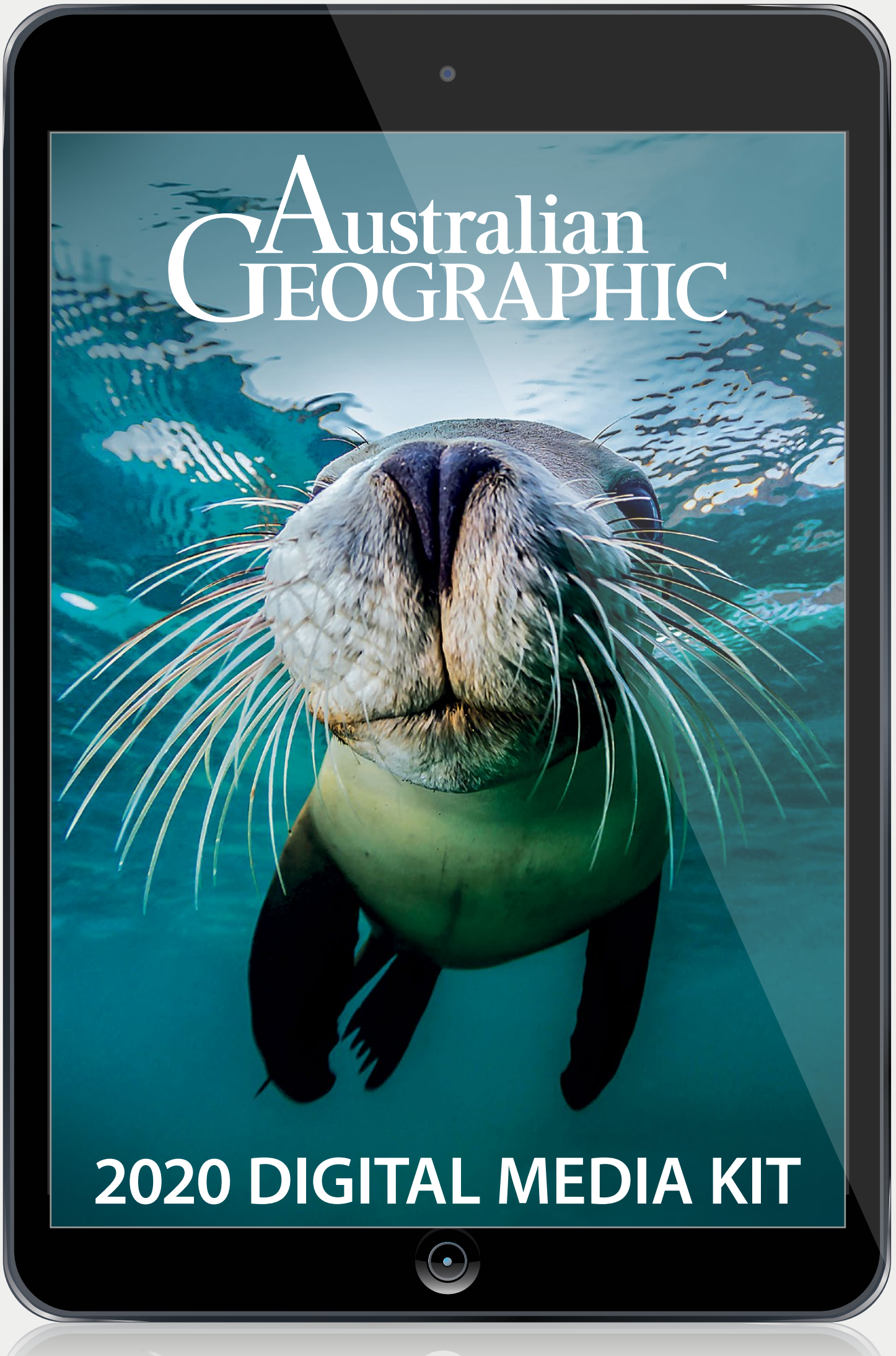
