

LUXURY TRAVEL

& STYLE MAGAZINE

DIGITAL

**A**t *Luxury Travel Magazine* we're all about travel for pleasure. For some of our readers that's a fabulous flop and drop resort while for others it's a deeply transformative experience; one from which they'll bring home a change of perspective. From encounters with nature at some of Australia's spectacular locations to sophisticated city hotels or quick luxe getaways within driving distance of the city, our readers want to know about all the exciting ways to luxury travel. Our goal is to present them with the most inspiring holiday possibilities we can find.

**SUSAN BORHAM  
EDITOR-IN-CHIEF,  
LUXURY TRAVEL MAGAZINE**

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# Website Overview

**LUXURY TRAVEL MAGAZINE PRESENTS THE NEWEST ONLINE LUXURY DESTINATION  
[WWW.LUXURYTRAVELMAG.COM.AU](http://WWW.LUXURYTRAVELMAG.COM.AU)**

**THE MAGAZINE** *Luxury Travel Magazine* matches pleasure seekers who dream about the finest, most luxurious holidays with the resorts, hotels and airlines offering exactly what they're seeking – including the latest golf and ski resorts, best health and fitness spas, most innovative eco-tourism and adventure holiday experiences, and most indulgent wine and food lovers' fantasies.

## READERSHIP DEMOGRAPHIC

- AB demographic
- Household income of \$160k+
- Employed as CEOs, CFOs, upper management & professionals
- Over 35 years of age

## THE WEBSITE

The *Luxury Travel Magazine* website is an information hub for luxury travellers to discover the destinations, chic cities, amazing journeys and best in travel both within Australia and around the world.

## TRAFFIC TO THE SITE IS DRIVEN BY:

- search engine optimisation
- our continuously growing email database of over 12,000 members
- above-the-line advertising in the magazine

# Display Advertising Rates & Tech-Specs

## WEBSITE DISPLAY ADVERTISING

Luxurytravelmag.com.au has a range of display advertising opportunities that allow advertisers to target consumers in an exclusive online uncluttered environment.

### THE OPTIONS FOR DISPLAY ADVERTISING ARE:

- run-of-site display ads
- homepage display ads
- display ads on specific sub pages relating to specific areas e.g. golf, cruising.

### RUN OF SITE

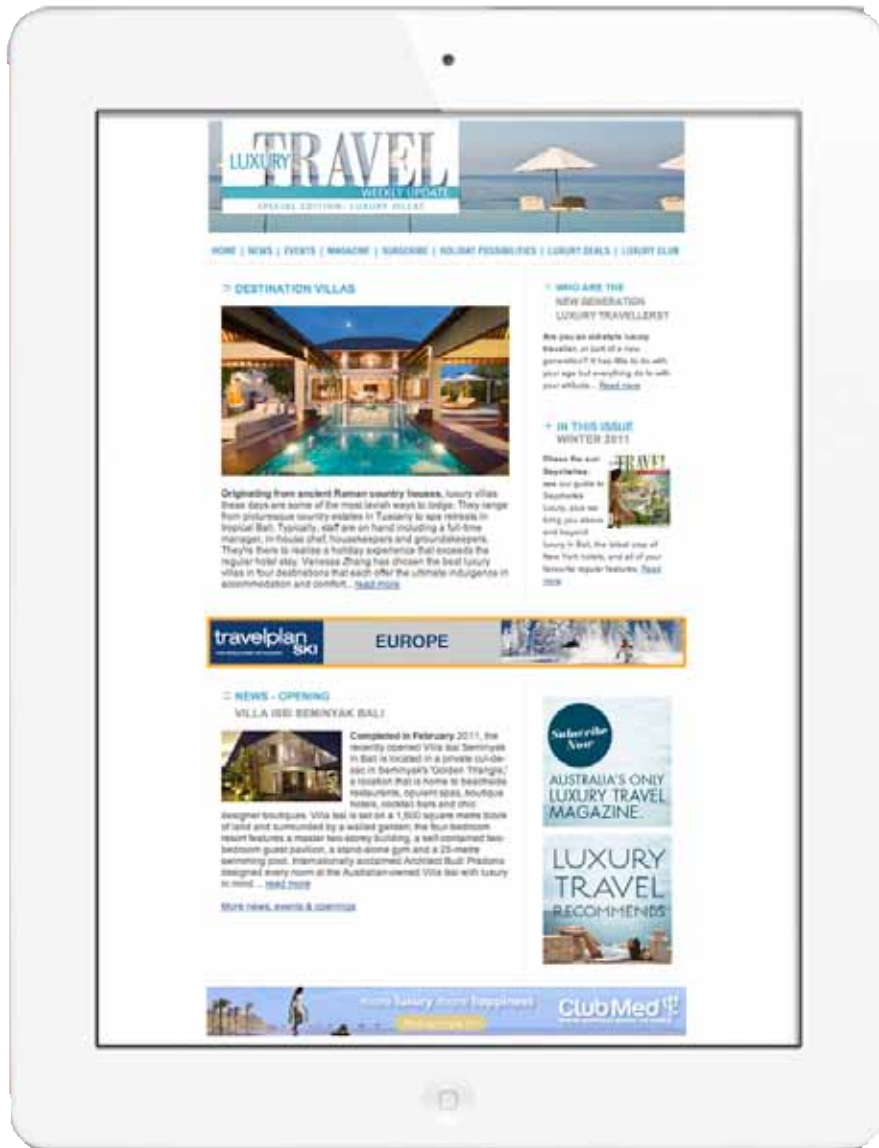
|                         | COST PER MONTH: | SIZE (PIXELS) |
|-------------------------|-----------------|---------------|
| <b>BOTTOM BANNER</b>    | \$2,200         | 728x90        |
| <b>MEDIUM RECTANGLE</b> | \$2,750         | 300x250       |
| <b>TOP BANNER</b>       | \$3,300         | 468x60        |

