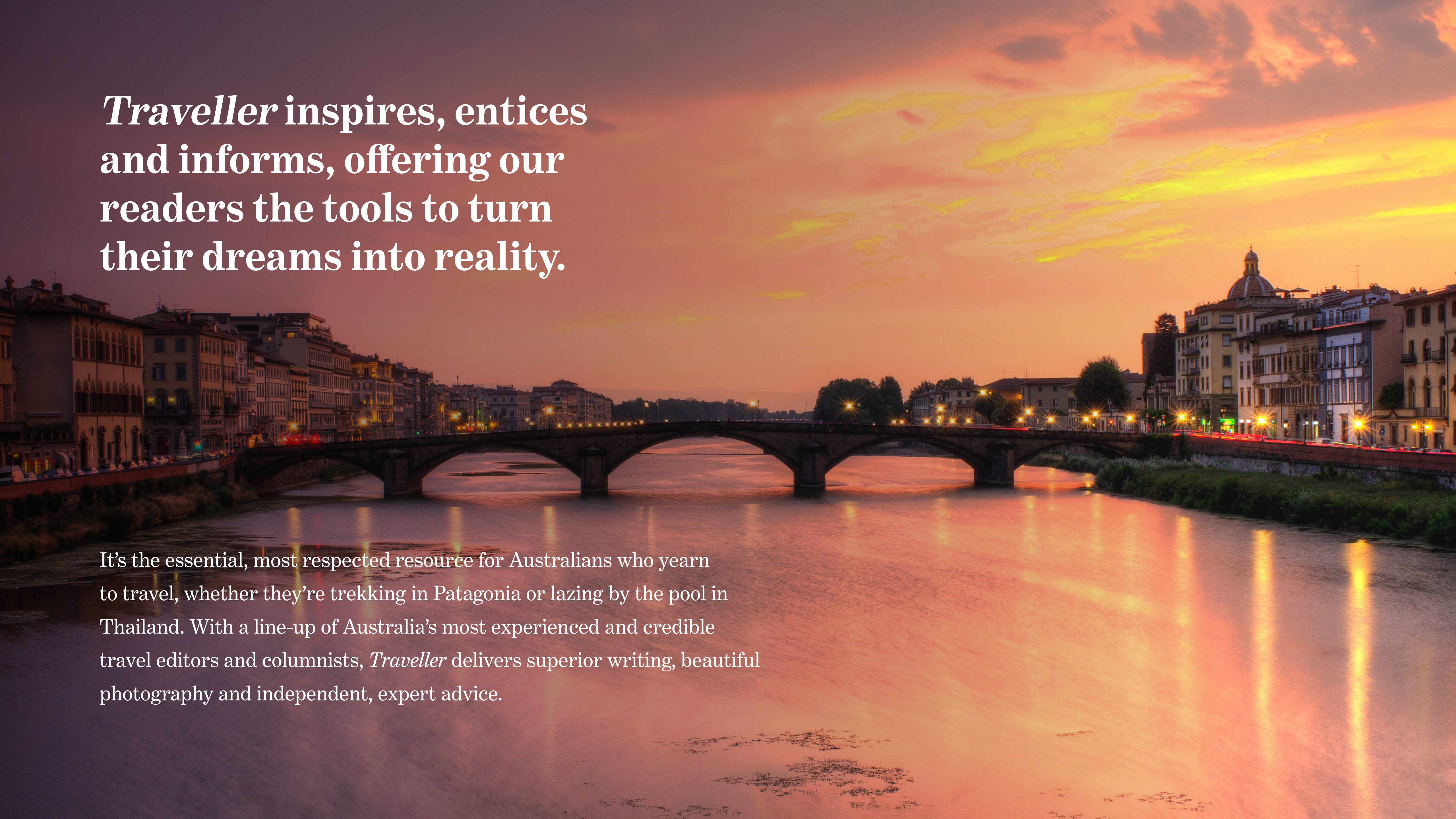


TRAVELLER

2020

Your window on the world
The premier resource for Australians who love to travel



A wide-angle photograph of a river at sunset. A multi-arched stone bridge spans the river, with city buildings lining both banks. The sky is filled with vibrant orange and yellow clouds, and the sun's reflection is visible on the water. The overall mood is serene and picturesque.

Traveller inspires, entices
and informs, offering our
readers the tools to turn
their dreams into reality.

