

# Traveltalk

## OUR MISSION

# MEDIA

*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 publication running for more than 43 years.

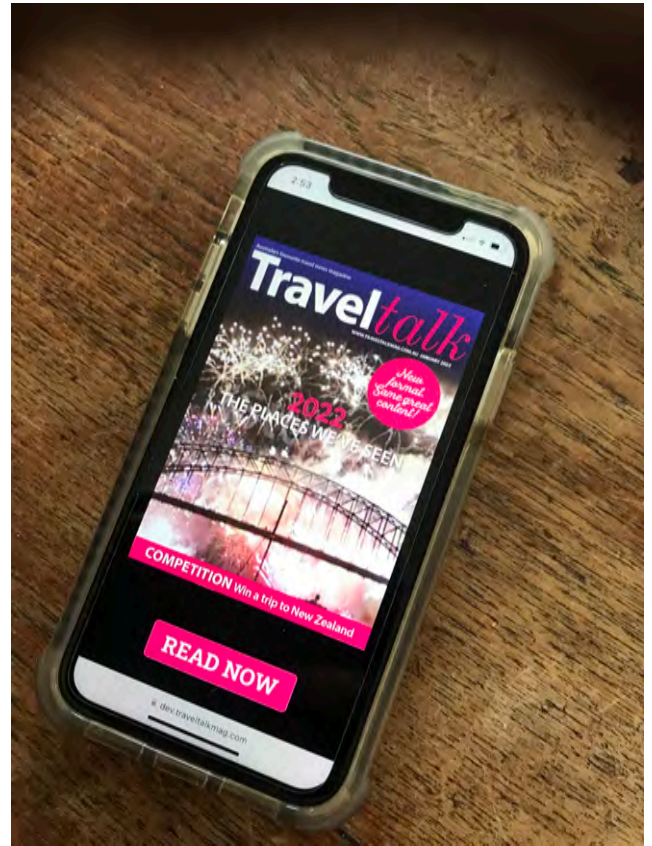
We give our readers tasty news bites on the go via our newsletter and socials, but they also get the full meal (and time to digest it) in our new format digital magazine.

Break through the usual media noise with a total package that gets your message out to where the people are.

Every marketing touchpoint is guaranteed when you partner with Traveltalk Media.

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.

Traveltalk is unique within the industry in that we provide advertisers with a way to connect with both travel agents AND consumers.



**Traveltalk**

**Animal-loving travellers urged to 'Bear' with Adventure World**

A new itinerary from the socially conscious tour operator is certain to leave travellers with all the warm and fuzzy feels. [READ MORE](#)

SIGN UP TO

**CLUB ROYAL**

TO HEAR ABOUT IT FIRST!

Royal Caribbean INTERNATIONAL

Traveltalk MAGAZINE | FLY | CRUISE | INCENTIVES | COMPETITIONS | QUIZ

**win MALAYSIA HOLIDAY FOR 2**

**five again**

Want to go on a **family** with someone you actually like?

Take a friend and take advantage of these special rates.

**Review: Norwegian Prima will make a disciple out of any reluctant cruiser**

Traveltalk's Jenny Rowland embarks on Norwegian Cruise Line's newest super-ship. [READ MORE](#)

# 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 30%.

According to Google Analytics, approximately 47% of our subscribers are reading from a mobile device. This is a 5% increase over the past 4 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
<b>TOP MREC</b> 300w x 250h px (PREMIUM)	<b>\$600</b>
<b>MREC1</b> 300w x 250h px (PREMIUM)	<b>\$400</b>
<b>MREC</b> 300w x 250h px	<b>\$300</b>
<b>NEWS HERO IMAGE</b> 605w x 300h px (ideal for special incentives and competitions)	<b>\$800</b>
<b>EDITORIAL CONTENT</b> Includes full page on website with image and copy	<b>\$500</b>
<b>SOLUS EDM</b> Subject to conditions	<b>\$3,000</b>
<b>TRAVELTEASE</b> <i>Traveltalk</i> weekly quiz	
<b>EXCLUSIVE EDM BANNER</b> 600w x 200h	<b>\$950</b>
<b>QUIZ WEB LANDING PAGE</b>	
<b>WEB LEADERBOARD</b> 1000w x 120h	<b>\$650</b>
<b>DOUBLE MREC</b> 300w x 500h	<b>\$550</b>
<b>MREC</b> 300w x 250h	<b>\$350</b>
<b>EXCLUSIVE QUIZ SPONSORSHIP</b> (limited availability) (inc. 4 questions in the quiz)	<b>\$2,500</b>

