

Traveltalk MEDIA

OUR MISSION

To stimulate and encourage world travel and to publish interesting, inspiring, relevant news and travel information to keep our readers entertained and educated.

TRAVELTALK is Australia's longest established travel industry news service (est. 1977) including Australia's only travel trade magazine, daily newsletter, website, podcast and social media.

We are an independent small publisher whose total focus is *Traveltalk*.

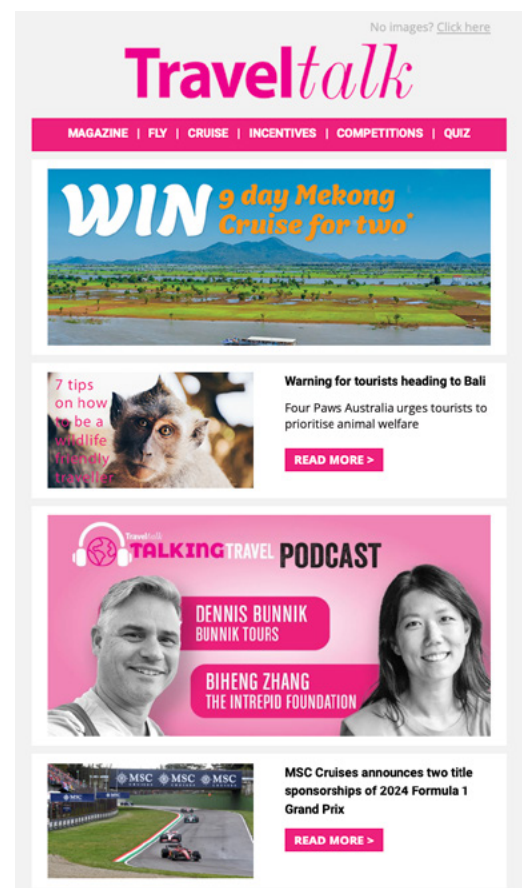
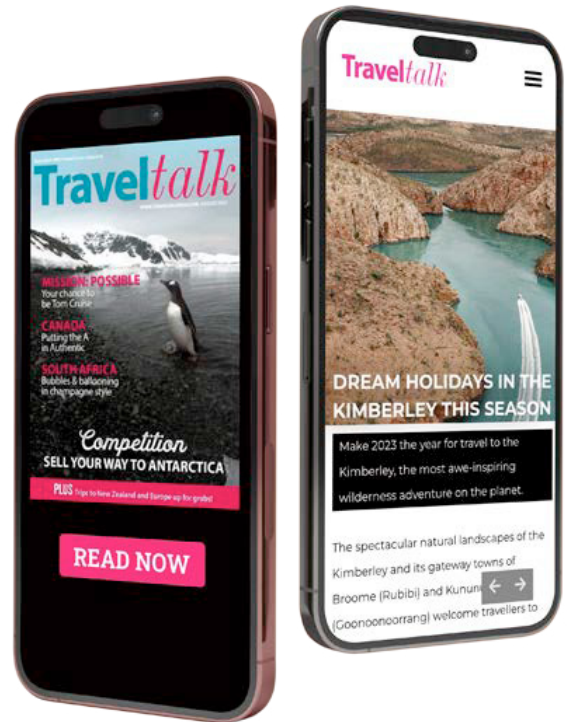
Our newsletter, quiz and online magazine reach over 15,000 subscribers and consistently receive 3,500 unique opens and an impressive 35% click through rate. Our magazine has an average read time of 6 minutes.

All of our subscribers have specifically signed up to receive *Traveltalk* which is why our engagement is so high. When you partner with *Traveltalk* you can be assured to know that your message is reaching its target audience.

Our fully optimised platforms have limited inventory (no endless ads) providing exclusivity, maximum exposure and high visibility guaranteeing the best results.

Traveltalk provides

- 4 fully optimised EDMs per week
- Weekly Traveltease quiz
- Monthly digital magazine
- Regular podcast
- Website
- Social Media
- Competitions



NEWSLETTER & QUIZ

Tap into a captive market of approx. 15,000 professionals and enthusiastic travel consumers by advertising in our Newsletter. The newsletter, distributed four times per week attracts an average open rate of 20% and a CTR of 35%.