It's the essential, most respected resource for Australians who yearn to travel, whether they're trekking in Patagonia or lazing by the pool in Thailand. With a line-up of Australia's most experienced and credible travel editors and columnists, *Traveller* delivers superior writing, beautiful photography and independent, expert advice.

OUR EXPERT EDITORIAL TEAM

An unrivalled team of experienced travel editors and writers underpin *Traveller* both in print and online.



ANTHONY DENNIS
TRAVELLER EDITOR

Anthony is one of Australia's most experienced travel journalists. He's responsible for the weekly Traveller print lift-outs in The Sydney Morning Herald, The Sun-Herald, The Age and The Sunday Age.

Anthony's travel writing appears regularly across all of Traveller's platforms. He is a long-time commentator on travel and tourism issues, and an experienced speaker and moderator at travel and tourism events.



TRUDI JENKINS
PUBLISHING DIRECTOR;
TRAVELLER,
GOOD FOOD AND
GOOD FOOD GUIDE

A magazine editor with 25 years' experience in lifestyle media, Trudi has edited *Sunday Life*, *Delicious*, *Vogue Entertaining & Travel* and *MasterChef Magazine*. Her most recent experience has been in the digital space working in content-driven commerce and growing the Traveller Tours business.

Trudi returned to a full-time editorial role in 2018, taking up the newly created position of Publishing Director across *Traveller* and *Good Food*, with responsibility for the brands across all platforms.



JANE REDDY
DEPUTY TRAVELLER
EDITOR

Jane's focus is on Traveller's print editions, published in The Sydney Morning Herald, The Sun-Herald, The Age and The Sunday Age.

She has more than a decade of experience as an editor and writer for Traveller, has been a journalist for more than 20 years and a keen traveller for even longer.



CRAIG PLATT
MANAGING EDITOR
TRAVELLER.COM.AU

Craig is one of our most experienced digital editors and has been leading Nine's travel sites and digital products since 2007.

Craig is passionate about bringing a unique perspective on travel to our online audience, utilising the vast potential of digital media.



AUSTRALIA'S MOST AUTHORITATIVE TRAVEL WRITERS AND COLUMNISTS



BEN GROUNDWATER
COLUMNIST AND FEATURE WRITER

Ben has been travelling his entire life, and writing about it for the past 10 years. The thing he loves most about life on the road is meeting and talking to people.

“From fellow travellers to the guy driving the rickshaw through the backstreets of Delhi, everyone has a story to tell.”



UTE JUNKER
FEATURE WRITER

Ute Junker writes travel stories that capture magical moments. From Norway to Namibia, Bhutan to Brazil, her features have taken readers to luxurious lodges in the wilds of Patagonia, to bustling cities and tranquil villages, and even – literally – into the lion’s den.

The former magazine editor and TV and digital producer’s areas of expertise include luxury, food and wine, wildlife, cultural and historical travel.



SALLY MACMILLAN
CRUISE COLUMNIST AND FEATURE WRITER

Sally relishes the opportunities that travelling offers. “The people you meet and the stories everyone has to tell illuminate the experience,” she says.

Sally writes the weekly Cruise Director column for Traveller on Sunday and cruise travel-related features for Traveller on Sunday and Traveller.com.au.



JULIETTA JAMESON
COLUMNIST AND FEATURE WRITER

Julietta Jameson is an Australian author, travel writer and editor who has worked in Los Angeles, London, Sydney and Melbourne. Julietta edits the Check-In pages of Traveller, and is our deals expert, regularly trawling for the best offers and packages to share with our readers.

Julietta contributes features with an emphasis on hotels – including trends and design – and other luxury offerings.



MICHAEL GEBICKI
THE TRIPOLOGIST COLUMNIST

Michael is a Sydney-based writer and photographer, and has been writing about travel since 1982. “The freedom and the sense of the unexpected that travel brings are still powerful motivators, and writing about it gives me a licence to poke around in odd corners of the world,” he says.

Michael writes the Tripologist column for Traveller on Sunday as well as the ‘Everyone Asks’ column in Traveller on Saturday.



BRIAN JOHNSTON
CRUISE COLUMNIST AND FEATURE WRITER

Brian Johnston is one of Australia’s most experienced travel writers and edits Traveller’s weekly cruising column, The Shipping News.

Each Saturday, Brian delivers the latest news in cruising, with an emphasis on the growing luxury, river and expeditionary segments of the cruise market.

