

TRAVELLING IN AUSTRALIA

SHARING THE INDUSTRY'S
BEST KEPT SECRETS



Magazine Profile { 2011

Travelling in Australia Magazine is the only Australian travel magazine that connects the travel industry and influential readers on the global stage. An established publication, the magazine has been showcasing the best of travel product and destinations for 25 years and counting.

Renowned for its superior quality and content of substance, Travelling in Australia Magazine works with some of world's leading nature photographers. This ensures Australian destinations are

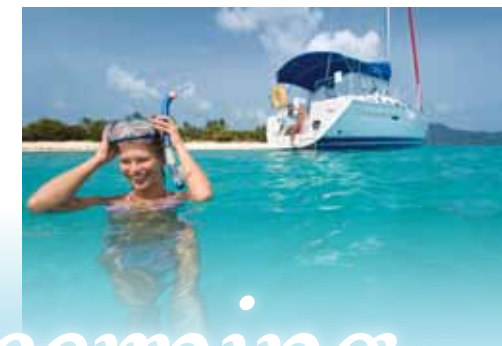
presented in an alluring manner and each issue is worthy of being treated as a collector's piece.

Editorial features are designed to support the industry by highlighting emerging trends and niche sectors. Branded advertorial is positioned to leverage this accordingly and edited/designed at no extra cost.

Each issue of Travelling in Australia Magazine is national in focus and reaches the inbound trade, domestic trade and domestic consumers.



Influential Engaging Stunning



The Sophisticated Traveller

Reader surveys confirm Travelling in Australia Magazine appeals not only to Travel Industry Executives but also to conscientious consumers, within the desirable high yield demographic.

Although reader surveys indicate the magazine has a pass-along readership rate of 5 people to each copy, the majority of readers (84%) collect and retain their copies for future reference.

Also remarkable is that 84% of surveyed readers state that they read each issue of Travelling in Australia Magazine from cover to cover, with the remainder drawn to specific editorial features.

Snapshot of the TIAM reader: *Industry*

- Aged 21-45 years
- Influential Professional travel industry executive
- Expect high quality, value and service
- Actively seeks new contemporary experiences for clients
- Has a preference for environmentally aware and culturally sustainable products

Consumer

Aged 35-65 years. Will pay a premium for sustainable product, luxury accommodation or authentic experiences. They lead active, family-centric, community-aware lifestyles and represent a rapidly growing target market.

Sophisticated *Loyal* *Discerning*

Global reach

Travelling in Australia Magazine is sent direct to ITOs, wholesalers, Aussie Specialists and all Premier Aussie Specialists in key and emerging inbound markets including around 100 Flight Centre's in United Kingdom, United States of America and New Zealand. It is also distributed to every Flight Centre in Australia where it is referenced by staff as a resource for domestic and international sales.

Australian and New Zealand consumers can access the magazine through newsagents, via the web, and through select hotels and tourist attractions. All business/first class airport lounges in Australia receive copies of the magazine, as do key international airport lounges where flights depart for Australia.

Conference distribution

Travelling in Australia Magazine is a recognised media partner in leading Australian tourism conferences and as such, the magazine is distributed to delegates attending:

- The Australian Tourism Exchange (ATE)
- The Tourism Futures Conference
- The National Ecotourism Conference
- The Indigenous Tourism Operators Conference

SNAPSHOT OF TIAM'S GLOBAL DISTRIBUTION:

29% UK/Europe
33% USA/Canada
20% Asia
15% New Zealand
3% Middle East

Global Trade & Industry Consumer

BENEFITS TO ADVERTISERS

TRAVELLING IN
AUSTRALIA

Travelling in Australia Magazine profiles lesser-known destinations and new products, engaging readers through compelling editorial and superb design.

Advertisers have the ability to leverage supporting editorial to gain cut-through to market and increase product awareness through brand association and, where appropriate, editorial inclusion.

Reader surveys show that half of survey respondents had recommended or purchased a product or service from a company that advertised in Travelling in Australia Magazine.

No other travel magazine works so closely with industry players to help them educate the trade and consumers regarding the unique benefits of their products.

For advertisers who desire advertorial, Travelling in Australia Magazine edits content to ensure it retains a credible tone, and designs pages at no extra charge.

All advertorial is loaded onto the Travelling in Australia Magazine web site and advertisers with annual commitments receive online banner or tower ads free of charge for the duration of their contract.

Beyond brand advertising, advertorial and the web, Travelling in Australia Magazine also works with advertisers to develop unique advertising opportunities which in past have included; bookmarks, cover mounted postcards, photographic competitions, DVDs and promotional campaigns carried out during tourism industry conferences.



