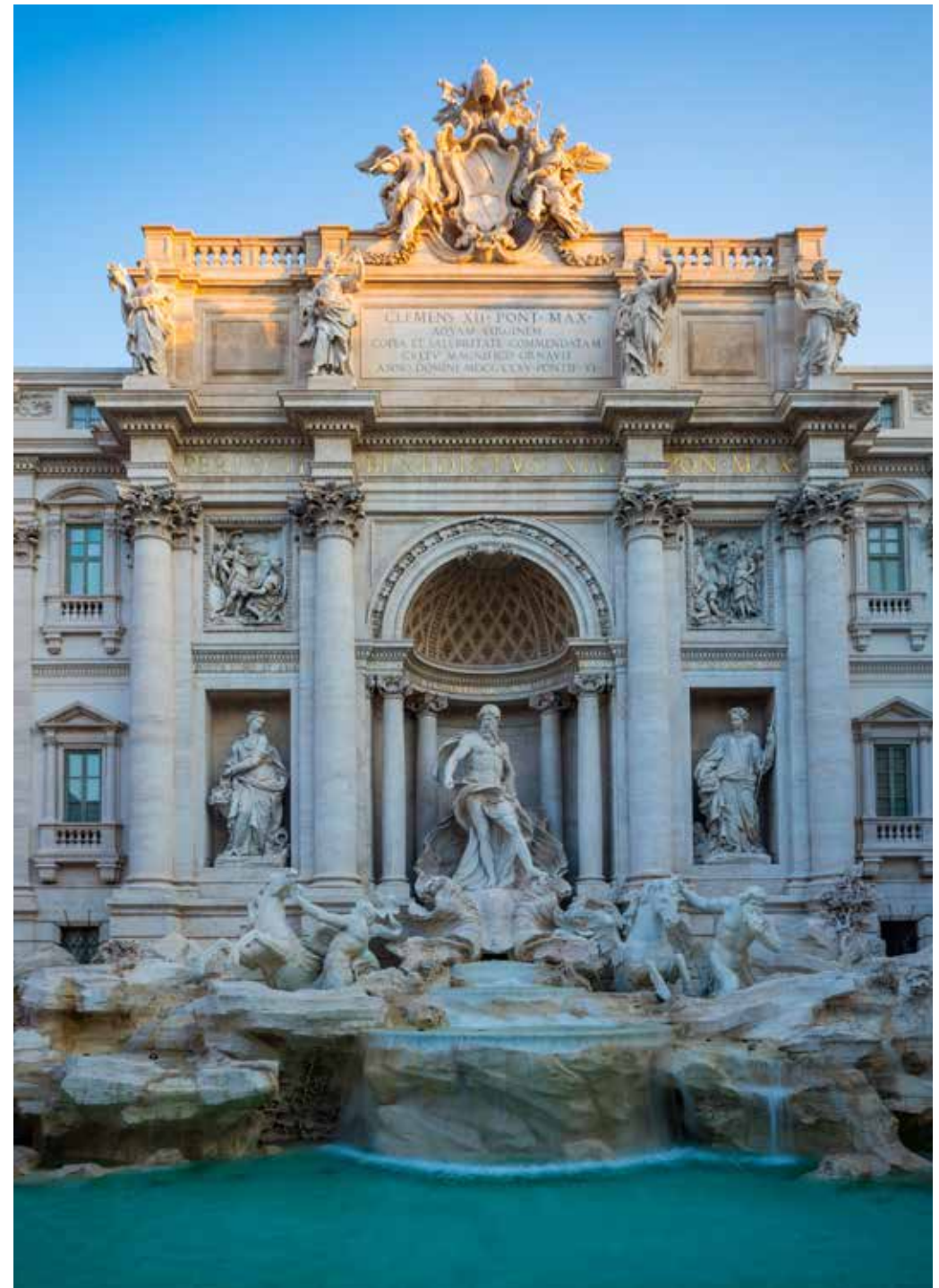
PRINT SIZE	Casual	2x	4x
Double-Page Spread	\$10,950	\$10,676	\$10,403
Full-Page Colour	\$5950	\$5801	\$5653
Vertical Half Page	\$3868	\$3771	\$3674
Premium placement incurs \$25% position loading			
TRAVEL DIRECTORY			
Half-Page Market Place	\$1100	\$1070	\$550



Print sample *packages*

Branding & digital conversion

PRINT	
Full-page branding advertisement with best available positioning at time of booking	✓
Reaching 101,000 ready to travel Australians	✓
E-NEWSLETTER	
Hot deal positions in fortnightly e-newsletter	2
Sent to an audience of more than 60,000 opt-in subscribers	✓
Uploaded for 2 weeks on our dedicated deal page following send	✓
SOCIAL	
Exclusive Friday Frenzy boosted Facebook post to <i>International Traveller</i> following	✓
INVESTMENT	
<i>International Traveller</i> value	\$8800



