



# Distribution 2011

## Selected Locations Profile:

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### victoria, act & nsw

#### **Brindabella Airlines In-Flight**

Flights connecting Albury, Brisbane, Canberra, Coffs Harbour, Moree, Newcastle, Port Macquarie and Tamworth.

#### **Hotels And Resorts**

Melbourne Airport Hilton, Vic  
Hatton Hotel, Melbourne, CBD  
Hotel Realm, Canberra, CBD  
Diamant Hotel, Canberra, CBD  
Fraser Suites, Sydney, CBD  
The Manning, Bowral, NSW  
Quay West Resort, Falls Creek, VIC  
Summit Ridge, Falls Creek, VIC  
Julians Apartments, Falls Creek, VIC  
Bogong Alpine Village, Falls Creek, VIC  
Mt Hotham Resort, Mt Hotham, VIC  
Dinner Plain Resort, Dinner Plain, VIC  
Villa Gusto, High Country, VIC  
The Buckland, High Country, VIC

#### **Art Galleries**

National Portraiture Gallery, Canberra  
National Gallery of Australia, Canberra  
Monash Gallery of Art, Melbourne  
Woolongong City Gallery, Woolongong  
Shepparton Art Gallery, VIC  
Exhibitions Gallery, Wangaratta, VIC  
Benalla Art Gallery, Benalla, VIC  
Muse Gallery, Milawa, VIC

#### **Cafés**

Café Atomica, Melbourne, CBD  
Jasper Coffee, Melbourne, CBD  
Mario's, Melbourne, CBD  
Café Rai, Melbourne, CBD  
Diggies, Woolongong, NSW  
Zanzibar Café, Merimbula NSW  
Cafe Bella, Kangaroo Valley, NSW  
Robertson Cheese Factory, NSW  
Milawa Cheese Factory, Milawa, Vic  
The Butter Factory, Myrtleford, Vic  
Café Fez, Myrtleford, VIC  
Coffee Mamma, Albury, NSW  
Café Zoi, Albury, NSW  
Q Food, Albury, NSW  
Mansfield Produce Store, VIC  
Coffee Store, Benalla, VIC  
Cafe Fez, Myrtleford, VIC  
Eastbank Café, Shepparton, VIC  
Friars Café, Shepparton, VIC  
Yarra Valley Dairy, VIC  
Red Shed Café, Yarra Valley, VIC

#### **Restaurants**

Fix St James, Sydney, CBD  
Quay Restaurant, Sydney, CBD  
Treviso, Melbourne, CBD

#### **Restaurants cont.**

Vue de Monde, Melbourne, CBD  
Provenance, Beechworth, VIC  
Simones of Bright, Bright, VIC  
Poplars, Bright, VIC  
Sol e Luna, Bright, VIC  
The Green Shed, Beechworth, VIC  
Gigi's, Beechworth, VIC  
Rinaldos Casa Cucina, Wangaratta, VIC  
King Valley Cucina, King Valley, VIC  
Georgina's, Benalla, VIC  
Tsubo, Dinner Plain, VIC  
Waddingtons, Kiewa Valley, VIC  
Stanley Pub, Stanley, VIC

#### **Wineries**

St Maur, Sth Highlands, NSW  
Mount Majura Vineyards, ACT  
Lerida Estate, Lake George, ACT  
Eden Road Wines, ACT  
Pialligo Estate Winery, ACT  
Mandala Wines, Yarra Valley, VIC  
Rochford Wines, Yarra Valley, VIC  
Yileena Park Winery, Yarra Valley, VIC  
Punt Road Wines, Yarra Valley, VIC  
Sticks, Yarra Valley, VIC  
Mac Forbes Wines, Yarra Valley, VIC  
Dominique Portet, Yarra Valley, VIC  
Eagle Range Estate, Happy Valley, VIC  
Ringer Reef Winery, Bright, VIC  
Silent Range Estate, Wangaratta, VIC  
Sam Miranda of King Valley, Oxley, VIC  
Ciccione Wines, Milawa, VIC  
Wood Park Wines, Milawa, VIC  
Chrismont Wines, Milawa, VIC  
Tinkers Hill, via Beechworth, VIC  
Scion Vineyard, Rutherglen, VIC  
Valhalla Wines, Rutherglen, VIC  
Rutherglen Estates, Rutherglen, VIC  
Boyntons Winery, Bright, VIC  
Pizzini Wines, King Valley, VIC  
King River Estate, King Valley, VIC  
Politini Wines, King Valley, VIC  
Chrismont Wines, King Valley, VIC  
Plunkett-Fowles, Avenel, VIC  
Gracebrook Vineyards, King Valley, VIC  
Ciavarella Oxley Estate, King Valley, VIC  
Booths Taminick Cellars, Glenrowan, VIC  
Michellini Wines, Myrtleford, VIC

