



Australian Traveller Magazine

101 Best Hotels In Australia



Another Bumper Issue from *Australian Traveller*
June / July Issue '06

**Australian
Traveller**
www.australiantraveller.com



Another Bumper Issue

Following on the success of *The 100 Things To Do In Australia Before You Die*, another issue;

- ◆ appealing to all Australians,
- ◆ delivering excellent media value for advertisers,
- ◆ showcasing the best of Australia.

The 101 Best Hotels in Australia
PLUS

The Ultimate Luxury Escapes in Australia



How was the 101 list developed?

- ◆ A consumer survey in partnership with
 - ◆ Getaway
 - ◆ Ninemsn
 - ◆ Budget Car Rentals
 - ◆ Flairview Travel
- ◆ More than 80,000 votes cast up to Jan 31 2006
- ◆ Consumers vote on the best hotels in Australia
 - ◆ The most comprehensive survey of hotels ever in Australia
 - ◆ Highlighting the best of Australian hotels



101 Best Hotels

- ◆ **Editorial Structure:**
 - ◆ Best Family Hotel or Resort
 - ◆ Best Resort
 - ◆ Best Boutique Hotel
 - ◆ Best City Hotel
 - ◆ Best Hotel or Resort under \$200
 - ◆ Best Hotel or Resort under \$100
 - ◆ Best Hotel or Resort Overall
- ◆ **Review No. 1 in each category**
 - ◆ List the top 10 for that category
- ◆ **Plus a full listing of the 101 Best Hotels**
 - ◆ Includes facilities and star ratings



101 Best Hotels Editorial Structure

- ◆ **Hidden Gems**

- ◆ Hotels that rated highly and unique but did not make the 101

- ◆ **Ultimate Luxury Escapes**

- ◆ Five well known travel writers reveal their ultimate luxury weekend based on themes:

- ◆ *Active & Adventure*
- ◆ *Bright Lights Big City*
- ◆ *Wining & Dining*
- ◆ *Escape & Explore*
- ◆ *Relax & Recharge*



101 Best Hotels – Why it will be read?

**If a magazine featured the
101 Best Hotels in Australia ...
you would read it.**

Readers want to:

- ◆ **Know which hotels are rated highly**
- ◆ **Find hotels suiting their next holiday or trip**
- ◆ **Keep the issue handy for their travel planning**



Why it will be another best selling issue

For advertisers the issue makes media sense because;

- ◆ You reach the largest domestic travel audience in Australia,
- ◆ With pinpoint accuracy,
- ◆ Who are planning their holiday accommodation,
- ◆ In a high quality environment they trust.



