



212,516
readers

APPLE NEWS

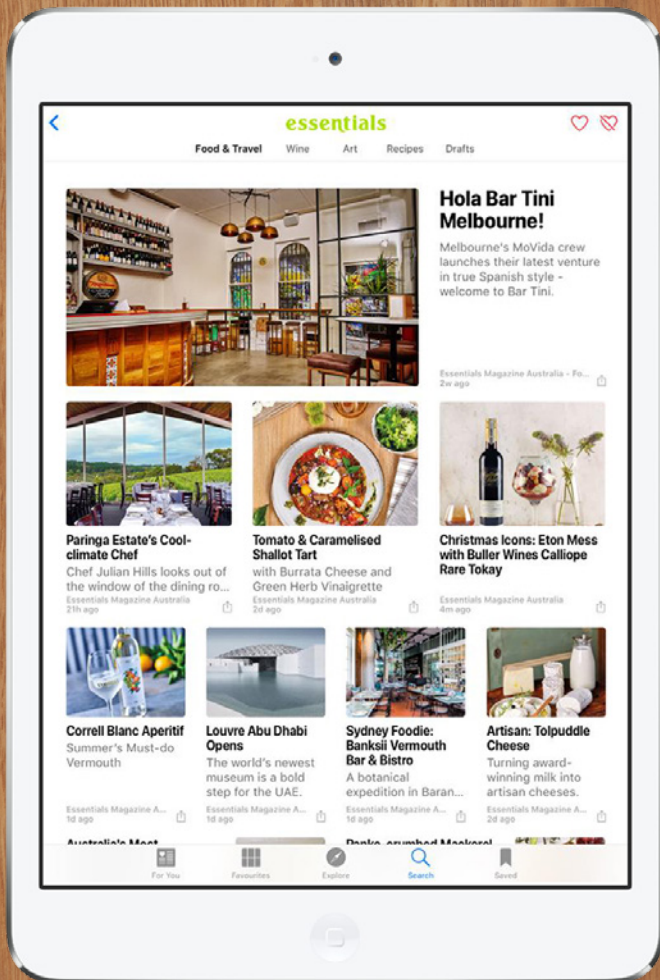
44,456
sessions

WEBSITE

55,450
readers

PRINT

ESSENTIALS MAGAZINE



2018 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 'Soft-Touch' matt 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.

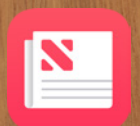
ESSENTIALS' UNIQUE POINT OF DIFFERENCE:

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

PRINT DISTRIBUTION + APPLE NEWS

In April 2017 Essentials launched as a nationally distributed, large-format publication into over 1500 retail newsstands and specialist retail outlets Australia wide. While national distribution will be handled by Gordon and Gotch. In December 2017 Essentials launched an Apple News channel that reached 123,317 readers in the first 28 days of publishing.

FREQUENCY & READERSHIP



PRINT, APPLE NEWS, SOCIAL READERSHIP

212,516 reach – Apple News Channel
55,450 individual readers – print magazine
44,456 individual readers – website
440,00 Social media reach annually

PRINT DISTRIBUTION AMOUNT

20,000 magazines distributed nationally to 1500 news stands Australia-wide. Quarterly released, seasonal publication.

CONTACT

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MULTI CHANNEL

MEDIA KIT 2018



2017-18 AIRPORT RETAIL PROMOTIONS WITH NEWSLINK

In 2017 Essentials Magazine secured a contract with Newslink retail outlets across ten of their largest Australian airport retail stores. This new focus directly promotes the magazine to active travellers, business professionals and corporates. Within the specialty display pockets of ten airport Newslink outlets, Essentials in 2018 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, Perth, Adelaide, Gold Coast and Brisbane airports. In 2017 and 2018 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

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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.