Targeted

Credible

Trusted

Travelling in Australia Magazine has encouraged me to extensively promote Australia with new offerings and new experiences that I learnt about from the pages of your publication. Oh! And I should have mentioned in beginning: we are India's one of the leading outbound tour operators,"

Lalit Sheth, Chairman and Managing Director, Raj Travel World, India

"I've actually read this issue almost 100%. I like the storylines, as they do pertain to me. I loved the articles on Aboriginal Australians, the top 10 AU dive sites, and the article on discounted airlines."

Matt Knowles, Premier Aussie Specialist, USA

"Loved the photography throughout the magazine! It's really beautiful to look at and it definitely helps with domestic destination knowledge."

Joanna Kim, Travel Consultant, Flight Centre West Melbourne

"I do not recall how I received Travelling in Australia Magazine but I am glad that I did. I went through it page by page and it proved a well-utilised Sunday afternoon. Please accept my appreciation for well presented articles, information and great photos. I almost felt that I was in Australia and made me do two resolutions in the instant:

To visit Australia again ASAP

1. To send as many people as possible from India to visit Australia

I have a bone to pick with you.... as promised, I took the mag home for a read and couldn't put it down! Stayed up way past my bed-time and as a result am wrecked this morning. Thank you very much!!! It's all your fault!!"

Ian McDougal, Regional Manager Commercial Operations, Emirates Holidays

"I have finally made it to the office to collect my copy of the magazine. WOW! I think it's great, BUT WHAT'S EVEN BETTER IS GETTING MY FIRST REQUEST FOR INFO, before I'd even seen the new edition!

Nola Cuddy, Marketing Manager Tourism, Zoos Victoria

"These days, people want to be educated when they travel and like to think of themselves as 'eco-aware'. Travelling in Australia Magazine raises the awareness of what makes Australia so unique, as well as the threats faced. It's exactly what we need,"

Mike Ball, Director, Mike Ball Dive Expeditions, Cairns

"Received my copy of Travelling in Australia this morning and must say looks absolutely effing sensational! The design, production values, use of colour, imagery and editorial content are fantastic."

Alan Hornsby, Eclipse Advertising

"Congratulations on another excellent edition of Travelling in Australia. The quality of your magazine is exceptional. The design, images and writing is such that TIAM is one I would with confidence hold up as a leader in Australian travel publishing,"

Rob Cleary, Marketing Manager, Coffs Tourism

"What other 'travel' publication really tackles the hard truth? Most are just gilding the lily, pandering to advertisers. Stories such as your Green Ochre one add enormously to the credibility and editorial integrity of Travelling in Australia Magazine. It was great to see the magazine seeking engagement from the readers and telling them what they can do to help. You've taken an educational, solutions-based approach, which I commend you for,"

Kerry Lorimer, Director, Splash Communications



Rates

AD SIZES	QUARTERLY COST	BUSINESS LISTINGS	
Inside Front Cover Spread	\$7,000	Single	\$300
Back Cover	\$7,000	Double	\$440
Double Page Spread	\$6,000	Quad	\$800
Inside Back Cover	\$5,000	COVERMOUNTS	
Full Page	\$3,500	Front Cover Image Rights	\$10,000
Half Page	\$2,000	DVD and Postcard Covermounts	\$POA
Third Page	\$1,500	Bookmarks	\$POA
		WEBSITE ADVERTISING	
		Leaderboard	\$300 p/m
		Medium Rectangle	\$250 p/m

TIAM Advertising Maximiser Packages

Travelling in Australia Magazine encourages advertisers to book space within the magazine according to their strategic marketing requirements. This allows advertisers to allocate a larger proportion of space to those issues where features are most relevant, yet retain visibility in other months. The end result is increased value for money and a greater ROI.

Five packages are available. They are as follows:

	Premium	Gold	Silver	Small Business	Introductory
Annual commitment*	\$22k	\$16k	\$10k	\$5k	\$2k
Quarterly amount	\$5.5k	\$4k	\$2.5k	\$1.25k	\$500
Advertorial Space	2 x DPS	2 x DPS	1 x FP or 1 x DPS	1 x FP	1 x half page
Brand Ad Space	2 x FP or 1 x DPS	2 x FP or 1 x DPS	1 x FP	1 x half page	
Premium Placement	1 x OBC or 1 x IFCS	RHP			
Business Listing Space	2 x QBL	2 x DBL	2 x SBL	2 x SBL	3 x SBL
Leaderboard Web Banner	12 months	12 months	12 months		
Space Commitment	6.5	5.3	3.15	1.65	0.95
Value	\$31.4k	\$23.2k	\$14,166	\$6,166	\$2,999

