

MEDIA KIT ■ 2019

TRAVERSE

MOTO.

TRAVEL.

CULTURE.

ADVERTISE WITH US



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

Our audience are travellers, they're curious, they're want to know more and importantly they want to share what they know. 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

25000+
unique content readers

22 min
average session time

18%
subscriber takeup

2.5x
average return rate
of readers

11%
hyperlink click rate

6400+
unique web views
per month

100%
mobile content

27%
download rate

100+
countries where current
readers are based

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

PH +61 417 437 197



RATES*

	Single Issue (2 months)	Three Issues (6 months)	Six Issues (12 months)
Full Page	\$ 612.45	\$ 489.96 (\$1,469.88)	\$ 428.72 (\$2,572.29)
Double Page	\$1,159.20	\$ 927.38 (\$2,782.08)	\$ 811.44 (\$4,868.64)
Half Page	\$ 314.10	\$ 251.28 (\$ 753.84)	\$ 219.87 (\$1,319.22)
Third Page	\$ 284.40	\$ 227.52 (\$ 682.56)	\$ 199.08 (\$1,194.48)
Quarter Page	\$ 168.75	\$ 135.00 (\$ 405.00)	\$ 118.13 (\$ 708.75)
Inside Front Cover	\$1,275.75	\$1,020.60 (\$3,061.80)	\$ 893.03 (\$5,358.15)
Outside Back Cover	\$ 477.40	\$ 381.92 (\$1,145.76)	\$ 334.18 (\$2,005.08)
Inside Back Cover	\$ 840.15	\$ 672.12 (\$2,016.36)	\$ 588.11 (\$3,528.63)

*Australian dollars

DEADLINES

Issue #	Cover Date	Publication Date	Cancellation Date	Booking Deadline	Material Deadline
14	Oct/Nov 2019	14 October 2019	20 September 2019	10 September 2019	14 September 2019
15	Dec 2019/Jan 2020	14 December 2019	20 November 2019	10 November 2019	14 November 2019
16	Feb/Mar 2020	14 February 2020	20 January 2020	10 January 2020	14 January 2020
17	Apr/May 2020	14 April 2020	20 March 2020	10 March 2020	14 March 2020
18	Jun/Jul 2020	14 June 2020	20 May 2020	10 May 2020	14 May 2020
19	Aug/Sep 2020	14 August 2020	20 July 2020	10 July 2020	14 July 2020