According to Google Analytics, approximately 47% of our subscribers are reading from a mobile device. This is a 5% increase over the past four years. Traveltalk is fully mobile optimised, but unlike others, we've even optimised our ad spaces so no matter how our readers engage with Traveltalk, your ad will never get lost in the clutter.

AD TYPE	PRICE
NEWS HERO IMAGE 605w x 300h px (ideal for special incentives and competitions)	\$900
TOP NL BANNER 600w x 200h px (PREMIUM)	\$700
DOUBLE MREC 300w x 500h px (PREMIUM)	\$700
MREC 300w x 250h px	\$300

EDITORIAL

NATIVE CONTENT Includes full page on website with image and copy	\$1,000
SOLUS EDM Subject to conditions	\$3,000

QUIZ

TRAVELTEASE *Traveltalk* weekly quiz

EXCLUSIVE EDM BANNER 600w x 200h

QUIZ SPONSORSHIP (limited availability) (including 2 questions in the quiz, EDM hero, Leaderboard, MREC and DMREC on the quiz page)	\$2,500
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TOP NL LEADERBOARD



MSC Cruises announces two title sponsorships of 2024 Formula 1 Grand Prix

[READ MORE >](#)

NEWS HERO



All I want for Christmas, Carolyn Turnbull

Tourism WA Tourism Director...

[READ MORE >](#)



HOTEL REVIEW : Borgo 69 in the Tuscan Countryside

Like being wrapped in a blanket of soft comforting tranquility...

[READ MORE >](#)

DOUBLE MREC

MREC

MREC



WEBSITE

Traveltalk's website is fast, easy on the eyes, easy to navigate and free of clutter, all of which makes your ad stand out.

With a montly average of 50,000 page views, you will maximise your exposure with top, bottom, or right hand column spots.

AD TYPE	PRICE (PER WEEK)
SUPER LEADERBOARD (ROS*) 1000w x 120h px	\$750
DOUBLE MREC (ROS*) 300w x 500h px	\$450
MREC 300w X 250h px	\$300
IMAGE GALLERY 5 images + caption + link	\$500
VIDEO	\$500
TICKER runs across top of home page + link	\$500

* Share of voice minimum 50%.

PODCAST

Advertise on our regular Talking Travel podcast hosted by Jon Underwood and Dan Lake

30 SECOND AD

- script or pre-recorded



\$1,500

COMPETITIONS

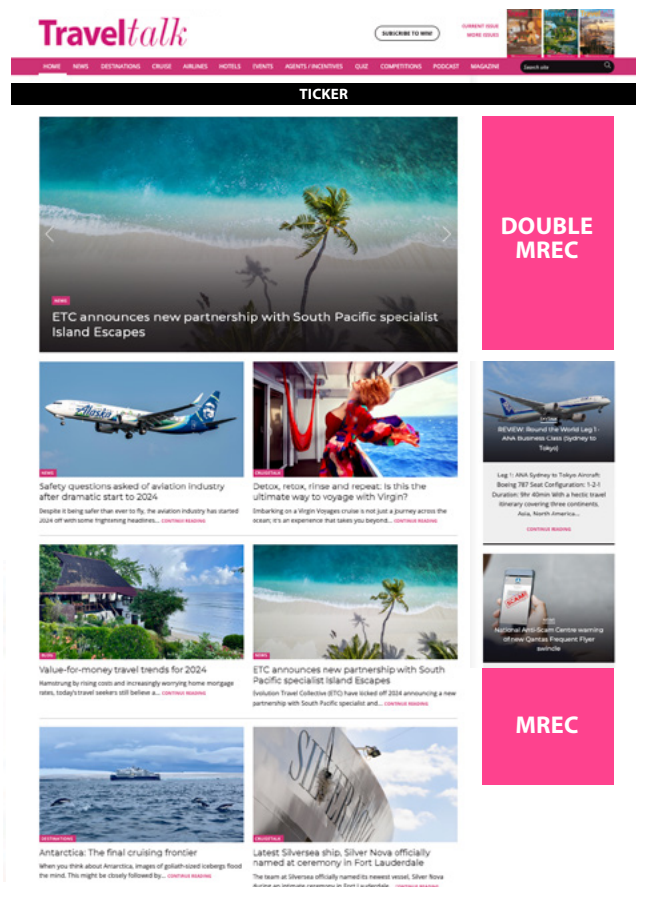
Our popular competitions run for two months and are widely promoted across our website, newsletter, magazine & socials.