#### **Boutique Breweries**

Bridge Road Brewers, Beechworth, VIC  
Zierholz Brewery, Canberra, CBD  
Hargreaves Hill Brewery, Yarra Glen, VIC  
Bright Brewery, Bright, VIC

**Plus many more locations.**



### canberra CBD

Hotel Realm (in-room copies)  
Diamant Hotel (in-room copies)  
Diplomat Hotel, Manuka  
Pistachio Dining, Torrens  
Parlor Wine Room, New Acton  
Urban Food, New Acton  
Silo Bakery, Kingston  
Wine and Cheese Providore, Manuka  
CosmoreX coffee, Fyshwick  
Senso Culinary Studio, Fyshwick  
Zierholz Brewery, Fyshwick  
Beyond Q, Curtin  
Ricardo's, Macquarie  
Idelic, Kingston  
Sirius Cafe, Woden  
The Republic Cafe, Canberra City  
Café 54, Canberra City  
Jazz Apple Cafe, Canberra City

### southern highlands

More distribution locations added daily. Contact us to arrange magazine distribution in your venue.

### south coast NSW

More distribution locations added daily. Contact us to arrange magazine distribution in your venue.

### sydney CBD

More distribution locations added daily. Contact us to arrange magazine distribution in your venue.



## 2011 Readership Profile:

### general readership profile

Income	Profile %
Under \$49,000	21.10%
\$50,000-\$99,000	27.52%
\$100,00-\$149,000	17.43%
\$150,00+	13.76%

Age	Profile %
Under 25	6.42%
25-34	23.85%
35-44	28.44%
45-54	20.18%
55+	20.01%

Gender	Profile %
Female	78.90%
Male	21.10%

Work Status	Profile %
Full time	33.94%
Part Time/Casual	24.77%
Self Employed	17.77%
Student	0.92%
Not employed	22.94%

Currently Living	Profile %
City	40.37%
Regional/Country	55.96%

Home Ownership	Profile %
Owned	4.86%
Mortgage	35.78%
Rent	22.02%
Live with friends/family	5.50%
Investment Property	3.67%

Do you have dependent children?	Profile %
Yes	40.37%
No	59.63%

### reader interests

#### What Essentials articles do you like best?

[Readers chose a range of articles favourites]

Food recipes  
77.98%

Restaurant/chef features  
66.97%

Boutique accommodation  
60.55%

Retail and shopping  
57.80%

Personality profiles  
44.04%

Art reviews and paintings 43.12%

Winery/winemaker features 42.20%

Hiking, tours and adventure  
37.61%

#### Reader Survey Data Source:

Between December 1, 2009 and February 15, 2010 Essentials readers and subscribers were directly invited to complete a detailed online reader survey. Data compiled is taken from 534 entries from VIC, NSW & ACT.

## readership loyalty

**Would you recommend Essentials to friends?**

93.40%

**Do you read Essentials Magazine entirely from cover to cover?**

61.47%

## spending influences

**When making a decision on purchasing a product or service how important are the following factors to you?**

### A. Good review by Essentials Magazine

Not Important	19.27%
Important	54.13%
Very important	18.35%

### B. Quality of the product

Not Important	0.00%
Important	19.27%
Very important	77.06%

### C. Brand Reputation / Brand Awareness

Not Important	14.68%
Important	56.88%
Very important	22.02%

### D. Always bought / Tradition

Not Important	39.45%
Important	42.20%
Very Important	2.84%

## travel-spend intentions

**Will purchase domestic travel in next 12 months** **Profile %**

Not Likely	8.26%
Likely	36.70%
Highly Likely	51.38%

**Will purchase a weekend away in next 12 months** **Profile %**

Not Likely	3.67%
Likely	28.44%
Highly Likely	65.14%

## spending choices

**In the next 12 months will you consider purchasing the following products and services:**

### A. Quality Gift (birthday, christmas etc)

Not Likely	7.34%
Likely	30.28%
Highly Likely	59.63%

### B. Household goods, furniture

Not Likely	11.93%
Likely	50.46%
Highly Likely	33.03%

### C. Semi-pro kitchen cooking products

Not Likely	29.36%
Likely	37.61%
Highly Likely	29.363%

### D. Boutique or Premium Wine

Not Likely	31.19%
Likely	29.36%
Highly Likely	36.70%

### E. Local tourism products (mini-breaks, short holidays)

Not Likely	11.01%
Likely	38.53%
Highly Likely	46.79%

### Are you a member of a wine club?

Yes	34.86%
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### In the last month how often have you dined out?

