

ESSENTIALS MAGAZINE

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MEDIA KIT 2016



PRINT MAGAZINE SPECS

PAPER SIZE

300mm high x 240mm wide

PRINT

90gsm gloss paper, 180gsm UV gloss cover,
Printed in full colour by Metro-Print, Melbourne, Australia

PRE-PRESS

220 line screening, premium pre-press

DISTRIBUTION & REGIONS

DISTRIBUTION AMOUNT

20,000 magazines distributed FREE, 93,450
individual readers based on reader survey data,
4.52 persons sharing one issue.

DISTRIBUTION REGIONS

Melbourne CBD, High Country, Yarra Valley,
Mornington Peninsular, The Murray + Albury NSW

ESSENTIALS MAGAZINE BETWEEN THE COVERS

Take a trip between the covers and you'll find style with purpose – smart layout, crisp, colourful images and beautifully crafted, entertaining articles.

Essentials Magazine has a well-established, dedicated readership from travel-savvy Gen-Xs to high income Baby Boomers, who enjoy an eclectic content mix of food, wine, arts, travel, retail and culture.

UNIQUE DISTRIBUTION NETWORK

Anyone planning a getaway, or wishing to explore tourist regions of Victoria will love Essentials Magazine.

Distributed to the hundreds of wineries, hotels, galleries and restaurants, a network that has been developed over the past ten years; Essentials' readership is: highly targeted, up-market and impressively exclusive.

Essentials' unique FREE print distribution network actively targets high income travellers.

MAGZTER APP SPECS

DEVICES

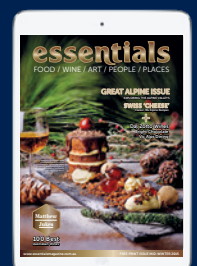
Apple iPad iOS, iPhone, Android, PC, Kindle Fire.

SOFTWARE DEVELOPMENT PARTNER

Essentials Magazine has partnered with award-winning app software developer Magzter using their groundbreaking system – as used by Australian Gourmet Traveller, Time Magazine, Vogue and hundreds more!

WE'RE FEATURED!

As a part of the world-side Magzter newsstand Essentials Magazine is featured as a brand-preferred food and wine magazine, promoted within the Magzter Newsstand in Australia and around the globe.



ESSENTIALS MAGAZINE | PHASE ONE

SEE THE WHOLE PICTURE.



Expose your brand in a whole new light with Essentials Magazine's new medium format digital camera system featuring a world-leading Phase One digital back (medium format sensor). Ask about our new advertising and photography packages designed enhance your marketing image, positioning your brand at the very top. See the whole picture with Essentials.

WHY ESSENTIALS MAGAZINE & PHASE ONE?

Essentials' believes its clients should benefit from the ultra premium photographic resolution and colour clarity that only our Phase One digital medium format camera system can produce. The difference is delightfully staggering, with images pin-sharp and beautifully rich in true-to-life colour.



16bit
colour
accuracy

12
f-stops
dynamic range

180%
larger digital
image sensor

160%
sharper, more
detailed images

*Comparison data with Canon 5D Professional Camera with L Series Lens.

BENIFITS OF ESSENTIALS' PHASE ONE MEDIUM FORMAT PHOTOGRAPHY:

- Increased perception of brand quality, inspiring sales.
- Larger image files allow greater flexibility in use (signage, posters, display stands etc).
- Reduced cost of photo shoot offered when combined with any advertising package.

ESSENTIALS MAGAZINE

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ESSENTIALS MAGAZINE CORE DISTRIBUTION LOCATIONS:

BOUTIQUE HOTELS AND RESORTS

Adelphi Hotel, Melbourne, CBD
QT Hotel & Resort, Falls Creek, VIC
Dinner Plain Resort, Dinner Plain, VIC
Mt Hotham Resort, VIC
The Buckland, High Country, VIC
The Kilns, High Country, VIC

REGIONAL GASTRO PUBS

Continental Hotel, Sorrento, VIC
Mountainview Hotel, King Valley, VIC
Flinders Hotel, VIC
Healesville Hotel, VIC
North Eastern Hotel, Benalla, VIC
Snowline Hotel, Harrietville, VIC
Happy Valley Hotel, Ovens, VIC

REGIONAL ART GALLERIES

Mornington Peninsula Regional
Gallery, Mornington, VIC
Shepparton Art Museum, VIC
Wangaratta Art Gallery, Wangaratta, VIC
Benalla Art Gallery, Benalla, VIC

WINE RETAIL & SPECIALTY

Armadale Cellars, Armadale, VIC
Waterdale Cellars, Ivanhoe, VIC
Dynasty Fine Wines, Malvern, VIC
Harvest Wine & Licquor, Northcote, VIC
Thornbury IGA Wine Store, VIC
Blairgowrie, IGA Wine Store, VIC
Yarra Valley Dairy, VIC
Tiffany Treloar, Melbourne, CBD
Sisko Chocolate, Hawthorn, VIC
Watershed Union, Hawthorn, VIC
Red Ramia Trading, Myrtleford, VIC
Merricks General Store, Merricks, VIC
Flair Cabinets, Wodonga, VIC
Provincial Home Living, VIC