REACHING MORE THAN 2.1 MILLION MONTHLY READERS ACROSS PRINT & DIGITAL

TOTAL DIGITAL AUDIENCE

1,000,000

TOTAL PRINT AUDIENCE

1,211,000

DIGITAL AUDIENCE

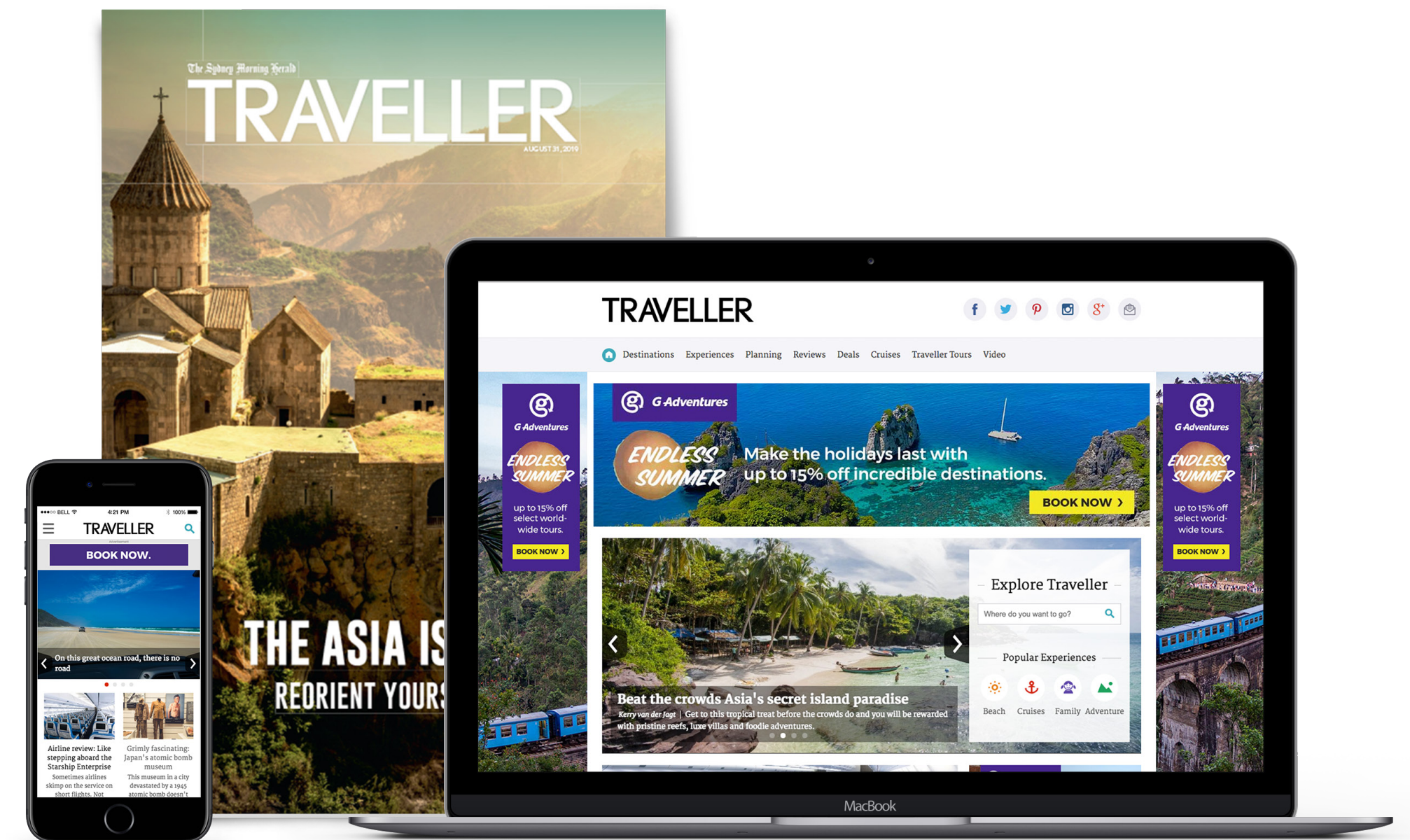
893,000

PRINT AUDIENCE

1,104,000

DUPLICATE AUDIENCE

107,000



A POWERFUL AND AFFLUENT AUDIENCE OF PASSIONATE TRAVELLERS

Traveller is for discerning Australians who love travelling and aspire to do it more and do it better. They are educated, curious and have the discretionary income to spend on travel.