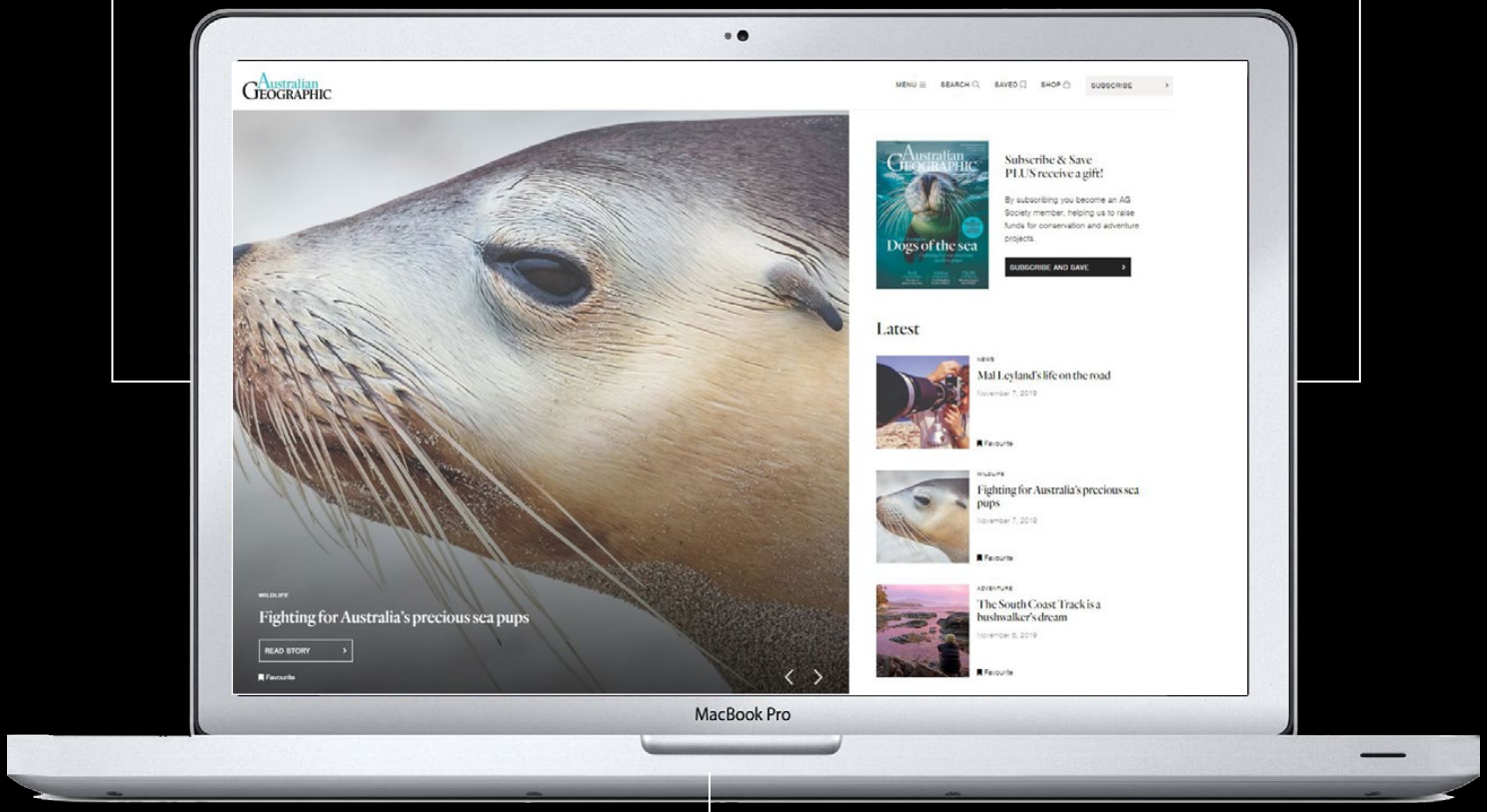

