

MEDIA KIT ■ 2024

TRAVERSE

MAGAZINE

MOTO.

TRAVEL.

CULTURE.

ADVERTISE WITH US

TRAVERSE gives your business the advantage of putting your brand message in front of the right stories and the right consumers.

Our audience are travellers, they're curious, they want to know more, and importantly they want to share what they learn. Putting your brand in front of our audience means it will be well received, they'll want to know more, they'll follow paths to gain that information.

TRAVERSE embraces new technologies whilst maintaining an heir of tradition, we reach a global audience and pride ourselves on creating a brand safe environment. Our contributors thrive on telling stories through an entertaining and informative platform, **TRAVERSE** ensures there's an effective marriage between brands and content.



AUDIENCES

35000+

unique content readers

56 min

average session time

18%

subscriber takeup

2.2x

average return rate of readers

31%

hyperlink click rate

6300+

unique web views per month

100%

mobile content

67%

download rate

75+

countries where current readers are based

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HOW TO BUY THIS AUDIENCE

From editorial pieces to reviews, advice and branded content, **TRAVERSE** listens to our audience to create the best content available.

We can help you tap into this market by creating a marriage between brand, content and audience.

Advertising with **TRAVERSE** ensures correct placing within the magazine, as well as prominent advertising on the **TRAVERSE** website and social media campaigns.

KEEP IN TOUCH

PARTNERSHIP TEAM

SALES@TRAVERSE-MAGAZINE.COM

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RATES*

	Single Issue (2 months)	Three Issues (6 months)	Six Issues (12 months)
Full Page	\$ 612.45	\$ 1,469.88	\$ 2,572.29
Double Page	\$ 1,159.20	\$ 2,782.08	\$ 4,868.64
Half Page	\$ 314.10	\$ 753.84	\$ 1,319.22
Third Page	\$ 284.40	\$ 682.56	\$ 1,194.48
Quarter Page	\$ 168.75	\$ 405.00	\$ 708.75
Inside Front Cover	\$ 1,275.75	\$ 3,061.80	\$ 5,358.15
Outside Back Cover	\$ 477.40	\$ 1,145.76	\$ 2,005.08
Inside Back Cover	\$ 840.15	\$ 2,016.36	\$ 3,528.63

**Australian dollars*

DEADLINES

Issue #	Cover Date	Publication Date	Cancellation Date	Booking Deadline	Material Deadline
40	Feb/Mar 2024	14 February 2024	20 January 2024	10 January 2024	14 January 2024
41	Apr/May 2024	14 April 2024	20 March 2024	10 March 2024	14 March 2024
42	Jun/Jul 2024	14 June 2024	20 May 2024	10 May 2024	14 May 2024
43	Aug/Sep 2024	14 August 2024	20 July 2024	10 July 2024	14 July 2024
44	Oct/Nov 2024	14 October 2024	20 September 2024	10 September 2024	14 September 2024
45	Dec 2022/Jan 2024	14 December 2024	20 November 2024	10 November 2024	14 November 2024