CAFÉS & RESTAURANTS

Bar National, CBD, Melbourne
Mario's, Fitzroy, VIC
Dead Man Espresso, Sth Melbourne, VIC
Café Atomica, Fitzroy, VIC
Café Ray, Brunswick, VIC
Café Bamf, St Kilda, VIC
Cook & Norman, Flinders, VIC
Merricks General Store, Merricks, VIC
Innocent Bystander, Healesville, VIC
Mansfield Produce Store, VIC
Main Street Café, Benalla, VIC
Provenance, Beechworth, VIC
Dal Zotto Trattoria, King Valley VIC
Tsubo, Dinner Plain, VIC
Tani Eat Drink, Bright, VIC

CAFÉS & RESTAURANTS CONT.

Waddingtons at Kergunyah, VIC
Blackbird, Bright, VIC
Sol e Luna, Bright, VIC
The Press Room, Beechworth, VIC
Georgina's, Benalla, VIC
Rafferty's, Benalla, VIC
Roi's Restaurant, Tawonga, VIC
Rustik, Benalla, VIC
Rambling Rose, Benalla, VIC
Snow Road Produce, Milawa, VIC
George's Espresso, Wangaratta, VIC
The Butter Factory, Myrtleford, VIC
Café Fez, Myrtleford, VIC
Delizie Café Deli, Myrtleford, VIC
Geoffrey Michael Pâtissier Albury, NSW
Coffee Mamma, Albury, NSW
Coffee Mamma, Wodonga, VIC
The Riverdeck, Albury, NSW
The Proprietor, Albury, NSW
Q Food, Albury, NSW

WINERIES

Merricks Creek Wines, Merricks, VIC
De Bortoli Wines, Yarra Valley, VIC
Yileena Park Winery, Yarra Valley, VIC
Punt Road Wines, Yarra Valley, VIC
Dominique Portet, Yarra Valley, VIC
Sticks, Yarra Valley, VIC
Tahbilk Wines, Nagambie, VIC
Eagle Range Estate, Happy Valley, VIC
Bailey's of Glenrowan, VIC
Ringer Reef Winery, Bright, VIC
Sam Miranda Wines, Oxley, VIC
Wood Park Wines, Milawa, VIC
Chrismont Wines, Milawa, VIC
Scion Vineyard, Rutherglen, VIC
Valhalla Wines, Rutherglen, VIC
Rutherglen Estates, Rutherglen, VIC
Jones Winery, 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
Fowles Wines, Avenel, VIC
Ciavarella Oxley Estate, Oxley, VIC
Taminick Cellars, Glenrowan, VIC
Michellini Wines, Myrtleford, VIC

BOUTIQUE BREWERIES

Hargreaves Hill, Yarra Glen, VIC
Bridge Road, Beechworth, VIC
Black Dog, Glenrowan, VIC
Bright Brewery, Bright, VIC
Sweetwater, Mount Beauty, VIC
Rutherglen Brewery, VIC

Also available at selected Tourist Information
Centers in Victoria, plus more.

ESSENTIALS READERSHIP PROFILE

KEY FACTS AT A GLANCE: TRAVEL AND BRAND
SAVVY, QUALITY FOCUSED, LUXURY CONSUMERS.

59%

Of readers are looking
to purchase international
travel in the next 12 months.



93%

Of readers are looking to
purchase domestic travel
in the next 12 months



79%

Of readers say brand is important or
very important when making a decision
to purchasing a product or service.



83%

Of readers are looking to purchase
household goods and furniture in the
next 12 months.



77%

Of readers are focused on quality
when making a decision to purchasing
a product or service 12 months



69%

Of readers are looking to purchase
semi-pro kitchen appliances in the
next 12 months



47%

Of readers are looking to purchase
speciality Travel including international
cultural tours, food wine tours,
boutique accommodation in the
next 12 months



69%

Of readers are looking to purchase
boutique premium wine in the
next 12 months

GENDER



21%



79%

AGE

7%

Under 25

24%

25 to 34

28%

35 to 44

20%

45 to 54

18%

55+

3%

No response



WORK STATUS

Full time



34%

Part time/casual



25%

Self employed



17%

Student



1%

No response



23%



PERSONAL INCOME

Below \$49,000



21%

\$50,000-\$99,999



28%

\$100,000-\$300,000



31%

No response



20%



89%

Of readers are looking to purchase premium food and produce items in the next 12 months.



93%

Of readers are looking to purchase a short-break domestic holiday in the next 12 months.



70%

Of readers own their own home.