Australian
GEOGRAPHIC
2020 DIGITAL MEDIA KIT

17,000

676,185
UNIQUE AUDIENCE
PER MONTH

110,000
E-NEWSLETTER

1.3 MILLION
PAGE VIEWS PER MONTH



500,000

1.09 MIN
TIME PER SESSION

1.82
PAGE VIEWS
PER VISIT

80,000
EDM SOLUS

4,000
LISTENERS
PER MONTH

247,000

Australian Geographic
Audience

28%
LEADING LIFE

- *Humanitarians*
- *Are focused on success and career*
- *Engaged in environmental causes*
- *Proud of their achievements*
- *Big spenders*
- *Enjoy cultured living to the max*
- *Own their own home*

25%
METROTECHS

- *Fad loving and tech orientated*
- *Socially aware conservationists*
- *Highly educated, career focused*
- *Are committed experience seekers*
- *Driven by an exciting life*
- *Social trendsetters*

20%
HEARTH AND HOME

- *Life revolves around the home*
- *They are the average Australian*
- *Always seeking to improve their home*
- *They are committed experience seekers*
- *Hard-working young families*
- *Hold traditional views*

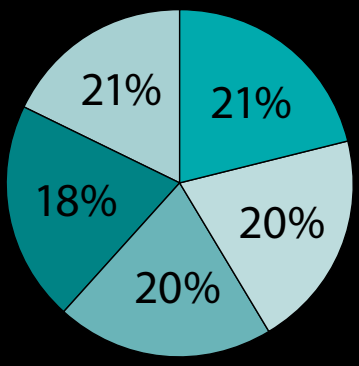
18%
ASPIRATIONALS

- *Are driven by a dream of a big future*
- *Are savvy shoppers*
- *Well educated*
- *Socially aware*
- *Trend hunters*
- *Focused on a prosperous life*
- *Keen travellers*

9%
OTHER

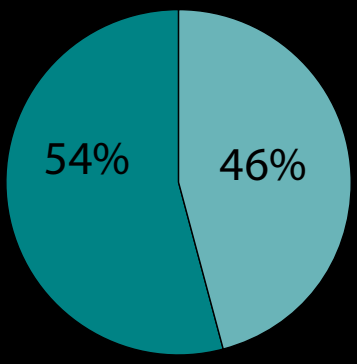
Our Digital Audience

AUDIENCE AGE



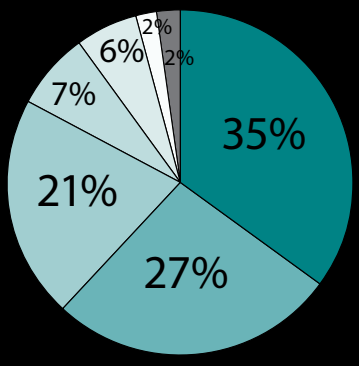
- UNDER 25 **20%**
- 24-34 **21%**
- 35-49 **18%**
- 50-64 **20%**
- 65+ **21%**

GENDER



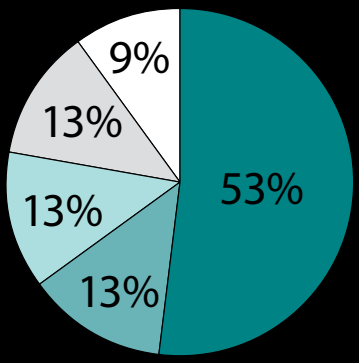
- WOMEN **54%**
- MEN **46%**

STATES & TERRITORIES



- NSW **35%**
- VIC **27%**
- QLD **21%**
- WA **7%**
- SA **6%**
- TAS **2%**
- NT **2%**

EDUCATION



- HAVE DIPLOMA OR DEGREE **53%**
- AT UNIVERSITY **13%**
- TAFE EDUCATED **13%**
- FINISHED YEAR 12 **12%**
- OTHER **9%**

AG Users

Holiday activities

156,000
say "I'm very active on holidays"
13%*

224,000
say "I prefer to holiday where I can see nature or be in a natural setting"
14%*

141,000
Are planning their next holiday within 3 months
22%*

217,000
say "I like to take holidays within Australia"
7%*

213,000
say "I'd like to holiday where I can experience the local culture"
10%*

139,000
say "I like to go away on weekends"
21%*

90,000
say "I sometimes organise holidays on behalf of my family and friends"
31%*

90,000
say "For my next holiday, I'd really like a total ecotourism experience"
66%*

102,000
say "I like to take holidays away from crowds"
11%*

92,000
say "I enjoy holidays where everything is organised for you
5%*

164,000
say "I usually book and arrange all my holiday travel details myself"
7%*

