

Traveltalk

OUR MISSION

MEDIA

To stimulate and encourage world travel and to publish interesting, inspiring, relevant news and travel information to keep our readers entertained and educated.

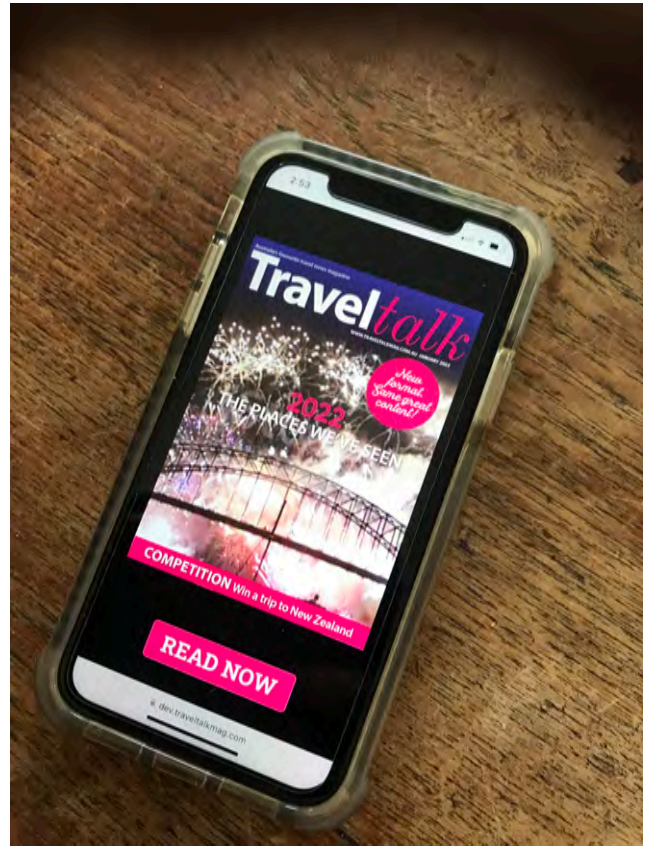
TRAVELTALK is Australia's longest established travel industry publication running for more than 43 years.

We give our readers tasty news bites on the go via our newsletter and socials, but they also get the full meal (and time to digest it) in our digital magazine. Break through the usual media noise with a total package that gets your message out to where the people are.

Every marketing touchpoint is guaranteed when you partner with Traveltalk Media.

Our newsletter, quiz and online magazine reach over 15,000 subscribers and consistently receive 3,500 unique opens and an impressive 35% click through rate. Our magazine has an average read time of 6 minutes.

Traveltalk is unique within the industry in that we provide advertisers with a way to connect with both travel agents AND consumers.



Traveltalk [Social Media Icons]

Animal-loving travellers urged to 'Bear' with Adventure World

A new itinerary from the socially conscious tour operator is certain to leave travellers with all the warm and fuzzy feels. [READ MORE](#)

SIGN UP TO

CLUB ROYAL

TO HEAR ABOUT IT FIRST!

Royal Caribbean INTERNATIONAL

Traveltalk MAGAZINE | FLY | CRUISE | INCENTIVES | COMPETITIONS | QUIZ

win MALAYSIA HOLIDAY FOR 2

five again

Want to go on a family with someone you actually like?

Take a friend and take advantage of these special rates.

Review: Norwegian Prima will make a disciple out of any reluctant cruiser

Traveltalk's Jenny Rowland embarks on Norwegian Cruise Line's newest super-ship. [READ MORE](#)

NEWSLETTER & QUIZ

Tap into a captive market of approx. 15,000 professionals and enthusiastic travel consumers by advertising in our Newsletter. The newsletter, distributed four times per week attracts an average open rate of 20% and a CTR of 30%.

According to Google Analytics, approximately 47% of our subscribers are reading from a mobile device. This is a 5% increase over the past 4 years. Traveltalk is fully mobile optimised, but unlike others, we've even optimised our ad spaces so no matter how our readers engage with Traveltalk, your ad will never get lost in the clutter.

