



212,516
readers

APPLE NEWS

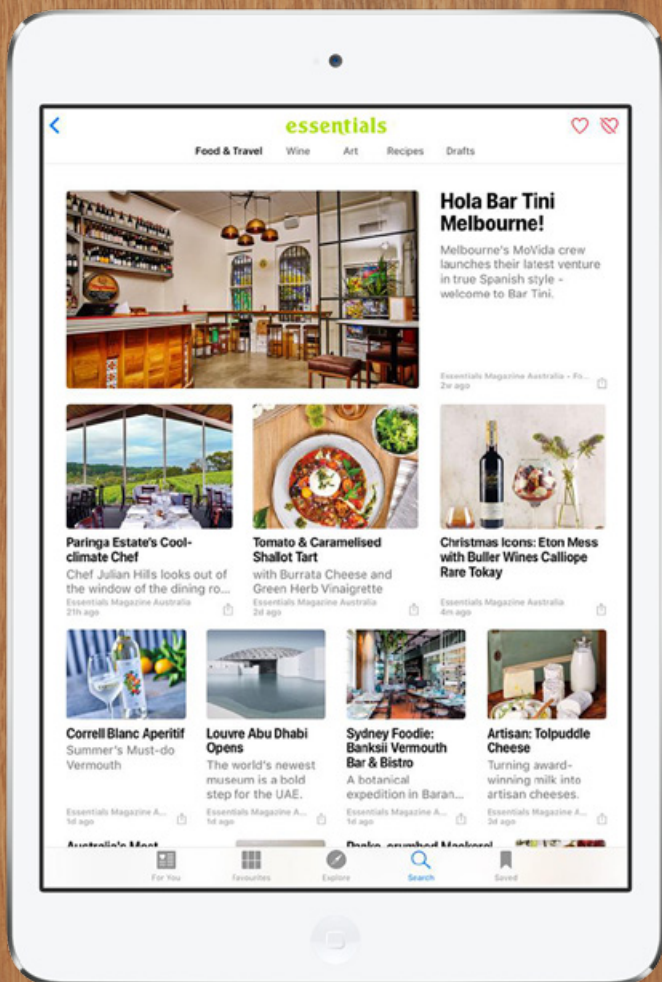
44,456
sessions

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.

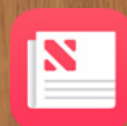
ESSENTIALS' UNIQUE POINT OF DIFFERENCE:

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 re-launched as a nationally distributed, large-format publication into over 1500 retail newsstands and specialist retail outlets Australia wide. National distribution is handled by Gordon and Gotch. Additionall, in 2018 Essentials launched an Apple News channel that reached more than 212,516 readers.

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

JAMIE DURRANT, EDITOR

TEL. 0419 006 391

Email. jamie@essentialsmagazine.com.au

Web. www.essentialsmagazine.com.au

MULTI CHANNEL

MEDIA KIT 2019



2019 AIRPORT RETAIL PROMOTIONS WITH NEWSLINK

In 2019 Essentials Magazine has increased its distribution contract with Newslink retail outlets across 28 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 28 airport Newslink outlets, Essentials in 2019 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 2019 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

212,516
readers

APPLE NEWS

44,456
sessions

WEBSITE

55,450
readers

PRINT

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



AGE



WORK STATUS



PERSONAL INCOME



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.