They strive to know more about the world and value travel as a way of enriching their lives and broadening their minds. Whether they're lounging by the pool in Bali or trekking in Myanmar, they demand quality travel experiences.

AUDIENCE OVERVIEW



PRINT + DIGITAL
2,104,000

=



PRINT (ONLY)
1,104,000

+



DIGITAL (ONLY)
893,000

+



(PRINT + DIGITAL) DUPLICATE
107,000



GENDER SPLIT
FEMALE 53% / MALE 47%



SOCIAL GRADE A
31%



**AVERAGE HOUSEHOLD
INCOME (PRINT + DIGITAL)**
\$114,941



**TRAVELLED OVERSEAS IN
THE PAST 12 MONTHS**
44%

1,744,000

or **82%** want to
travel within the
next 12 months



1,281,000

or **60%** are frequent
flyer members



1,301,000

or **62%** influence
purchase decisions in
matters of travel



COMPELLING CONTENT

TRAVELLER ON SATURDAY

Traveller on Saturday in *The Sydney Morning Herald* and *The Age* is designed for a well-travelled audience that is not afraid to get off the beaten track and seek to understand the cultural context of the places they visit.

With intelligent stories about unique destinations and authentic experiences in ‘must-see destinations’, *Traveller* on Saturday seeks to inspire its audience by taking readers on a journey beyond the everyday.

SATURDAY FEATURES PROVIDE IN-DEPTH INFORMATION FOR THE MORE ADVENTUROUS AND EXOTIC DESTINATIONS, BOTH AT HOME AND OVERSEAS.

CHECK-IN

Check-In is *Traveller*’s weekly upfront section full of newsy, informative and easy-to-read regular features. These include “One & Only”, a travel guide to the best things to do in cities around the world, “Meal Planner”, an expert guide to a food destination around the world, and “Spotlight”, a snapshot of the best new hotels, resorts, airline lounges and more from Australia and beyond. We’ve also introduced a further new feature, “Rites,” in which a well-travelled identity discusses the major life lessons they’ve gleaned from their travels.



FLIGHT TEST

Our popular flight review column critiques everything from food and entertainment to service and passenger comfort.

DEALS OF THE WEEK

We feature the best travel deals and bargains.



NEWSLETTER

Newsletter is a regular update from the world of *Traveller*, such as our own website, *Traveller.com.au*, Traveller Reader Tours, Flight of Fancy, our podcast series and our collaborations with other *Sydney Morning Herald* and *Age* titles.



THE SHIPPING NEWS

A weekly column with a focus on luxury and expeditionary cruising.



WONDERS OF THE WORLD

By Michael “the Tripologist” Gebicki in which he answers commonly-asked “why is it so?” travel-related questions. It covers everything from airlines to hotels and passports to credit cards.



THE REVIEW

Traveller’s team of writers is constantly criss-crossing the globe, checking out everything from high-end hotels to secluded villas, to give readers an up-to-date look at what is inside the rooms.

INSPIRING STORIES

TRAVELLER ON SUNDAY

Traveller on Sunday in *The Sun-Herald* is a relaxed read packed full of ideas for holidaymakers with one burning question: where next?

With exhaustive coverage of popular destinations in Australia, the Asia Pacific, Europe and North America, *Traveller* on Sunday is an entertaining and easy-to-digest read with practical ideas and advice for busy people – and their families – planning their next break.



TAKE-OFF

Take-Off is *Traveller* on Sunday's companion upfront section to Saturday's Check-In equivalent, full of news, informative and easy-to-read regular features, including *Traveller* 10, our list on the best picks related to a certain destination or experience.



AIRPORT REVIEW

Our new regular feature in the Take-Off upfront section is a regular review of an airport from around the world. It also serves as a useful guide for our well-travelled readers. In the upfront Take-Off section "Airport Test" is joined by another new regular feature, "The Knowledge", in which an expert imparts their guidance and advice on a pertinent travel-related subject each week.



EXIT INTERVIEW

On the final page of the liftout we've also introduced a new, last-page Q&A, "The Exit Interview", in which a high-profile identity reveals their life as a traveller.

WITH COMPREHENSIVE COVERAGE OF POPULAR DESTINATIONS IN AUSTRALIA AND AROUND THE GLOBE, OUR THOROUGHLY RESEARCHED FEATURE ARTICLES WILL CONTINUE TO PROVIDE PRACTICAL INFORMATION FOR PLANNING YOUR NEXT BREAK.