### SPECIALIST SECTION ONLY

(News, Events, Hotels & Resorts, Airlines, Food & Wine, Tours, Cruise, Luxury Lifestyle, Destination, Chic Cities, Arts & Culture, Gold, Family, Spa, Ski, Walking, Outdoor and adventure, Shopping, Eco, Rail, Safari)

|                         | COST PER MONTH: | SIZE (PIXELS) |
|-------------------------|-----------------|---------------|
| <b>MEDIUM RECTANGLE</b> | \$200           | 300x250       |





# Luxury Travel Magazine E-Newsletter

## LUXURY TRAVEL MAGAZINE WEEKLY UPDATE

The *Luxury Travel Magazine* Weekly Update highlights news from home and abroad about the world of luxury travel. Subscribers currently number over 12,000.

|                          | COST PER MONTH (three newsletters per month): | SIX MONTH PACKAGE: | SIZE (PIXELS) |
|--------------------------|---|--------------------|---------------|
| <b>FULL-WIDTH BANNER</b> | \$2,950                                       | \$10,000           | 596x62        |
| <b>SQUARE BANNER</b>     | \$2,000                                       | \$8,000            | 160x160       |



# The Luxury Collection

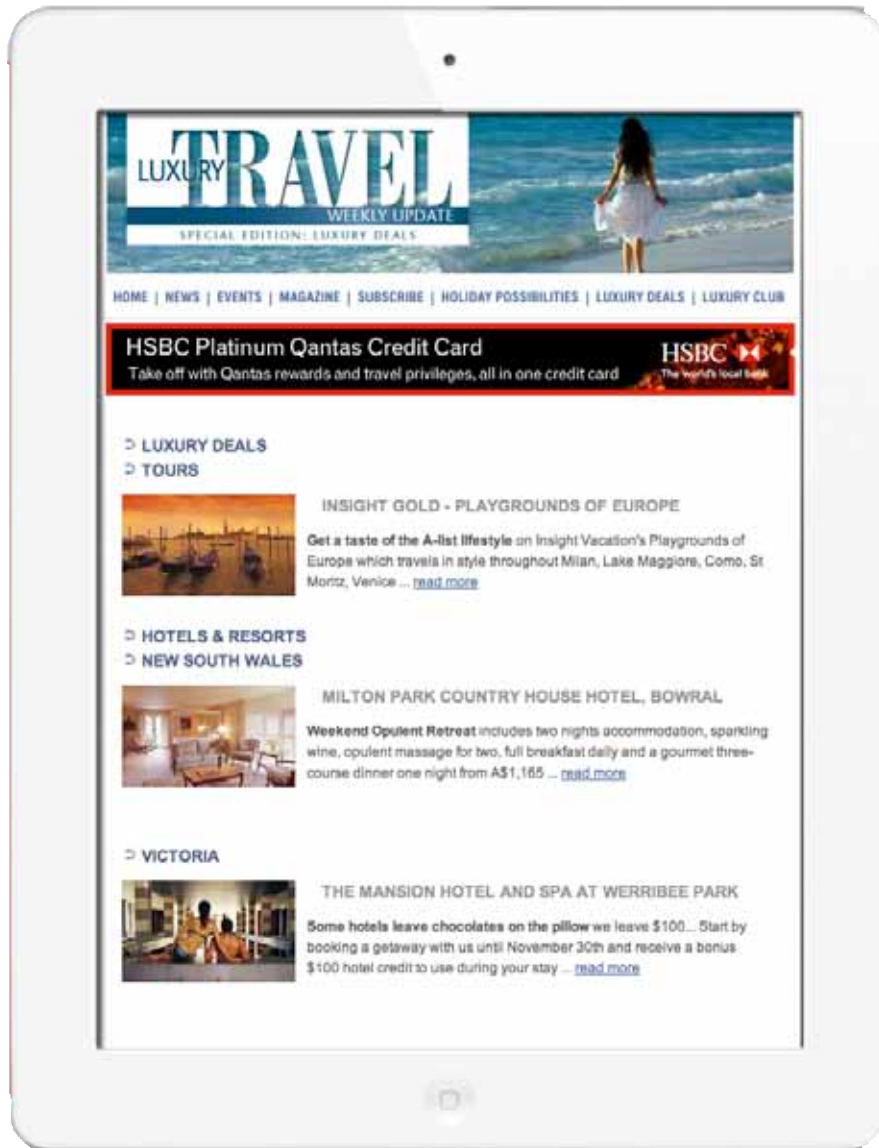
## WHO ARE CLUB MEMBERS?

The members of the Luxury Travel Club are luxury travellers who have told us they are interested in receiving emails about Special Deals from properties listed in the Luxury Collection.

Properties on this prestigious list will, from time-to-time, offer *Luxury Travel Magazine* Luxury Travel Club members a special deal over and above any other deal currently being offered.

It could, for example, be: a further significant discount on a current special offer; a free spa treatment or free access to another resort activity; a limousine transfer from the airport; or a bottle of champagne in your room on arrival.

|   | EXCLUSIVE RATE |
|---|----------------|