Key Facts

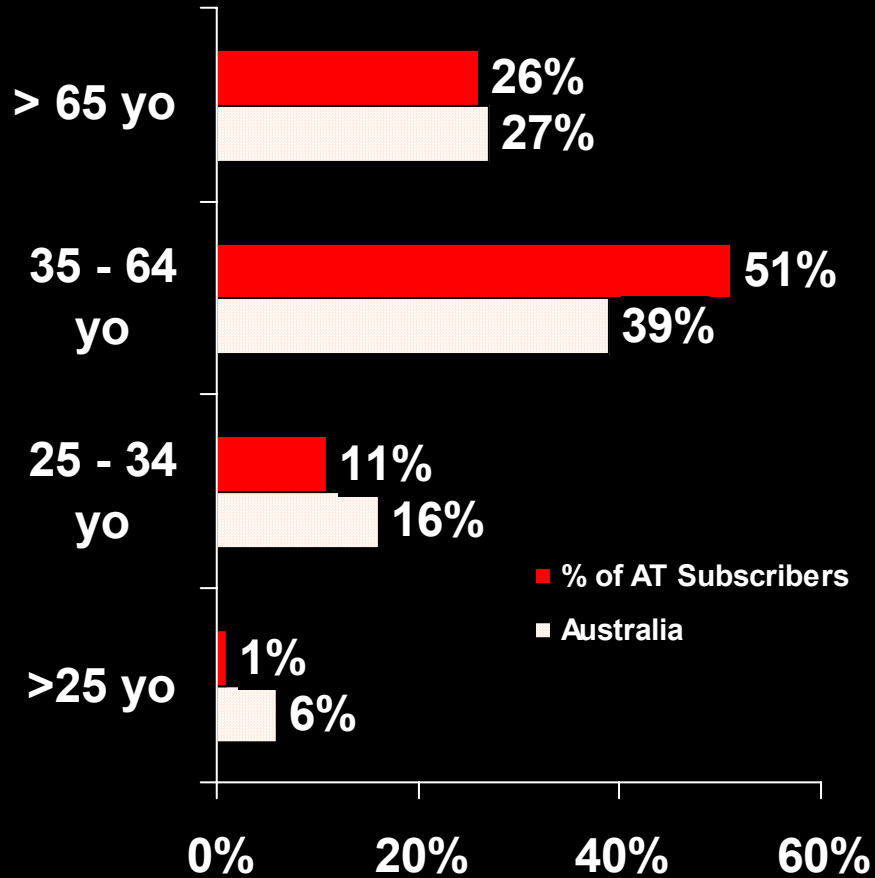
- ◆ **Booking Deadline 5th May**
- ◆ **Material Deadline 10th May**
- ◆ **Print Run 45,000**
- ◆ **Copy Sales – Over 15,000 per issue**
- ◆ **Audience Profile**
 - ◆ 40+ y.o Middle Australia ABs
 - ◆ White collar workers, female skew
 - ◆ Above average income
- ◆ **Distribution**
 - ◆ Woolworths*
 - ◆ 3,500 Newsagents National
 - ◆ Kmart*
 - ◆ Borders
 - ◆ Newslink

*Australian Traveller is the only travel magazine to be ranged in Kmart or Woolworths