AD TYPE	PRICE
TOP MREC 300w x 250h px (PREMIUM)	\$600
MREC1 300w x 250h px (PREMIUM)	\$400
MREC 300w x 250h px	\$300
NEWS HERO IMAGE 605w x 300h px (ideal for special incentives and competitions)	\$800
EDITORIAL CONTENT Includes full page on website with image and copy	\$500
SOLUS EDM Subject to conditions	\$3,000
TRAVELTEASE <i>Traveltalk</i> weekly quiz	
EXCLUSIVE EDM BANNER 600w x 200h	\$950
QUIZ WEB LANDING PAGE	
WEB LEADERBOARD 1000w x 120h	\$650
DOUBLE MREC 300w x 500h	\$550
MREC 300w x 250h	\$350
EXCLUSIVE QUIZ SPONSORSHIP (limited availability) (inc. 4 questions in the quiz)	\$2,500

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.
- 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 a montly average of 50,000 page views, you will maximise your exposure with top, bottom, or right hand column spots.

AD TYPE	PRICE (PER WEEK)
SUPER LEADERBOARD (ROS*) 1000w x 120h px	\$700
SUPER LEADERBOARD (COMPETITION, NEWS, SKY TALK PAGES) 1000w x 120h px	\$500
DOUBLE MREC (ROS*) 300w x 500h px	\$450
DOUBLE MREC (THEMED PAGE, E.G. CRUISE) 300w x 500h px	\$300
MREC 300W X 250h px	\$300
VIDEO Youtube link	\$500
IMAGE GALLERY 5 images + caption + link	\$500
WEB HERO IMAGE (HOMEPAGE ROTATES WITH 7 OTHER IMAGES) 670w x 450h px content 200 words +URL	\$500

SPECS

- Accepted formats – jpeg, png, swf, gif
- Max file size 50kb. High Resolution.

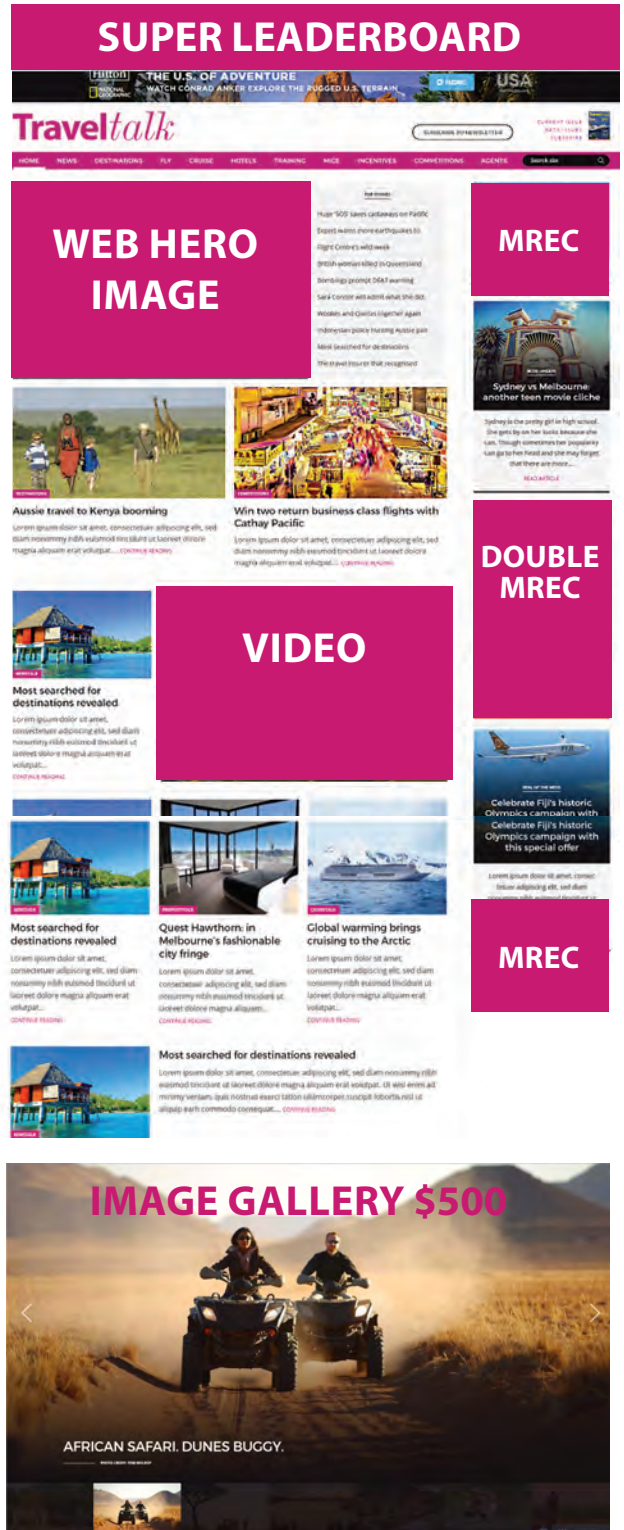
* Share of voice minimum 50%.