Consistently receive more than 1000 entries.

[Contact us](#) for more details of competition sponsorship.



SUPER LEADERBOARD



SOCIAL MEDIA

Traveltalk's social media posts support editorial initiatives, travel promotions and campaigns to drive traffic to our website.

We post on Facebook, Instagram and LinkedIn. [Ask](#) to make socials part of your campaign.

MAGAZINE

Our digital magazine is visually immersive and easy to read. No more pdfs or flipbooks, just the stories with great images optimised for every device.

- Optimised for any device → Easy to read
- 11 issues per year → Up to date content
- Interactive → Encourages engagement
- Visually Immersive → Encourages longer session times
- Navigation menus → Easy to navigate
- Easily shared → Engagement Potential
- Longevity guarantee → Engagement past end of month of issue
- Flexible advertising → Less production time
- Detailed Statistics → Track the return on your investment
- Daily Word Quiz → Encourages repeat visits
- Competition → Encourages engagement

AD TYPE

PRICE

FULL FEATURE ARTICLE w ADVERT

\$3,500

750 - 1500 words with high resolution images and advert of your choice

CATEGORY BUYOUT

\$5,500

Sponsorship of Category page e.g. CRUISETALK

Includes full feature article, featured image, leaderboard, sidebar adverts

FULL PAGE ADVERT

\$1,500

MREC or custom sized advert on it's own page

IN ARTICLE ADVERT

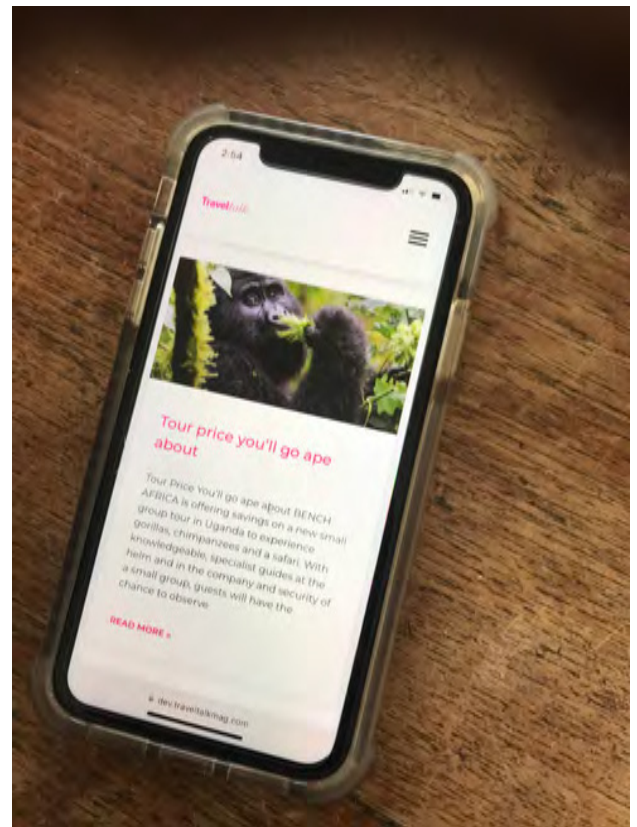
\$500

MREC or Banner Advert featured within single article of the magazine

BANNER ADVERT ON CONTENTS PAGE

\$2,000

Banner Advert featuring on Contents Page, the first page of the magazine



CONTACT US

Advertising:

Jenny Rowland, Sales Director & Co Publisher

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Scheduling & Other Queries:

Jenny Evans, Managing Director & Co Publisher

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SPECIFICATIONS

- High resolution image files & gif files.

BOOKING AND MATERIAL DEADLINES

- Editorial submissions and advertising space bookings should be lodged prior to one week before publication.
- Bookings cancelled after the 1st of the month (or the Friday before if 1st is on a weekend) may incur a full or partial charge should space remain unsold at time of issue.
- Material on hand will be used if advertising copy is not received by deadline.