*more likely than the average Australian

AG Users

Entertainment activities

in the last 3 months

145,000
Did some formal exercise (eg. gym, aerobics, running, cycling, etc.)
5%*

243,000
visited friends or relatives
7%*

107,000
visited a museum or gallery
11%*

101,000
Participated in hiking and bushwalking
22%*

131,000
Participated in water sports
39%*

122,000
Participated in outdoor activites
29%*

148,000
went to a cinema
15%*

114,000
Played computer games at home
32%*

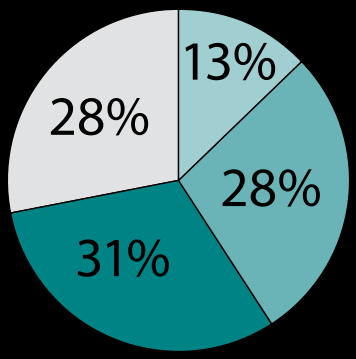
47,000
Played a musical instrument or sang in a band or choir
39%*

81,000
Played sport
33%*

*more likely than the average Australian

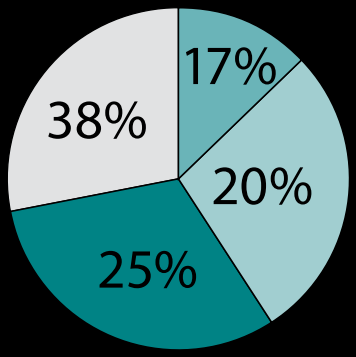
Our Digital Audience cont.