Print sample *packages*

Full-*page* content + *Digital* Conversion

PRINT	
Full-page advertorial sub-edited and designed by <i>International Traveller</i> team	✓
Reaching 101,000 ready-to-travel Australians	✓
ONLINE	
Advertorial published online on <i>internationaltraveller.com</i> with direct clicks through to you for 12 months	✓
Guaranteed engaged users across content online	500
NEWSLETTER	
Content send in fortnightly e-newsletter	✓
Hot deal positions in fortnightly e-newsletter	2
Sent to an audience of more than 60,000 opt-in subscribers	✓
Uploaded for 2 weeks on our dedicated deal page following send	✓
SOCIAL	
Boosted Facebook content post to <i>International Traveller</i> following	✓
INVESTMENT	
<i>International Traveller</i> value	\$14,312



Digital assets

Email digital marketing assets

Solus Email

An exclusive email broadcast to our audience on your behalf. The solus email is the perfect solution for presenting both detailed editorial information (to educate) and tactical information (to promote).

This is very limited with only two sends available per month.

E-newsletter Sponsorship

Brand awareness and lead generation, clients align their brand with the latest and greatest in *International Traveller* by owning the premium advertising position in the editorial newsletter.

Hot Deal

Great for tactical promotions in our newsletters and on our website. Hot Deals are included in the e-newsletter to our subscribers, as well as placed on our deals hub for one month / or validity of deal.

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Solus Email



E-newsletter Sponsorship



Hot Deal

Digital Assets

Display (banner) digital marketing assets

Site Takeover

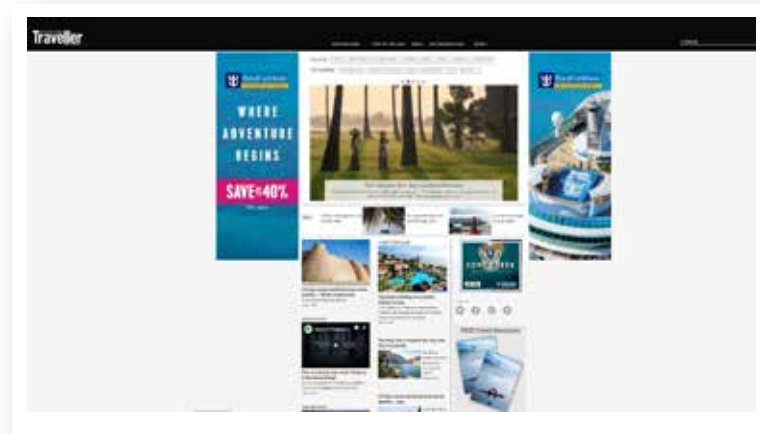
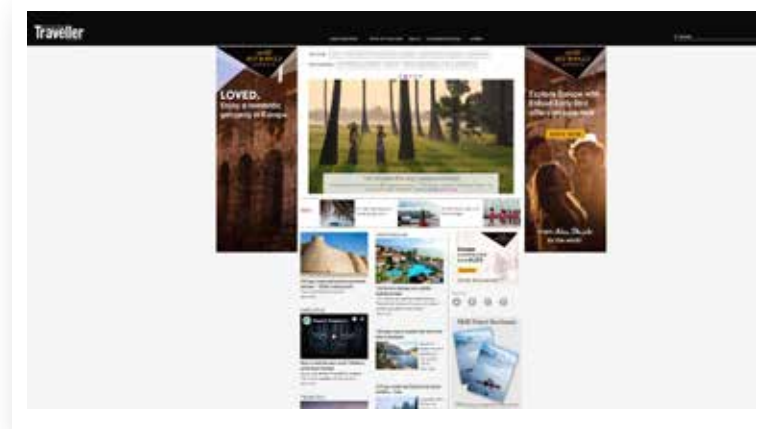
Similar to the Solus EDM for any major announcement or major tactical sale, clients can opt for the site takeover. As the exclusive advertiser, clients make a huge impact and dominate the audience's attention.

Category Takeover

You are the exclusive advertiser on your chosen destination or category – great for lead generation.

Display Advertising

Traditional banner advertising is very effective in either brand awareness or lead generation if you have a price pointed deal.



Digital Assets

Content digital marketing

We are experienced at creating and amplifying appealing content that engages potential travellers and gets them to take action, moving from dreaming about travel, through inspiration and research to booking their next holiday. This focus on authenticity and editorial integrity builds ongoing trust with our readers and leads to higher levels of engagement on all platforms. Who doesn't want one of the *International Traveller* team to write about them?

Native Advertising

Native content is a feature or listicle designed, 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.

Advertorial

Nobody knows your story better than you. This is 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. This content solution is perfect as both an education and awareness piece to highlight your unique selling points. The client retains final sign off.