COMPETITIONS

Our popular competitions run for 2 months and are widely promoted across our website, newsletter, magazine & socials.

Consistently receive more than 1000 entries.

[Contact us](#) for more details of competition sponsorship.



SOCIAL MEDIA

Traveltalk's social media posts support editorial initiatives, travel promotions and campaigns to drive traffic to our website.

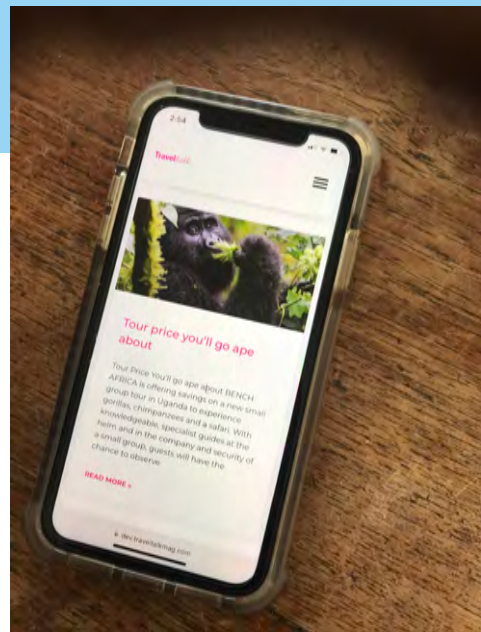
We post on Facebook, Instrgram, Twitter and LinkedIn.

[Ask](#) to make socials part of your campaign.

MAGAZINE

Our digital magazine is visually immersive and easy to read. No more pdfs or flipbooks just the stories with great images optimised for every device.

- Optimised for any device —> Easy to read
- 11 issues per year —> Up to date content
- Interactive —> Encourages engagement
- Visually Immersive —> Encourages longer session times
- Navigation menus —> Easy to navigate
- Easily shared —> Engagement Potential
- Longevity guarantee —> Engagement past end of month of issue
- Flexible advertising —> Less production time
- Detailed Statistics —> Track the return on your investment
- Daily Word Quiz —> Encourages repeat visits
- Competition —> Encourages engagement



AD TYPE

PRICE

FULL FEATURE ARTICLE w ADVERT **\$3,000**
750 - 1500 words with high resolution images and advert of your choice

CATEGORY BUYOUT **\$5,500**

Sponsorship of Category page e.g. CRUISETALK
Includes full feature article, featured image, leaderboard, sidebar adverts

FULL PAGE ADVERT **\$1,000**

MREC or custom sized advert on it's own page

IN ARTICLE ADVERT **\$500**

MREC or Banner Advert featured within single article of the magazine

BANNER ADVERT ON CONTENTS PAGE **\$2,000**

Banner Advert featuring on Contents Page, the first page of the magazine

BOTTOM LEADERBOARD

On single page **\$500**

On 10 pages inc Contents & 1 Category page **\$3,000**

WORDTALK BUYOUT Sponsorship of our daily quiz page
inc leaderboards and sidebar adverts for one issue: **\$3,000**

CONTACT US

Advertising:

Jenny Rowland, Sales Director & Co Publisher
jenny@traveltalkmag.com.au 0414 746 146

Scheduling & Other Queries:

Jenny Evans, Managing Director & Co Publisher
megan@traveltalkmag.com.au 0412 062 669

PODCAST

Advertise on our regular Talking Travel podcast hosted by Jon Underwood and Matt Lennon

30 SECOND AD - script or pre-recorded **\$1,500**



LARGE FILE SIZES

- Print quality PDFs and image files
- GIFs accepted up to 20Mb in size
- Files larger than 12MB can be sent via www.yousendit.com

DIGITAL SPECIFICATIONS

- High resolution minimum: 200px
- Ensure all images are CMYK and 300 dpi.

BOOKING AND MATERIAL DEADLINES

- Editorial submissions and advertising space bookings should be lodged by the 10th of the month prior to publication.
- Bookings cancelled after the 1st of the month (or the Friday before if 1st is on a weekend) may incur a full or partial charge should space remain unsold at time of issue.
- Material on hand will be used if advertising copy is not received by deadline.