

# Traveltalk

## MEDIA



# 2018/19

## MAGAZINE AND DIGITAL MEDIA KIT

## TRAVELTALK PROFILE

### TRAVELTALK MEDIA COMPRISES:

- Traveltalk Magazine
- Traveltalk Digital Newsletter
- Website - [traveltalkmag.com.au](http://traveltalkmag.com.au)
- @traveltalkmag Facebook, Twitter and Instagram

### OUR MISSION

Traveltalk's mission is to stimulate and encourage world travel and to publish interesting, inspiring, relevant news and travel information to keep our readers entertained and educated.

### TRAVELTALK IS:

- In its 36th year and is a well known and trusted brand among travel agents and the travel industry
- The highest circulating Australian travel industry news publication with a CAB audited monthly circ of 6,289 (Oct 17 to Mar 18 combined print and emag download) and has been the highest for over 15 years

### MAGAZINE

Traveltalk magazine comes in a compact A4 format and delivers relevant travel news to travel agents and the travel industry in Australia

Traveltalk (trade only) magazine is published in Feb, May, July Oct and Nov

The "Bumper" March, June, September and December issues are published in a consumer friendly format and are available in news agencies (1600 per quarter) plus extra copies (2000 per quarter) are distributed to the domestic and international Qantas/Virgin/Singapore airline lounges around Australia

Traveltalk is the FIRST travel industry news magazine to hit travel agents desks on those months with an average monthly readership of approx 30,000.

### DISTRIBUTION

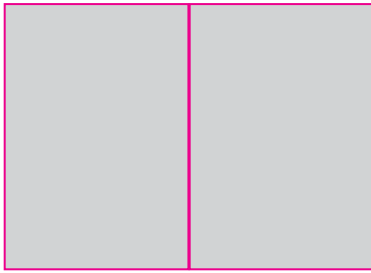
- Retail and mobile travel agents **82%**
- Accommodation, business and leisure **7%**
- Wholesalers, tour operators and destination marketers **6%**
- Carriers: land, sea and air **4%**
- Support services: IT, travel health and insurance etc **1%**

6,289



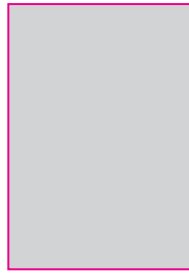
Annual CAB audited circulation average per month, OCT 2017 – MARCH 2018

# MAGAZINE SIZES



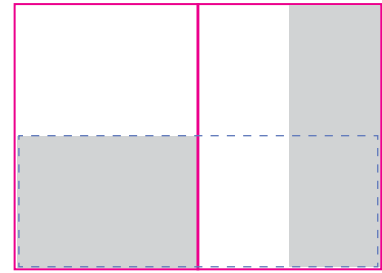
## Double Page Spread

Safe image Area 400mm w x 260mm h  
 Trim 420mm w x 297mm h  
 Bleed 430mm w x 307mm h



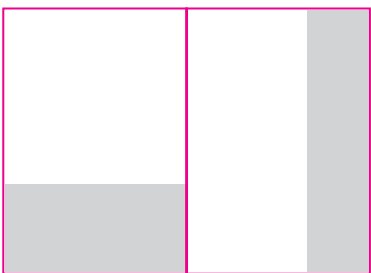
## Full Page

Safe image Area 185mm w x 260mm h  
 Trim 210mm w x 297mm h  
 Bleed 220mm w x 307mm h



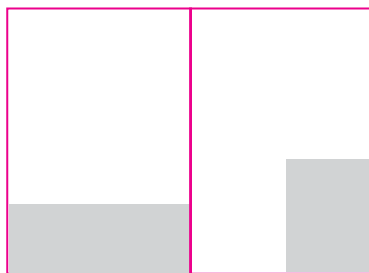
## Half Page

Horizontal 185mm w x 130mm h  
 Vertical 90mm w x 260mm h  
 Horiz. DPS 430mm w x 148mm h



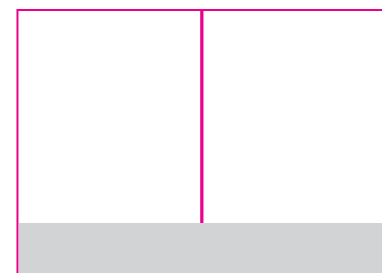
## Third Page

Horizontal 185mm w x 90mm h  
 Vertical 60mm w x 260mm h



## Quarter Page

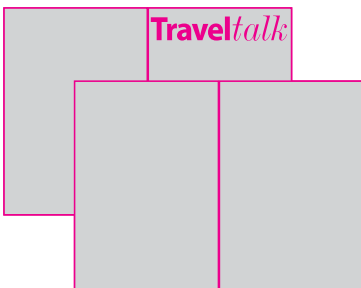
Horizontal 185mm w x 70mm h  
 Vertical 90mm w x 135mm h



## 1/4 Page DPS

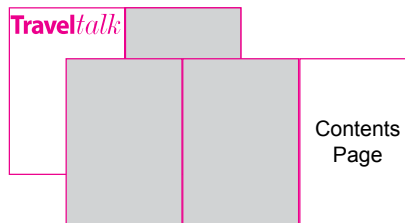
Trim 420mm w x 70mm h  
 Bleed 430mm w x 75mm h

