

LUXURY TRAVEL

& STYLE MAGAZINE

PRINT

At *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**





Circulation & Distribution

LUXURY TRAVEL & STYLE MAGAZINE IS A CAB AUDITED PUBLICATION THAT OFFERS ADVERTISERS ACCESS TO AUSTRALIA-WIDE DATABASES OF THE NATION'S MOST UNIQUE GROUP OF HIGH NET WORTH INDIVIDUALS - THE AFFLUENT CONSUMERS WHO CONSPICUOUSLY AND CONSISTENTLY SPEND ON PREMIUM BRAND PRODUCTS.

CIRCULATION PER QUARTER - 35,000
READERSHIP - 110,000 +

DISTRIBUTION

AUSTRALIA WIDE INCLUDING:

- Subscriptions
- Newsagents
- Five-star hotels
- Airport lounges
- First and business class airline seats
- Adventure World Travel – selected high net worth clients
- Travel Associates – selected high net worth clients
- American Express/Travel Scene - selected high net worth clients



Key Readership Demographics

AVERAGE NUMBER OF HOLIDAYS PER YEAR: Two long-haul, two domestic/Pacific

- LIFESTAGE**
- 60% empty-nesters 45-64 yrs
 - 32% mature families 45-64 yrs
 - 8% middle-aged families and couples 18-34 yrs

KEY READERSHIP SURVEY

- LIFESTYLE**
- Read publications to gain ideas
 - Have expressed an interest in luxury travel
 - Make decisions based on advertising
 - High consumers of music, theatre, ballet, film and art
 - Educated, discerning and well informed
- TRAVEL**
- Importance placed on the holiday experience rather than the price point
 - Research magazines and internet and add to information from travel agents
 - Most likely to have had a weekend away in the past three months
 - Most likely to have been on long-haul international trips
 - Influenced by emerging destinations/hot-spots
- PHILOSOPHY**
- No apparent financial worries, most are driven by personal fulfilment
 - Strong desire for self-development and advancing hobbies
 - Confident, driven, family focused, active

Rates & Deadlines

DISPLAY ADVERTISING RATES

	CASUAL	4X SCHEDULE
DOUBLE PAGE SPREAD	\$15,500	\$13,950
FULL PAGE	\$8,000	\$7,200

LOADINGS

RIGHT-HAND POSITION, FIRST HALF OF MAGAZINE:	5%
RIGHT-HAND POSITION, FIRST THIRD OF MAGAZINE:	10%
CLIENT PREFERRED POSITIONING:	15%
INSIDE FRONT/INSIDE BACK/OUTSIDE BACK COVER:	20%

Rates exclusive of GST, Includes 10% agency commission.
Payment on publication of magazine.

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
#49 JAN/FEB/MAR	21 Nov 2011	1 Dec 2011	28 Dec 2011
#50 APR/MAY/JUN	27 Feb 2012	6 Mar 2012	30 Mar 2012
#51 JUL/AUG/SEP	28 May 2012	6 June 2012	29 June 2012
#52 OCT/NOV/DEC	24 Aug 2012	3 Sep 2012	1 Oct 2012

- Supplement inserts: prices on application
- Competition sponsorship: prices on application

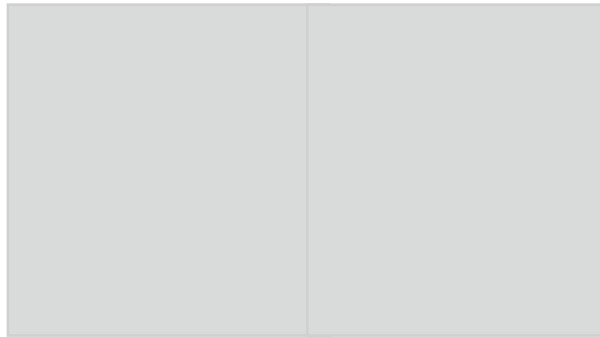


Page & Technical Specifications – Display

TECHNICAL SPECIFICATIONS

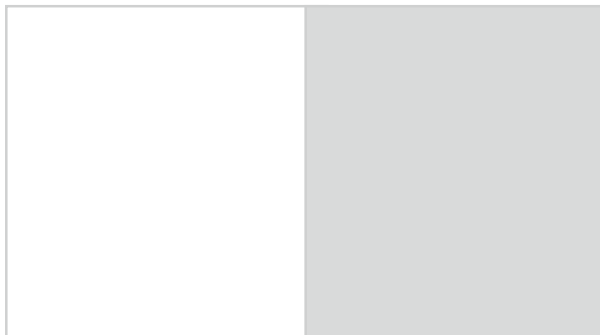
- Print-ready high resolution PDF files only.
- Supply all creative as single page PDFs.
- All images 300 DPI.
- Convert all pics and logo to cmyk and embed all fonts.
- Convert all text in logos etc. from vector-based programs (Adobe Illustrator etc.) to outlines.
- Output resolution 2400 DPI / frequency 150 LPI.
- 5mm bleed.
- 18pt registration mark offset.
- Output size = trim + 30mm.
- Include a full-colour digital proof.