FAMILY STATUS



- WITH KIDS IN THE HOUSE **31%**
- MARRIED 35+ NO KIDS **28%**
- MARRIED 35+ WITH KIDS **13%**
- OTHER **28%**

LIFECYCLE



- MIDLIFE HOUSEHOLDS **25%**
- OLDER HOUSEHOLDS **20%**
- YOUNG PARENTS **17%**
- OTHER **38%**

SOCIO ECONOMIC STATUS

AB – 21%
AG AUDIENCE

6% more likely than the average population

AVERAGE HOUSEHOLD INCOME

$150,0000

AG AUDIENCE SPENDING POWER

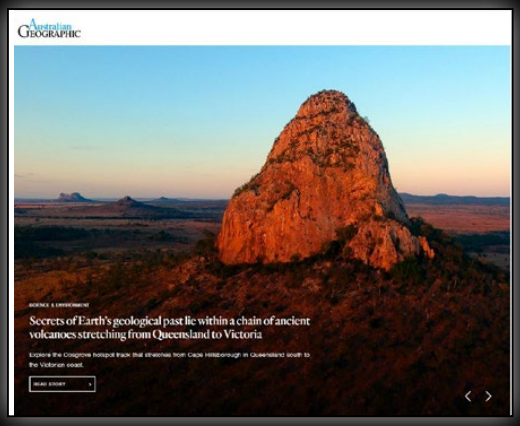
42% are big spenders

35% are medium spenders

Highest traffic sections

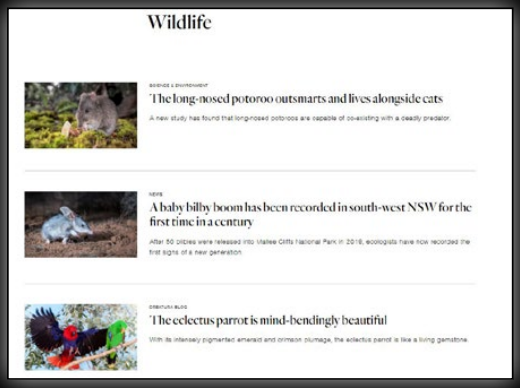
Homepage

42%



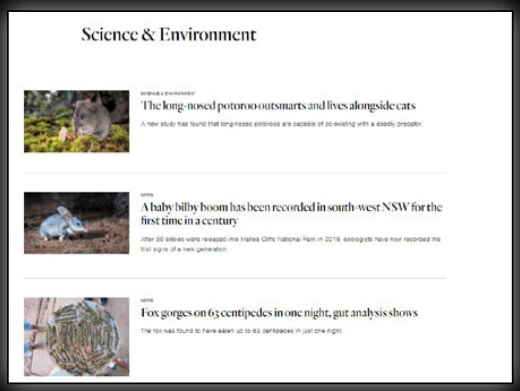
Wildlife

32%



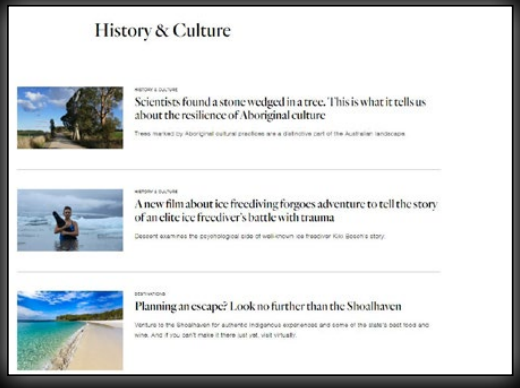
Science & Environment

20%



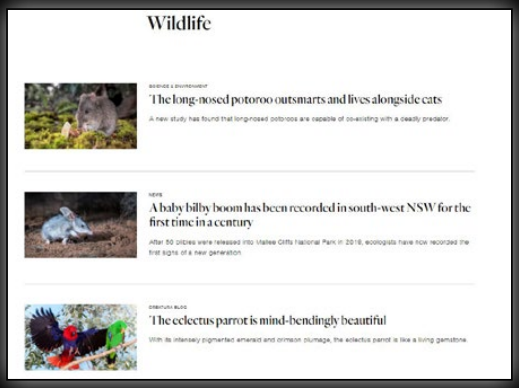
History & Culture

10%

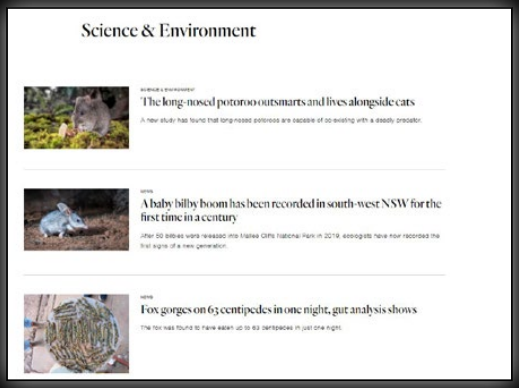


Advertising and Sponsorship Opportunities