| <p><b>12 MONTH PACKAGE:</b></p> <ul style="list-style-type: none"> <li>• One listing under your region in the exclusive Luxury Travel Club section of the website</li> <li>• One dedicated profile page in that section where you can also advertise your club deals</li> <li>• Luxury Deal Spot (Image, 250 words, logo &amp; website link) in the Luxury Deals section of the website</li> <li>• Inclusion of your deal in the monthly email to Luxury Travel Club members and our database of over 12,000 subscribers</li> </ul> | \$3,000        |



# Luxury Deals

The Luxury Deals section allows you to advertise special offers.

**TAKING OUT A THREE-MONTH LUXURY DEAL AD WILL ALLOW YOU TO HAVE:**

- a Special Offer up on the website that can be changed on a monthly basis
- an inclusion on our monthly Luxury Deals e-newsletter to our continuously growing email database of already over 12,000 members.

|   | EXCLUSIVE RATE |
|---|----------------|
| <p><b>THREE MONTH PACKAGE:</b></p> <ul style="list-style-type: none"> <li>• Luxury Deal Spot (Image, 250 words, logo &amp; website link) in the Luxury Deals section</li> <li>• Inclusion in the monthly Luxury Deals e-newsletter</li> </ul> | \$1,500        |



# Luxury Breaks Within 3 hours From The City

**TAKING OUT A 12-MONTH WITHIN 3 HOURS LISTING WILL ALLOW YOU TO HAVE:**

- a Special Offer up on the website that can be changed on a monthly basis
- an inclusion on our monthly Luxury Deals e-newsletter to our continuously growing email database of already over 12,000 members.

|   | EXCLUSIVE RATE |
|---|----------------|
| <p><b>12 MONTH PACKAGE:</b></p> <ul style="list-style-type: none"> <li>• Listing on Within 3 Hours region landing page</li> <li>• 200 word profile page under region (with image, logo and website link)</li> <li>• Luxury Deal Spot (Image, 250 words, logo &amp; website link)</li> <li>• 1 weekly newsletter spot</li> </ul> | \$1,500        |

# Contact

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