Please send advertising material via quickcut, www.quickcut.com.au (publisher – Gadfly Media). A full-colour digital proof must be supplied to Lucy Jones: ljones@luxurytravelmag.com.au or our postal address.



DOUBLE PAGE SPREAD

TRIM (WxH)	BLEED (WxH)	TYPE (WxH)
460 x 270	470 x 280	193 x 238 (pp)



FULL PAGE

TRIM (WxH)	BLEED (WxH)	TYPE (WxH)
230 x 270	240 x 280	193 x 238

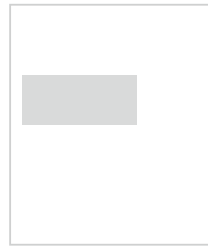
Page & Technical Specifications – Classified



\$500 +GST

SINGLE PANEL

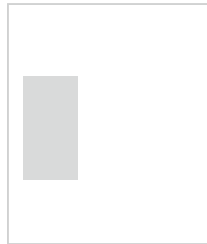
TRIM (WxH)	61x54
------------	-------



\$950 +GST

DOUBLE PANEL HORIZONTAL

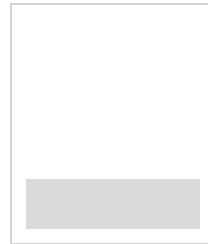
TRIM (WxH)	127x54
------------	--------



\$950 +GST

DOUBLE PANEL VERTICAL

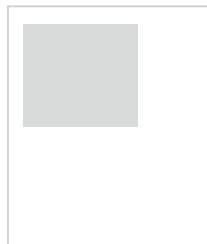
TRIM (WxH)	61x113
------------	--------



\$1375 +GST

TRIPLE PANEL HORIZONTAL

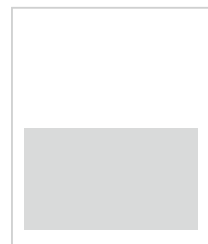
TRIM (WxH)	193x54mm
------------	----------



\$1800 +GST

4 PANEL VERTICAL (SQUARE)

TRIM (WxH)	127x113
------------	---------



\$2600 +GST

HALF PAGE

TRIM (WxH)	193x113
------------	---------

TECHNICAL SPECIFICATIONS

- Print-ready high resolution PDF files only.
- Supply all creative as single page PDFs.
- All images 300 DPI.
- Convert all pics and logo to cmyk and embed all fonts.
- Convert all text in logos etc. from vector- based programs (Adobe Illustrator etc.) to outlines.
- Print-ready high resolution PDF files only.
- Supply all creative as single page PDF's.
- All images 300 DPI.
- Convert all pics and logo to cmyk and embed all fonts.
- Convert all text in logos etc. from vector- based programs (Adobe Illustrator etc.) to outlines.
- It is recommend that text should be no smaller than 8pt.

Please send advertising material via quickcut, www.quickcut.com.au (publisher – Gadfly Media).

A full-colour digital proof must be supplied to

Lucy Jones: ljones@luxurytravelmag.com.au or our postal address.

Classified Rates & specifications

	WxH (mm)	RATE (AU\$)
SINGLE PANEL	61 x 54	\$500+gst
DOUBLE PANEL HORIZONTAL	127 x 54	\$950+gst
DOUBLE PANEL VERTICAL	61 x 113	\$950+gst
TRIPLE PANEL HORIZONTAL	193 x 54	\$1375+gst
4 PANEL VERTICAL/SQUARE	127 x 113	\$1800+gst
HALF PAGE	193 x 113	\$2600+gst

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
#49 JAN/FEB/MAR	21 Nov 2011	1 Dec 2011	28 Dec 2011
#50 APR/MAY/JUN	27 Feb 2012	6 Mar 2012	30 Mar 2012
#51 JUL/AUG/SEP	28 May 2012	6 June 2012	29 June 2012
#52 OCT/NOV/DEC	24 Aug 2012	3 Sep 2012	1 Oct 2012

Contact

JAMES AIR Associate Publisher
P: 61 2 8204 1005
E: jair@luxurytravelmag.com.au

MEL COOK Assistant Publisher
P: 61 2 8204 1017
M: 0404 766 976
E: mcook@luxurytravelmag.com.au

MERISSA BORG Assistant Publisher
P: 61 2 8204 1016
E: mborg@luxurytravelmag.com.au

TRACY HARRIS Assistant Publisher
P: 61 2 8204 1015
E: tharris@luxurytravelmag.com.au

Level 1, 579 Harris St, Ultimo, NSW, 2007, Australia
P: 61 2 8204 1000
F: 61 2 9281 7529
W: www.luxurytravelmag.com.au