GOING PLACES

Sunday's best travel bargains.



THE TRIP

A column for our readers to share their travel stories – the good, the bad and the hilarious.

THE CRUISE DIRECTOR WITH SALLY MACMILLAN

Our double-page cruising section includes a column by The Cruise Director Sally Macmillan, a ship review, deals of the week and a cruiser's take on a shore excursion.



THE TRIPOLOGIST WITH MICHAEL GIBECKI

Michael Gebicki, one of Australia's most experienced travel writers, has the answers for readers with travel dilemmas.



TIP-O-METER

A popular feature where we call on readers to provide their best tips, discoveries and recommendations from their own travels.

TRAVELLER.COM.AU

DIGITAL DREAMS

Traveller.com.au is Australia’s leading online travel publisher, offering inspiration, advice and reviews to help travellers make the most of their holidays. With more than 40,000 articles from Australia’s best travel journalists, *Traveller.com.au* is the online starting point for those who love to travel.

REVIEWS

Our detailed hotel and airline reviews provide expert opinions to help you choose your accommodation and flights for your next holiday. We go beyond the room to look at food, facilities and what to do in the local neighbourhood.

INTERNATIONAL DESTINATIONS

Traveller.com.au offers detailed information on nearly 500 international destinations with content covering breathtaking experiences and unique activities along with essentials such as weather and exchange rates.

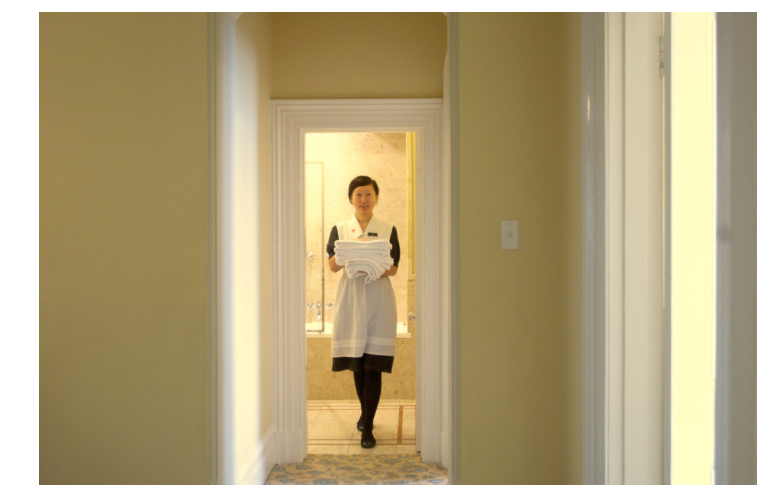
EXPERIENCES

Looking for a particular style of holiday? *Traveller.com.au* allows readers to gain travel inspiration based on holiday types. Whether you’re looking for a luxury escape, a European river cruise or an outdoor adventure, we’ve got it covered. For simple navigation, *Traveller.com.au* features user-friendly “experience” icons to help you plan the perfect holiday.



DEALS

If you’re after the hottest holiday deals, visit our Deals section, curated and updated weekly by our editorial team to provide the best travel packages on offer.



AUSTRALIA

The site has everything you need to know about travelling in Australia whether you’re a local or an international visitor. Celebrating Australia’s natural beauty, culture and food, *Traveller.com.au* provides a comprehensive guide with detailed information for 260 local destinations.

PLANNING

Want tips on booking a flight or how to pack light? Our planning section covers everything from the essentials of planning a holiday through to the latest travel news from around the world and expert advice on where to go and when.



INSPIRING TRAVEL-READY AUSTRALIANS TO PLAN THEIR NEXT GETAWAY

When asked the main reasons for reading *Traveller*,
the top 5 responses were:



73%

To read about interesting places



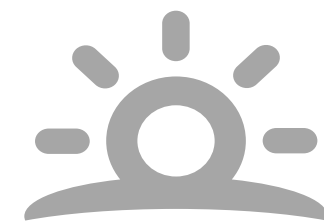
61%

To get ideas on unique travel experiences



58%

To keep up to date with the latest travel
news and information



56%

For entertainment/enjoyment/relaxation



53%

For expert reviews of destinations

2020 TRAVELLER EDITORIAL CALENDAR

Special Themed Editions and Magazine Issues

JAN

- Welcome Back!
- Australia

FEB

- Escorted Journeys

MAR

- Food & Travel
- The Americas

APR

- Cruising

MAY

- Australia

JUN

- Islands & Beaches

JUL

- Luxury Adventure

AUG

- On the Move
- Europe

SEP

- Asia

OCT

- Cruising
- Off the Grid

NOV

- Food & Travel

DEC

- The Best Travel Finds of 2020



Look out for
Traveller's premium
gloss editions
throughout 2020

TRAVELLER SUCCESS

2019 was a momentous year for *Traveller* print, publishing record-size newsprint editions and glossy issues, continuing a run of record-sized bumper, content-rich editions.