## COVER WRAPS



## Four Page Outer Wrap (2 x DPS)

Safe image Area 400mm w x 260mm h  
 Trim 420mm w x 297mm h  
 Bleed 430mm w x 307mm h  
 Allow 66mm h for the Traveltalk masthead



## Three Page Cover Fold Out (Inside Front Cover plus DPS)

Inside Front Cover:  
 Trim 197mm w x 297mm h  
 Bleed 207mm w x 307mm h  
 DPS:  
 Trim 404mm w x 297mm h  
 Bleed 414mm w x 307mm h



## Two Page Front Wrap

(Front cover and Inside Front Cover)

Trim 210 w x 297 h  
 Bleed 220 w x 307 h

## LARGE FILE SIZES

- Email print quality PDFs to [production@traveltalkmag.com.au](mailto:production@traveltalkmag.com.au)
- Files larger than 12MB can be sent via [www.yousendit.com](http://www.yousendit.com)

## DIGITAL SPECIFICATIONS

- High resolution PDF files are our preference.
- Ensure all images are CMYK and 300 dpi.
- All full page, double page spreads and cover wraps must include bleed.

## ADVERTISING MATERIAL AND ENQUIRIES TO:

EMAIL: [production@traveltalkmag.com.au](mailto:production@traveltalkmag.com.au)  
 and [CCdistribution@traveltalkmag.com.au](mailto:CCdistribution@traveltalkmag.com.au)

## BOOKING AND MATERIAL DEADLINES

- Editorial submissions and advertising space bookings should be lodged by the 10th of the month prior to publication.
- Advertising material is required by the 8th (unless otherwise advised) of the month prior to publication.
- Bookings cancelled after the 8th of the month (or the Friday before if 8th is on a weekend) may incur a full or partial charge should space remain unsold at press time.
- Material on hand will be used if advertising copy is not received by deadline.

# NEWSLETTER

Tap into a captive market of over 14,000 travel professionals and enthusiastic travel consumers by advertising in our eNewsletter.

We know that 35% (and growing) of our subscribers are reading from a mobile device. Traveltalk now offers a fully mobile optimised platform guaranteeing you maximum value from your advertising dollars.

We not only have the numbers, we have the type of reader you want. Our readers are actively engaged in the content we present. Their clicks count. And those clicks can be yours.

Our newsletter attracts an average open rate of 20% and CTR of 25%.

## AD TYPE

**TOP MREC** 300w x 250h px

**MREC1** 300w x 250h px

**MREC** 300w x 250h px

**NEWS HERO IMAGE** 605w x 300h px  
(limited availability for special incentives and competitions)

**SOLUS EDM AVAILABLE** Subject to conditions

**EDITORIAL CONTENT** Includes full page on website with image and copy

Ask about our Training Package which includes website and newsletter promotion

## TRAVELTEASE

**EXCLUSIVE EDM BANNER** 600w x 200h

**QUIZ WEB LANDING PAGE**

**WEB LEADERBOARD** 1000w x 120h

**DOUBLE MREC** 300w x 500h

**MREC** 300w x 250h

**EXCLUSIVE QUIZ SPONSORSHIP** (limited availability)

## SPECS

- Accepted formats – jpeg, png, swf
- Max file size 50kb
- Flash ads are not compatible with e-mails.
- Material is due the Thursday the week before the ads go live.
- Material to be sent to [gaya@traveltalkmag.com.au](mailto:gaya@traveltalkmag.com.au) and [cc.distribution@traveltalkmag.com.au](mailto:cc.distribution@traveltalkmag.com.au)
- To change or cancel digital bookings, 14 days notice prior to commencement of 1st ad must be given.

# WEBSITE

Traveltalk's website is fast, easy on the eyes, easy to navigate and free of clutter, all of which makes your ad stand out.

With an average of over 22,000 users and over 54,000 page views each month you will maximise your exposure with top, bottom, or right hand column spots.

## AD TYPE

**SUPER LEADERBOARD (ROS\*)** 1000w x 120h px

**SUPER LEADERBOARD (COMPETITION, NEWS, SKYTALK PAGES)** 1000w x 120h px

**DOUBLE MREC (ROS\*)** 300w x 500h px

**DOUBLE MREC (COMPETITION, NEWS, SKYTALK PAGES)** 300w x 500h px

**MREC** 300W X 250h px

**VIDEO** Youtube link

**IMAGE GALLERY** 5 images + caption + link

**WEB HERO IMAGE (HOMEPAGE ROTATES WITH 7 OTHER IMAGES)** 670w x 450h px content 200 words +URL

## BROCHURE OF THE WEEK

Ask about our Training Package which includes website and newsletter promotion

### SPECS

- Accepted formats – jpeg, png, swf
- Max file size 50kb
- Flash ads are for web only and should be sent with links embedded within. Please include jpeg/gif version for tablets and mobile devices.

\* Share of voice minimum 50%.

# CONTACT DETAILS

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