Weekly	32.11%
Several times each week	55.97%

# 2011 Advertising Rates:

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## advertising rates:

× 1

[ prices listed ex GST , per issue]

Double Page Spread	\$2400.00
Full Page	\$1450.00
Half Page	\$750.00
1/3 Page Strip	\$450.00
Inside Cover	15% loading
Back Cover	\$3500.00

× 2

[ prices listed ex GST , per issue]

Double Page Spread	\$2300.00
Full Page	\$1350.00
Half Page	\$700.00
1/3 Page Strip	\$430.00
Inside Back-Cover	10% loading
Back Cover	\$3400.00

× 4

[ prices listed ex GST , per issue]

Double Page Spread	\$4600.00
Full Page	\$1200.00
Half Page	\$650.00
1/3 Page Strip	\$410.00
Inside Cover	5% loading
Back Cover	\$3300.00



## to book advertising:

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Tel. Jamie Durrant,  
0419 006 391

Email. [jamie@essentialsmagazine.com.au](mailto:jamie@essentialsmagazine.com.au)

Web. <http://issuu.com/essentialsmagazine>

# essentials

culture culinary adventure magazine

## advertising specs:

The recommended digital format is Adobe Acrobat PDF version 5.0 composite files to be saved as follows...

Resolution: 300 dpi  
Bleed: non-bleed or 5mm  
Fonts: specs  
Distiller: Embedded subset  
Press

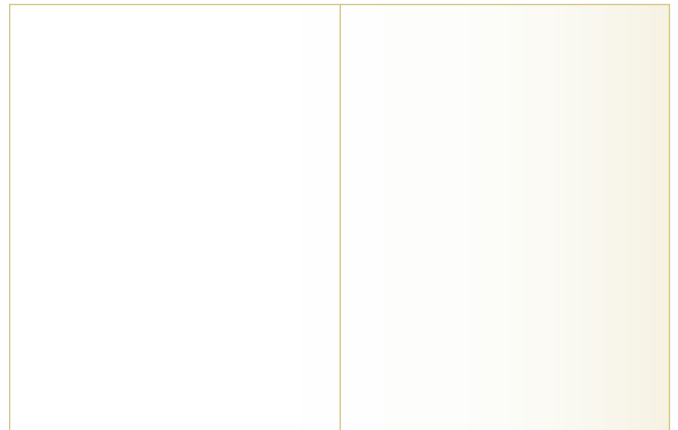
Material may also be supplied in JPG or TIFF formats. Sheet fed: 100 gsm gloss stock. CMYK colour must be used throughout. RGB [eg Pantone] spot colours will be converted to CMYK colours space.

### Advertising Artwork Deadlines

Autumn edition, March 1 – Released April 5  
Mid-Winter edition, June 1 – Released July 5  
Spring-Xmas edition, September 1 – Released October 5  
Mid-Summer edition, December 1 – Released January 5

### Advertising Conditions

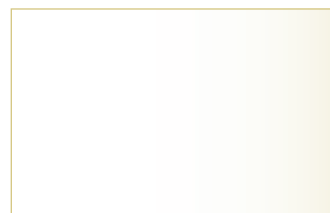
1. Advertising bookings are non-cancellable after nominated deadlines for each issue and will be charged at the agreed rate.
3. Loadings apply to requests for preferred positions.
4. The publisher reserves the right to repeat previous adverts when advertising art is overdue.
5. Terms are cash. Accounts are required to be paid no later than 7 days from date of issue or advert booking.
6. Advertising rates are subject to change.



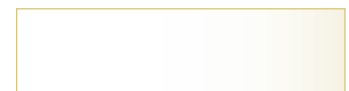
**Double Page Spread**  
image area /  
277mm high x 420mm wide  
5mm bleed specification



**Full Page**  
image area /  
277mm high x 210mm wide  
5mm bleed specification



**Half Page Horizontal**  
image area /  
121mm high x 182mm wide  
no bleed required



**1/3 Page Strip**  
image area /  
57mm high  
x 182mm wide  
no bleed required