## SPECS

- Accepted formats – jpeg, png, swf
- Max file size 50kb
- Flash ads are not compatible with e-mails.
- Material is due the Thursday the week before the ads go live.
- To change or cancel digital bookings, 14 days notice prior to commencement of 1st ad must be given.



# 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)
<b>SUPER LEADERBOARD (ROS*)</b> 1000w x 120h px	<b>\$700</b>
<b>SUPER LEADERBOARD (COMPETITION, NEWS, SKY TALK PAGES)</b> 1000w x 120h px	<b>\$500</b>
<b>DOUBLE MREC (ROS*)</b> 300w x 500h px	<b>\$450</b>
<b>DOUBLE MREC (THEMED PAGE, E.G. CRUISE)</b> 300w x 500h px	<b>\$300</b>
<b>MREC</b> 300W X 250h px	<b>\$300</b>
<b>VIDEO</b> Youtube link	<b>\$500</b>
<b>IMAGE GALLERY</b> 5 images + caption + link	<b>\$500</b>
<b>WEB HERO IMAGE (HOMEPAGE ROTATES WITH 7 OTHER IMAGES)</b> 670w x 450h px content 200 words +URL	<b>\$500</b>

## SPECS

- Accepted formats – jpeg, png, swf, gif
- Max file size 50kb. High Resolution.

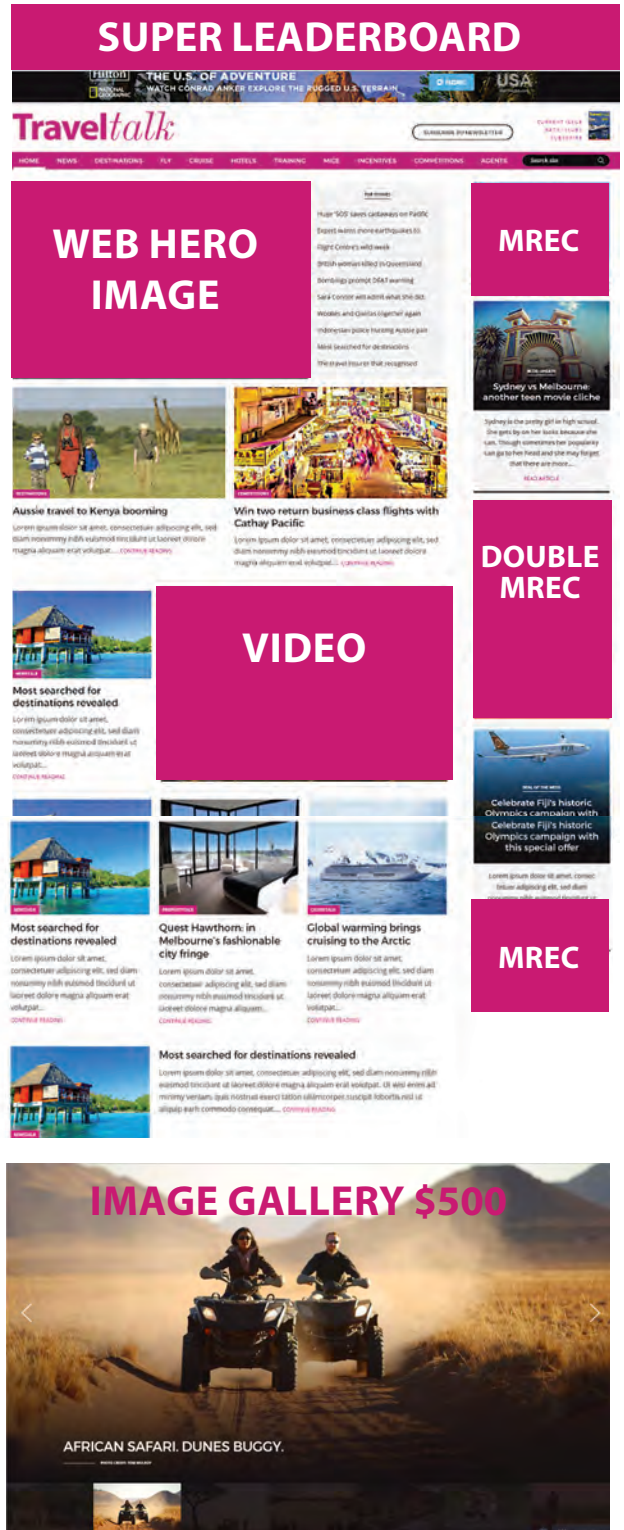
\* Share of voice minimum 50%.