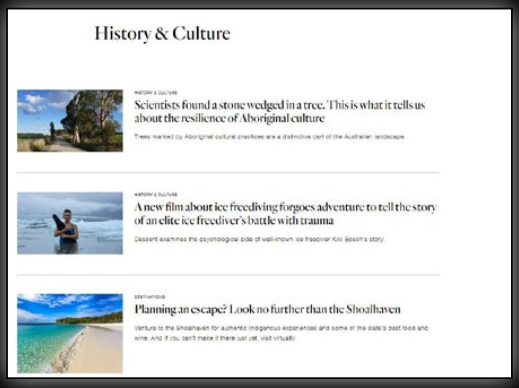
Section Takeover options



Wildlife



Science & Environment

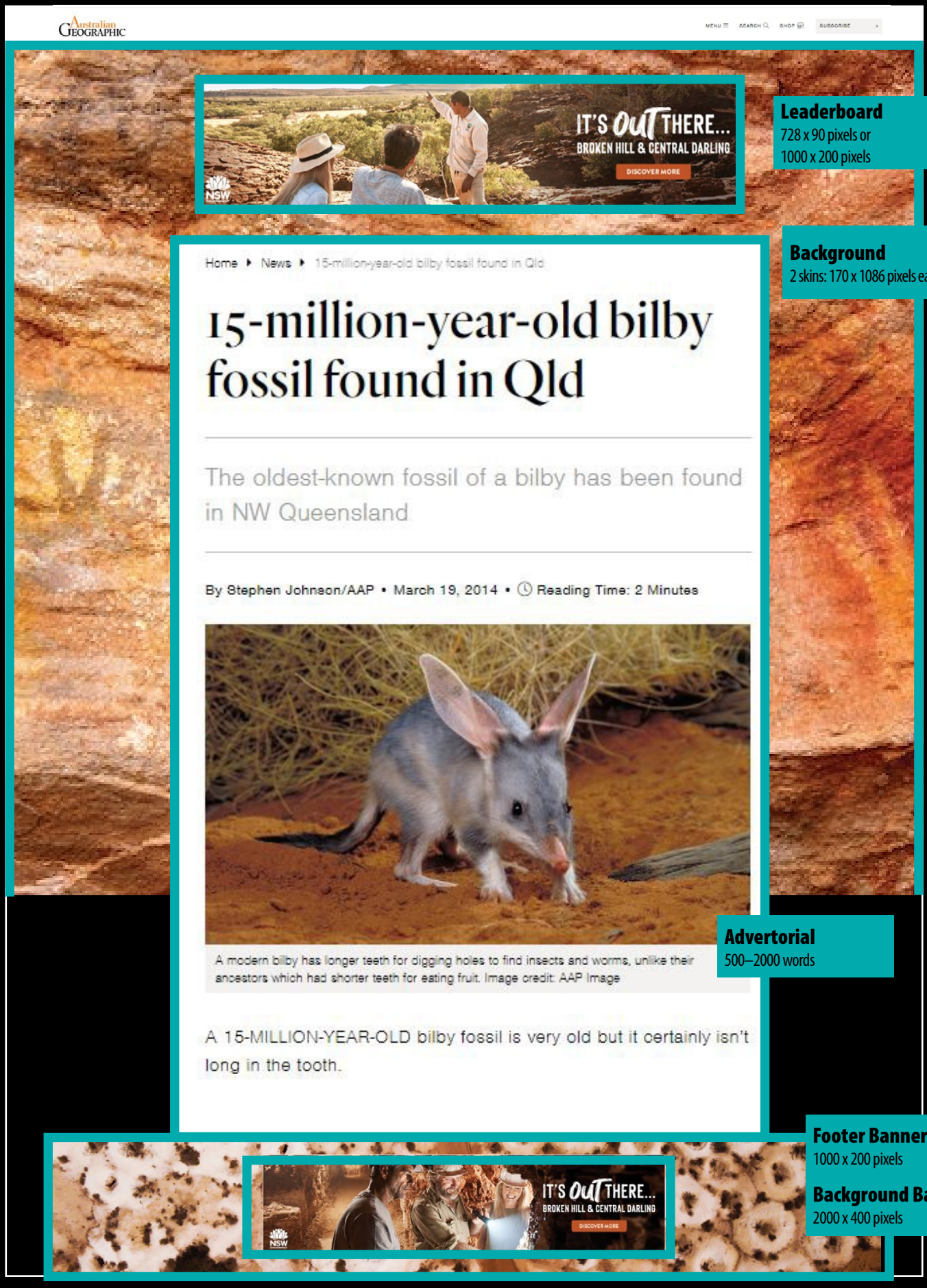


History & Culture

Australian Geographic Adventure

Monthly Section Takeover example

INVESTMENT: $5,500 PER MONTH



Leaderboard
728 x 90 pixels or
1000 x 200 pixels

Background
2 skins: 170 x 1086 pixels each

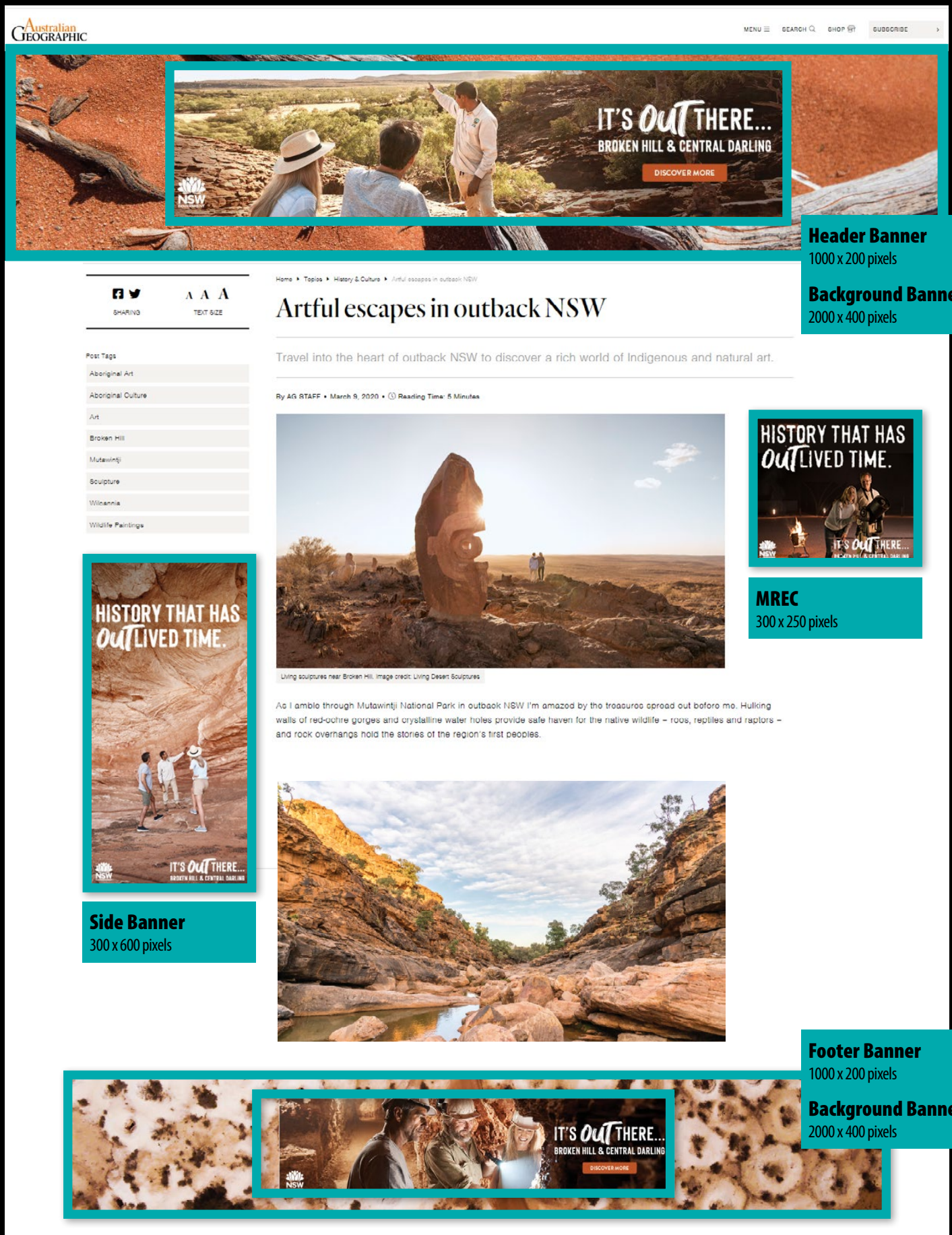
Advertorial
500–2000 words

Footer Banner
1000 x 200 pixels

Background Banner
2000 x 400 pixels

Display Ad example

INVESTMENT: POA



Header Banner
1000 x 200 pixels

Background Banner
2000 x 400 pixels

MREC
300 x 250 pixels

Side Banner
300 x 600 pixels

Footer Banner
1000 x 200 pixels

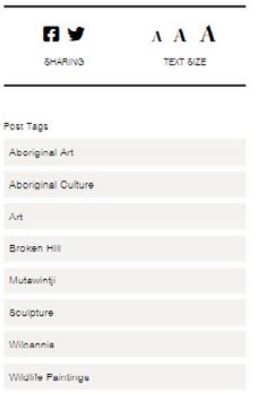
Background Banner
2000 x 400 pixels

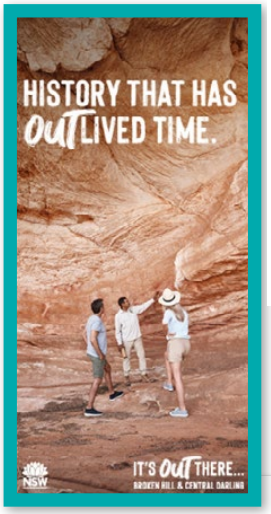
Advertorial example

INVESTMENT: $4,000