Five amazing Tahitian islands you need to know about



Launch image gallery

The islands of Tahiti are where paradisaical stereotypes are met and exceeded, and the best way to see it all is by island-hopping across this collision of atolls and archipelagos, scattered like confetti in the South Pacific.

This article was created in partnership with Tahiti Tourisme

Tahiti – Ready, set, go

The largest island in French Polynesia, Tahiti is your starting point from which to fly from island to island (flights arriving into the capital of Papeete from Sydney, Brisbane and Melbourne). Linger here for a day or so to discover a lively social and cultural scene, lush green food, colourful markets, dramatic black sand beaches and a lush tropical landscape to explore.

Rangiroa – endless bliss

Translating to 'endless bliss', Rangiroa is the second largest atoll in the world, so its allures are myriad. The spectacular blue waters offer up some of the best diving in the world. Whether you are a seasoned diver looking for challenging dive spots or you simply wish to explore the lagoon, passes and reefs, you will find an underwater world of colour and beauty, populated by abundant marine wildlife, from swimming schools of vibrant fish to turtles to dolphins and sharks. Settle in to a lounge at Les Relais de Joëphine for a true local experience.

Huahine – local charm

While much about a Tahitian island experience is native, Huahine is the perfect choice for those looking for a little more activity, with something for everyone. Book into the small haven of Fare Marae, and then strike out to experience everything on offer. The stunning natural landscape is ideal for trekking, hiking and horse-back riding in, or visitors can tour a local pearl farm to see how Tahitian pearls, revered around the world for their elegance, are harvested. And, of course, the water sports options, with snorkelling and deep sea fishing.

Raiatea – heaven sent

It is a quick 45-minute plane trip from Tahiti to Raiatea, another lush, idyllic progression of endless sun and sand. Make the charming Raiatea Lodge Hotel your base, before heading out to gain a deeper understanding of the proud heritage of these spectacular islands. The UNESCO World Heritage site of Teapuaquaia marae, an ancient sacred site estimated to be thousands of years old, is where islanders arranged hundreds of stones they believed held Mana, a mystical source of spiritual

This luxurious train will take you on the African Safari you've always dreamed of



Launch image gallery

Imagine exploring the majestic African landscape while recapturing the romance and atmosphere of a bygone era in complete 5-star luxury. Imagine no further.

The article has been created in partnership with our sponsor, Rovos Rail

The Rovos Rail Victoria Falls Journey is a once in a lifetime opportunity to travel across South Africa and Zimbabwe aboard the most luxurious train in the world. You'll enjoy delicious cuisine and a selection of South Africa's finest wines. Stop off at some of the most astonishing destinations and be continuously enthralled by changing landscapes as you meander into the sunset each night. It provides you with a unique way to experience the incredibly rich Southern Africa. The memories you make on Rovos Rail will truly make you believe that the journey is just as, if not more important, than the destination.

So where does this lavish adventure begin?

Day one:



Rovos Rail (Journey), South Africa

The three-night luxury escape begins with the train's departure from Rovos Rail Station in Pretoria at 18:00. This isn't your average rail station. It's a charming and private renovated station in Capital Park. Be sure to arrive early so that you can stroll through the small railway museum before settling into your suite.

You'll enjoy your first meal in the old-world atmosphere of the dining cars while the train winds its way north through Warmbaths. Further into your journey you'll pass through Nylstroom, shrouded by the Voortrekkers as the source of the Nile River. This part of the journey will highlight South Africa's incredibly rich agriculture in particular the wine, grapes and cattle farming industries.

Digital Social

Facebook

We can use our social following of more than 20,000 to boost your content across our platforms to increase engagement while also giving you the opportunity to post your best images, videos and competitions to our audience.

Friday Frenzy

Friday Frenzy is an exclusive Facebook post sent out every Friday to highlight/promote an awesome deal on the market. This is your chance to further your reach to our social media audience with our stamp of approval. It's perfect for a sale or last-minute promotion and the deal is also boosted to increase engagement.

Instagram

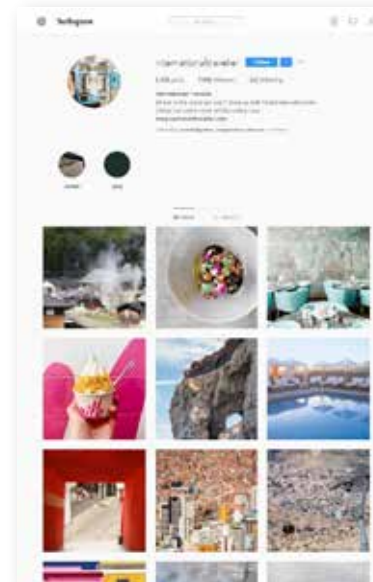
Through the proven engagement of Instagram stories, we can bring a campaign to life, enticing people with eye-catching artwork and encouraging people to click the link in our bio if they want to learn more. Likewise, archived Instagram posts can be used to draw the audience in, highlighting a key element of a campaign or directing them to the story via the link in our bio.