MORE CONTENT IN PRINT THAN EVER BEFORE!

The October Cruising issue of *Traveller* was the biggest in our 12 year history and *Traveller* has experienced extraordinary book size growth across numerous issues in 2019.



HIGHLY AWARDED TRAVEL WRITERS

Traveller's remarkable run of accolades continues unchecked, confirming its status as Australia's most awarded travel publication, having picked up a number of prizes over the last year, including the Australian Society of Travel Writers Awards 2019.

OUR READERS ARE INSPIRED TO SHARE AND SEEK FURTHER HOLIDAY INFORMATION



Traveller print content inspires

1 IN 3

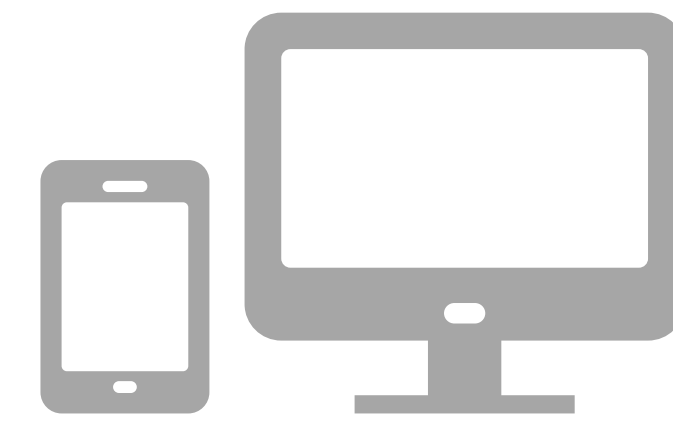
readers to visit *Traveller.com.au*
to try to find out more



Traveller content inspires

1 IN 2

readers to talk to friends/
share the content



Of *Traveller* readers,

2 IN 5

are encouraged to visit advertisers'
website/app

OUR READERS ENGAGE WITH THE TRAVELLER BRAND ACROSS MULTIPLE DYNAMIC PLATFORMS



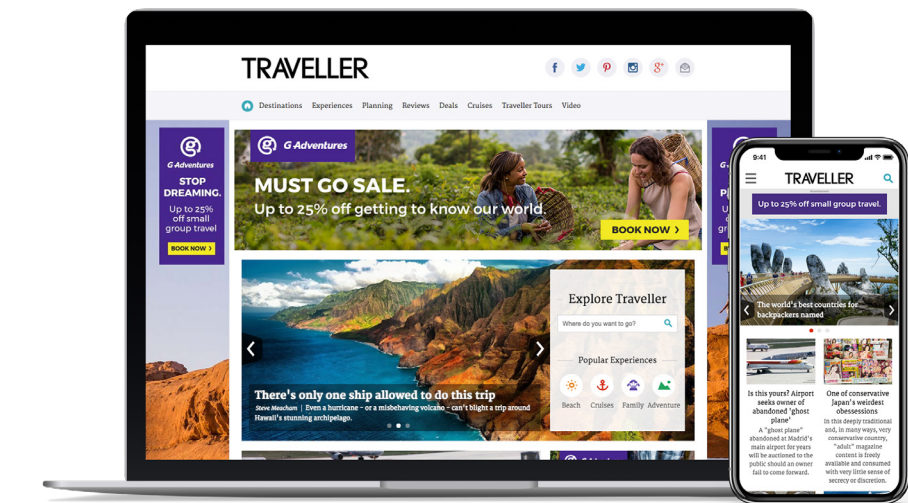
SMH & AGE TRAVELLER (SATURDAY) + TRAVELLER ON SUNDAY

Print sections published in weekend editions of *The Sydney Morning Herald*, *The Sun-Herald* and *The Age*.