# COMPETITIONS

Our popular competitions run for 2 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.



# SOCIAL MEDIA

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

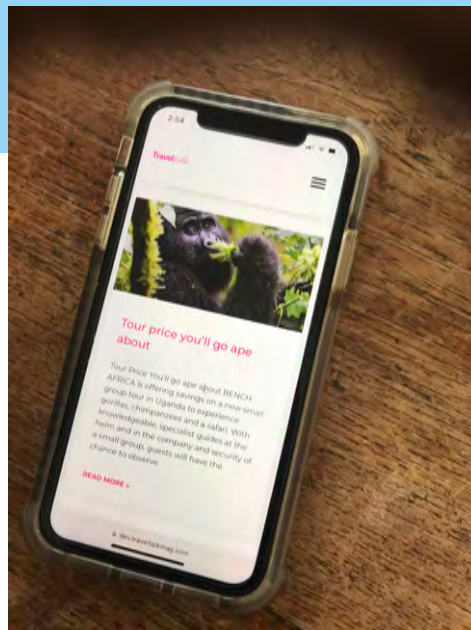
We post on Facebook, Instrgram, Twitter and LinkedIn.

[Ask](#) to make socials part of your campaign.

# MAGAZINE

We're excited to launch our new format digital magazine. It's 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

**IN ARTICLE MREC** **\$750**

MREC Advert featured within single article of the magazine

**IN ARTICLE BANNER** **\$1,000**

Banner Advert featured within single article of the magazine

**BANNER ADVERT ON CONTENTS PAGE** **\$2,000**

Banner Advert featuring on Contents Page

## BOTTOM LEADERBOARD

On single page **\$500**

On 10 pages inc Contents & 1 Category page **\$3,000**

**CATEGORY SPONSORSHIP** **\$5,500**

Sponsorship of Category page e.g. CRUISETALK

includes featured image, leaderboard, sidebar adverts

## WORDTALK SPONSORSHIP

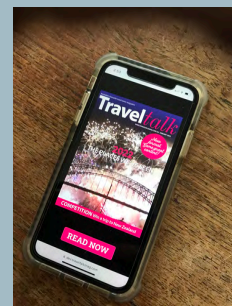
Sponsorship of our new daily quiz page **week: \$1,000**

inc leaderboards and sidebar adverts **month: \$3,000**

**FULL MAGAZINE BUYOUT** **\$25,000**

You get the lot!

Click this link to view a video highlighting the various types of advert.



## LARGE FILE SIZES

- Print quality PDFs and image files
- GIFs accepted up to 20Mb in size
- Files larger than 12MB can be sent via [www.yousendit.com](http://www.yousendit.com)

## DIGITAL SPECIFICATIONS

- High resolution minimum: 200px
- Ensure all images are CMYK and 300 dpi.

## BOOKING AND MATERIAL DEADLINES

- Editorial submissions and advertising space bookings should be lodged by the 10th of the month prior to 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.

## CONTACT US

Advertising:

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