Facebook



Friday Frenzy



Instagram

Digital *Assets*

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

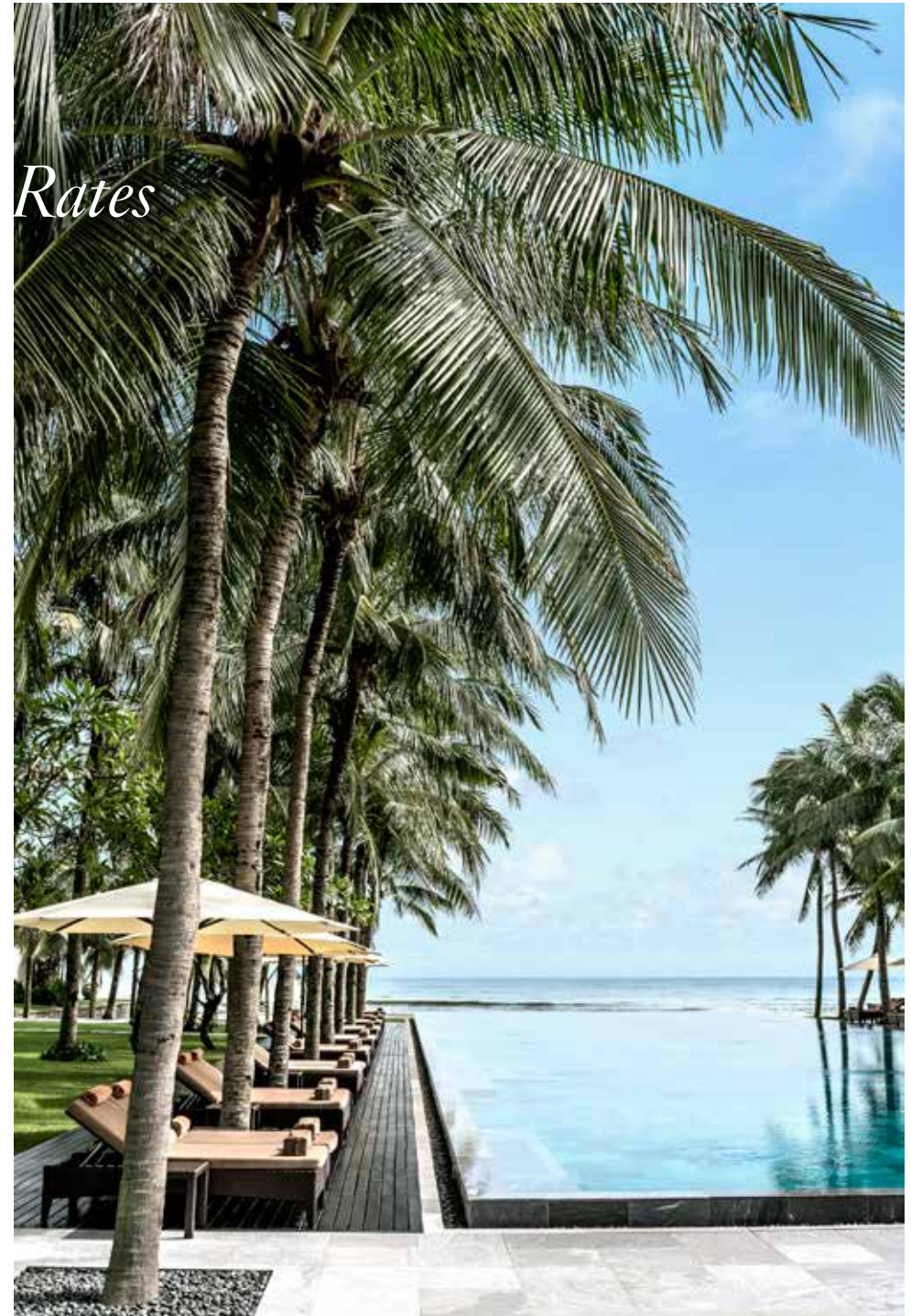
Solus EDM	\$6000 per send
E-Newsletter Sponsorship	\$950 per send
Hot Deal EDM including online promotion	\$950 per send
Hot deal 4 pack	\$550 per send



Digital *Creation &* Amplification *Rates*

CONTENT CREATION	CONTENT + EDM SOCIAL MEDIA & AMPLIFICATION	CONTENT + EDM	CONTENT
Content professionally produced by our editorial team	✓	✓	✓
Content hosted across relevant categories on <i>internationaltraveller.com</i>	✓	✓	✓
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%

Video POA



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