

NATIONAL RETAIL LAUNCH, APRIL 2017

ESSENTIALS MAGAZINE

MEDIA KIT 2017



essentials

FOOD / WINE / ART / PEOPLE / PLACES

Luxe Desserts
25 restaurant inspired recipes

Nordie Bites
Scandinavian Style

Hot Plates
2017
From Melbourne to Port Douglas

BONUS!
112 PAGE
ISSUES
IN 2017

Vine Dining +
Paringa Estate Mornington Peninsula

www.essentialsmagazine.com.au

Poached Quince
Tarte Tatin

AUTUMN 2017
2017

ESSENTIALS MAGAZINE



2017 PRINT SPECS

PAGE SIZE

Finished size: Depth 300mm x Width 235mm

PAPERS & FINISHING

Offset printed to fine art standards, featuring rich full colour presentation using premium papers and inks.

Cover: 230gsm gloss paper with UV gloss laminate, spot foil and spot varnish.

Internal Pages: 112 pages of 90gsm gloss paper + varnish.

Binding: Perfect binding, with 5mm spine.

Printer: Printed in full colour by Metro-Print, Melbourne, Australia. Product development and testing specifically for Essentials Magazine: Fine art standard print proofing and colour profiling, selection of premium inks, varnish and custom laminates.

ESSENTIALS MAGAZINE BETWEEN THE COVERS

Take a trip between the covers and you'll find style with purpose. Essentials Magazine has a well-established, dedicated readership from travel-savvy Gen-Ys to high income Baby Boomers, who enjoy an eclectic content mix of food, wine, arts, travel, retail and culture.

ESSENTIALS' UNIQUE POINT OF DIFFERENCE:

Featuring a broad sense of discovery and cultural learning, Essentials offers a true sense of cultural connection – both locally and internationally.

NEW: 2017 NATIONAL RETAIL DISTRIBUTION

In 2017 Essentials launches as a nationally distributed, large-format publication into retail newsstands and specialist retail outlets Australia wide. While national distribution will be handled by Gordon and Gotch; Essentials will also be distributed into a large selection of its traditional tourist venue and retail outlets.

DISTRIBUTION, FREQUENCY & READERSHIP

READERSHIP

93,450 individual readers based on reader survey data.

DISTRIBUTION AMOUNT

20,000 magazines distributed quarterly.

FREQUENCY

Quarterly released, seasonal publication in 2017 and 2018. Bi-monthly in 2019.

CONTACT

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2017 AIRPORT RETAIL PROMOTIONS WITH NEWSLINK

Essentials Magazine has recently secured a contract with Newslink retail outlets across ten of their largest Australian airport retail stores. This new focus will directly promote the magazine to active travellers, business professionals and corporates. Within the specialty display pockets of ten airport Newslink outlets, Essentials in 2017 gains a new competitive edge over its traditional competition.

TARGETING 103 MILLION PASSENGERS

Targeting 103 million domestic and international travellers annually, Essentials Magazine will be showcased in premium retail pockets across a network of stores at major international and domestic terminals at Sydney, Melbourne, Gold Coast and Brisbane airports. In 2017 the sky's the limit for Essentials!



Essentials will target 101 million domestic and international tourists with major retail positioning in Australian airport Newslink stores.

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

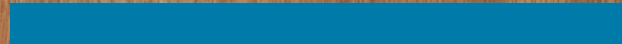


23%



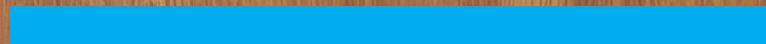
PERSONAL INCOME

Below \$49,000



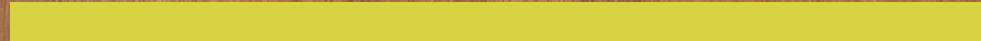
21%

\$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.

ESSENTIALS ADVERTISING RATES 2017

WE LOVE SMALL BUSINESS, NEW FOOD & WINE PRODUCERS & SME.
TALK TO US ABOUT GREAT EDITORIAL & PHOTOGRAPHY OPPORTUNITIES.

TEL. 0419 006 391 | INFO@ESSENTIALSMAGAZINE.COM.AU

double-page spread

x 1 issue \$3195+GST

x 2 issues \$2995+GST

x 3 issues \$2795+GST

one full page

x 1 issue \$2195+GST

x 2 issues \$1895+GST

x 3 issues \$1695+GST

1/3 page vertical strip

x 1 issue \$975+GST

x 2 issues \$925+GST

x 3 issues \$895+GST

Production & Other

Photography

Advert Design p/h

Mags x 50, delivered

Mags x 100, delivered

Price

\$POA

\$100+GST

\$140+GST

\$280+GST

Magazine Release Dates 2017

Autumn, April 16, 2017

Winter, July 15, 2017

Spring, October 15, 2017

Summer, January 16, 2018