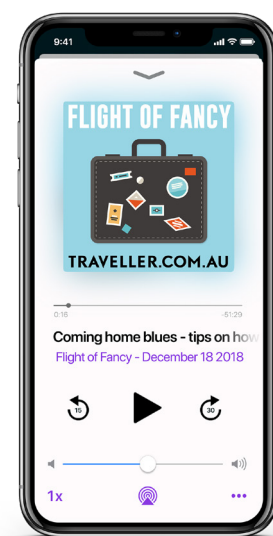
TRAVELLER MAGAZINE ISSUES

Special glossy issues of *Traveller* will be published as news inserted magazines.



TRAVELLER.COM.AU

The online home of *Traveller*, available anytime, anywhere.



FLIGHT OF FANCY

Traveller's podcast with Ben Groundwater is an exploration of all things travel, for those with a thirst for seeing the world.



TRAVELLER TOURS AND TRAVELLER TALKS

Editorially curated itineraries combining our editors' travel knowledge with that of our trusted partners. Bespoke reader talks and events aligned to *Traveller*.

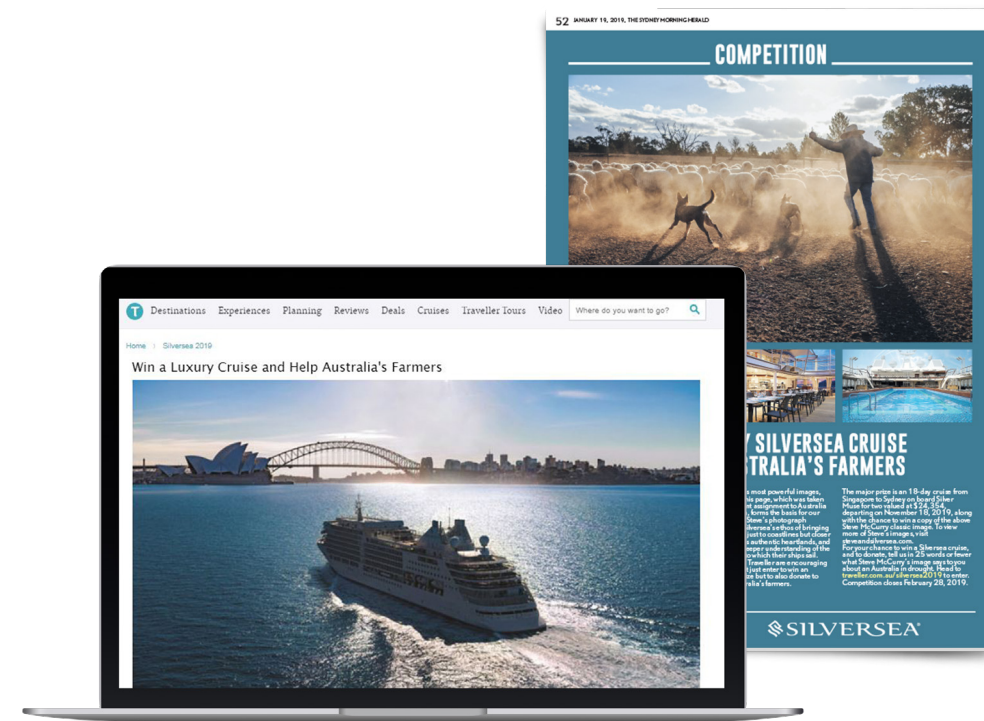


TRAVELLER TV

In 2020 we will see *Traveller* branch out into broadcast covering a range of travel themes and destinations for the wider Nine audience.

A PLACE FOR COMPELLING CONTENT PARTNERSHIPS

Editorially driven content in collaboration with the Powered Studios, the *Traveller* team and partners.



TRAVELLER PROMOTIONS

Create a unique and integrated promotion across print and digital platforms. Opportunity to include bespoke events



SPONSORED PRINT EDITORIAL CONTENT

Connect with our premium *Traveller* audience through editorially led print content. All executions can also have a digital extension



SPONSORED DIGITAL EDITORIAL CONTENT

Utilise Nine's suite of digital content solutions in partnership with *Traveller* editorial to bring integrated content to life. There is also the opportunity to create bespoke sections on *Traveller.com.au*



GLOSS ISSUES

Partner with *Traveller* to create double page sponsored content spreads, reverse covers and mini magazines within themed gloss editions

Access the talent and expertise of the *Traveller* team

Leverage deep understanding of the readers and travel industry

Align to authentic, credible *Traveller* brand and editorial



CONTACT

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