DPS = Double Page Spread
FP = Full Page

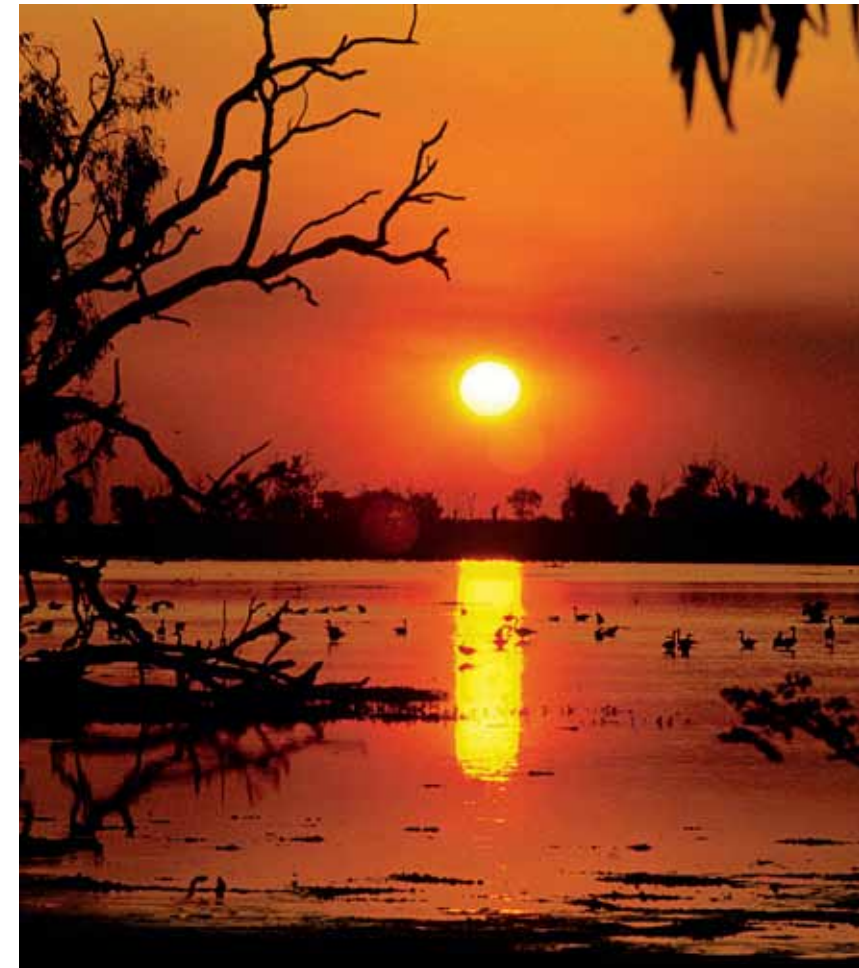
QBL = Quad Business Listing
DBL = Double Business Listing

SBL = Single Business Listing
OBC = Outside Back Cover

IFCS = Inside Front Cover Spread
RHP = Right Hand Page

NOTE: ALL PRICES ARE EXCLUSIVE OF GST

Advertising may qualify for the government's Export Market Development Grant (EMDG) which may return 50c in the dollar towards export income development costs. Please check with your financial controller or with Austrade for exact Terms and Conditions.



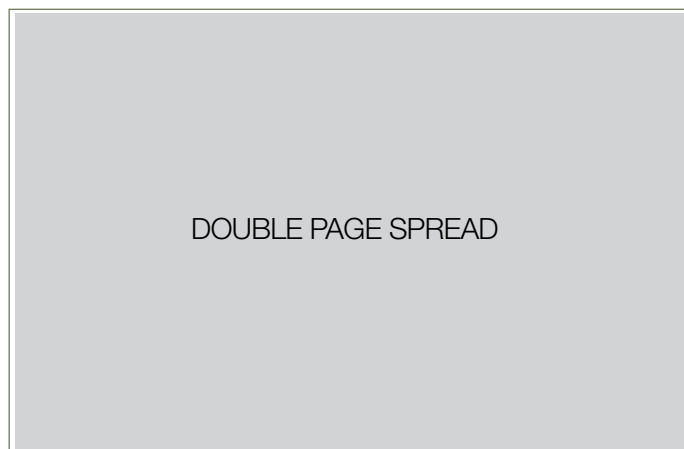
FOR MORE INFORMATION ON ADVERTISING CONTACT:

Sas Rowlands

Editor

0439 643 122

sas@travellinginaustralia.com.au



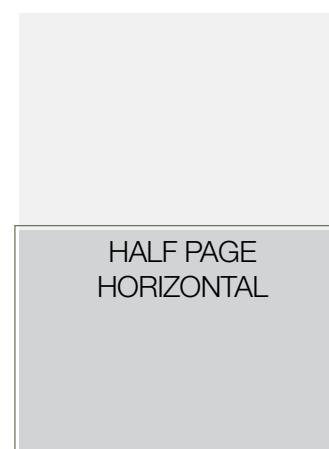
DOUBLE PAGE SPREAD

440mm x 297mm *
PLUS 5MM BLEED AROUND ENTIRE AD



FULL PAGE

220mm x 297mm *
PLUS 5MM BLEED AROUND ENTIRE AD



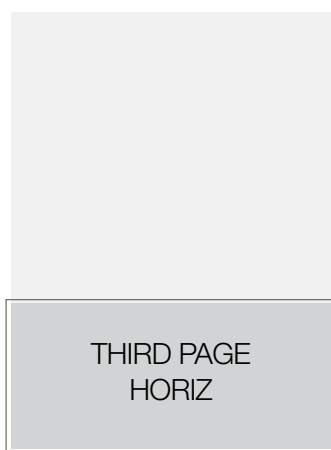
HALF PAGE
HORIZONTAL

220mm x 148.5mm *
PLUS 5MM BLEED AROUND ENTIRE AD



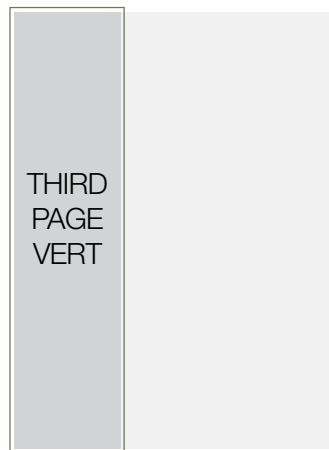
HALF
PAGE
VERT

110 X 297mm *



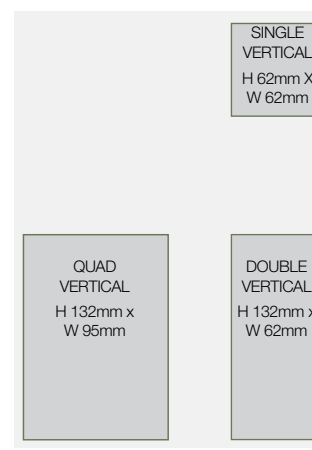
THIRD PAGE
HORIZ

220mm x 99mm *



THIRD
PAGE
VERT

73.3mm x 297mm *



SINGLE
VERTICAL
H 62mm X
W 62mm

QUAD
VERTICAL
H 132mm x
W 95mm

DOUBLE
VERTICAL
H 132mm x
W 62mm

BUSINESS LISTINGS

GENERAL REQUIREMENTS FOR ALL FILES

- Hi-resolution 300dpi
- CMYK Colour Space (not RGB, Pantone etc)
- Acrobat Distilled files only
- Must have registration/crop marks
- Must be centred on page
- Paper Size to be Final Ad Size + 25mm
- Double Page Spreads need to be supplied as two single page PDFs.
- Document Size is to be set to Trim Size of Magazine
- Allow for 5mm Bleed all round and work within a minimum of 10mm Type Area in from trim
- Maximum ink weight density of 300% (eg: Any CMYK combination on page cannot be more than this amount)
- Morrison Media will only accept responsibility of the final colour reproduction when a 3DAP digital colour proof is supplied for the printer to match to (for more info visit www.3dap.com.au)

WHERE TO SEND AD PROOFS & MATERIAL

Morrison Media, Attn: Bree Higginson

Courier: Level 1, 25 Lemana Lane North Burleigh
QLD 4220 or

Post: PO Box 823, Burleigh Heads,
QLD, 4220, Australia.

(To guarantee delivery we strongly recommend you express post or courier)

**To contact your ad co-ordinator,
Bree Higginson direct:**

phone: +61 7 5520 9128

fax: +61 7 5576 1527

email: bree@morrisonmedia.com.au

IMPORTANT NOTE!

Please add **5mm bleed** around entire ad artwork.

We also recommend to keep type and logos a minimum of 10mm in from the trim

MEDIUM RECTANGLE
300pixel X 250pixel
max 30kb for flash and 20kb for gif/jpeg

LEADERBOARD
728pixel X 90pixel
max 30kb for flash and 20kb for gif/jpeg

NOW THE IMPORTANT STUFF!!

To track clicks from your flash ads the following code must be inserted into the button within your flash creative.

GetURL/ClickTag Guideline

```
on (release) {  
getURL (_level0.clickTAG, "_blank"); }
```

This must be defined as being on a button instance. The clicktag variable is case-sensitive and must be specified as "clickTAG"

WHO TO SEND ADS TOO?

Contact Bree Higerson

phone: +61 7 5520 9128

fax: +61 7 5576 1527

email: bree@morrisonmedia.com.au

NEW
LOOK
WEBSITE