Reader Profile

Age of Subscribers*



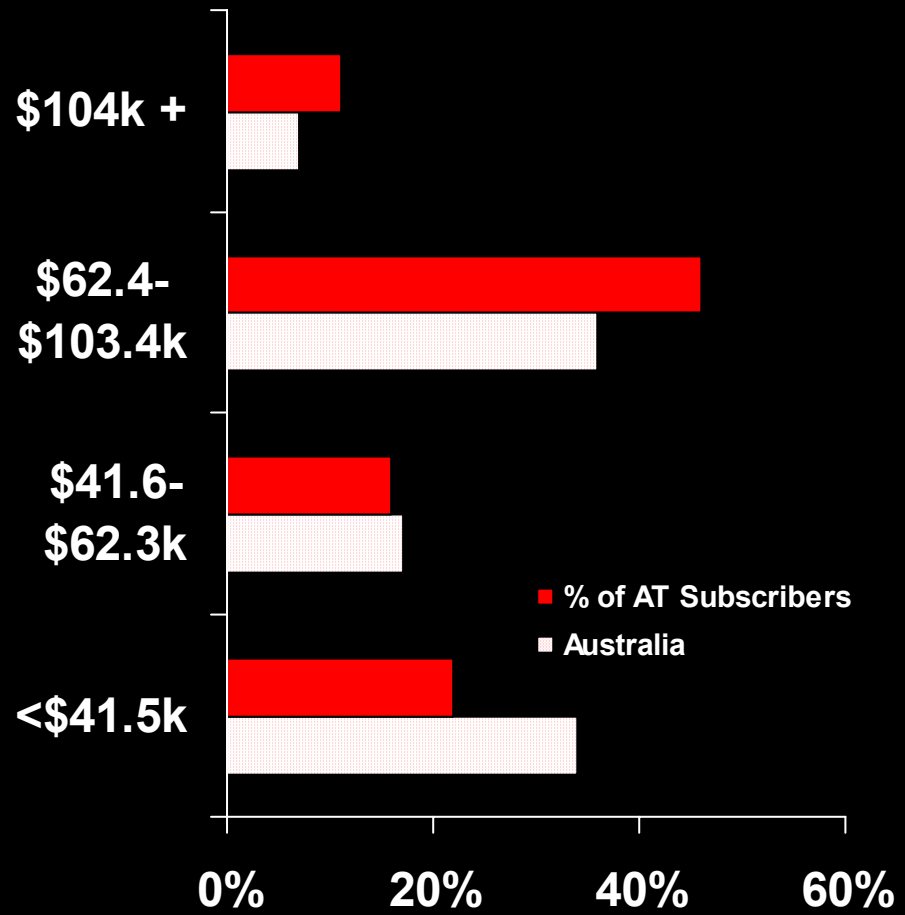
Value of House*



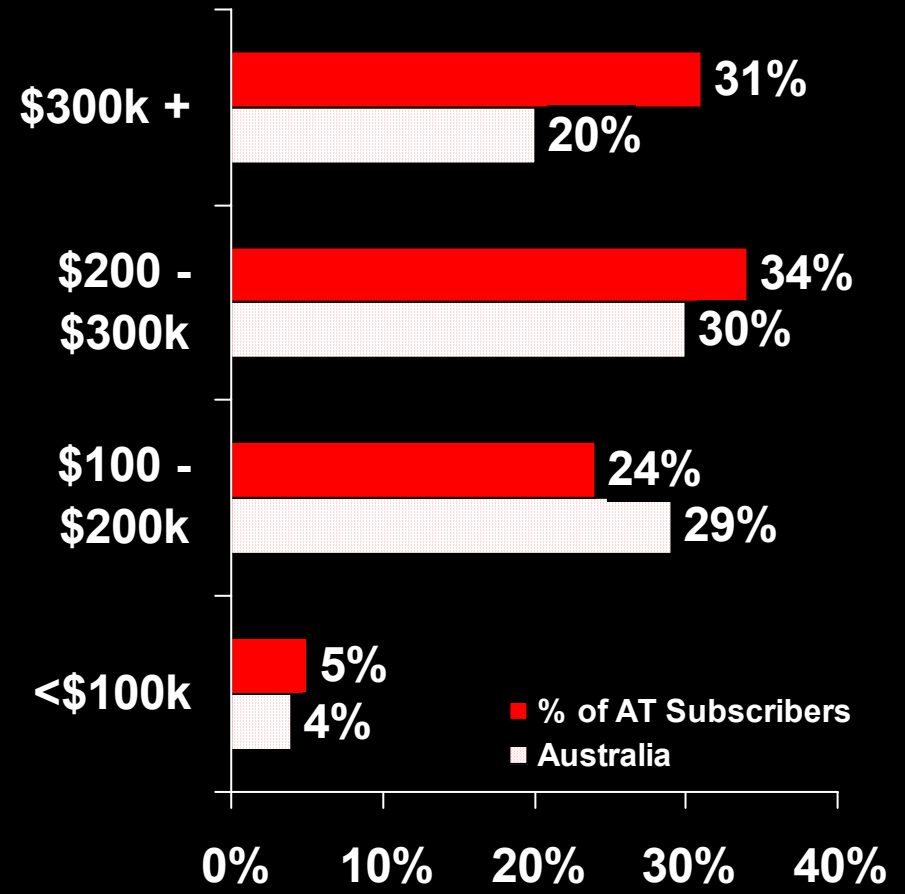


Reader Profile

Household Income



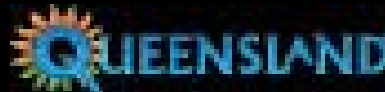
Net Worth





Our Advertisers

Just some advertisers who trust us to deliver the biggest domestic travel audience in Australia





Advertising Rates

Display Advertising

	Casual	3x	6x
Full Page	\$5,950	\$5,801	\$5,653
Double Page Spread	\$10,950	\$10,676	\$10,403
1/2 Page	\$3,868	\$3,771	\$3,674
1/3 Page	\$2,578	\$2,513	\$2,449
1/4 Page	\$1,933	\$1,885	\$1,837

Classified Advertising

	Casual	3x	6x
1/4 Page	\$650	\$634	\$618
1/8 Page	\$350	\$341	\$333



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