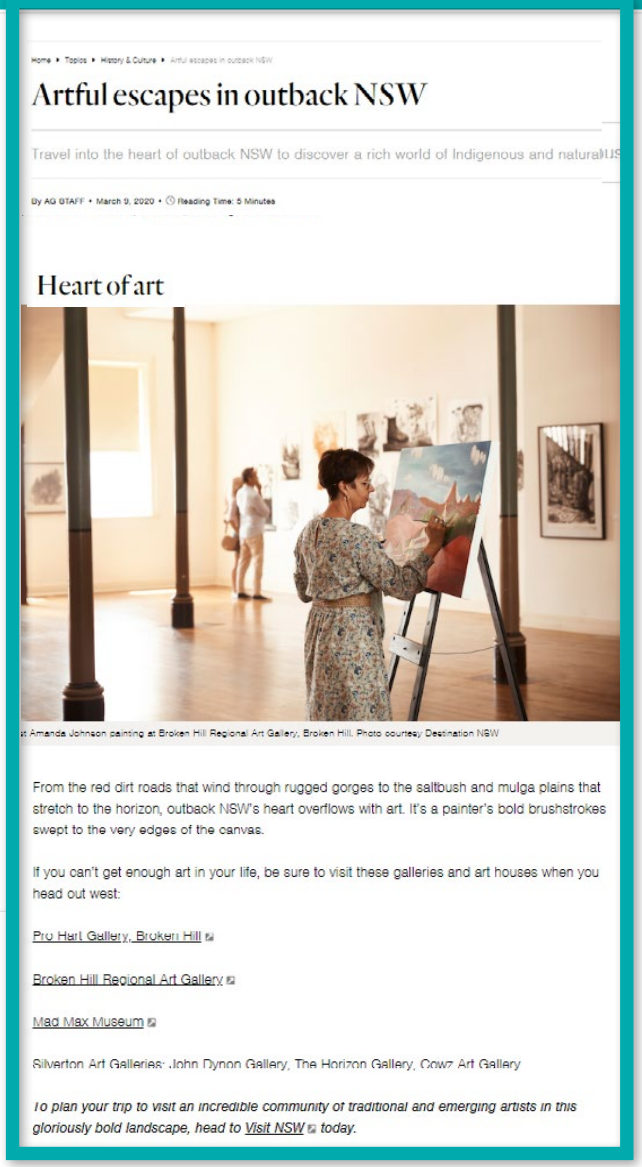
Header Banner
1000 x 200 pixels

Background Banner
2000 x 400 pixels





Side Banner
300 x 600 pixels



MREC
300 x 250 pixels

Advertorial
500–2000 words

Header Banner
1000 x 200 pixels

Background Banner
2000 x 400 pixels

Advertorial examples

Make it Wood 1

Walking together in lightness - Australian Geographic

wukalina/Mt William National Park sits on the north-eastern tip of Tasmania. Here, beyond the beach and among the banksias, you'll find krakani lumi.Designed to leave as small a footprint on this significant cultural place, the all-timber standing camp is part of the Aboriginal Land Council's wukalina walk, a four-day experience through the wilderness of the area.

www.australiangeographic.com.au

Make it Wood 2

Local government associations and councils that have adopted Wood Encouragement Policies (WEP).

PNG Tourism

Adventure Island - Australian Geographic

Popular this week. Australia's threatened mammals have declined by over a third in twenty years, but there is some good news. A new Threatened Mammal Index has revealed insights into how we might decrease Australia's shockingly high mammal extinction rate.

www.australiangeographic.com.au

Samoa Tourism

The azure waters and lush forests of Samoa are protected by Fa'a Samoa.

Photo Credit: Samoa Tourism

AG Adventure Series - Part 1 Grampians

Australian Geographic Adventures: Episode 10 Part 1

Victoria's Grampians National Park is a place of dramatic peaks, panoramic views and ancient landscapes

By AG STAFF • July 31, 2015 • Reading Time: < 1

Grampians Peaks Trail Image credit: AG Adventures

DNSW Regional NSW

Artful escapes in outback NSW

Travel into the heart of outback NSW to discover a rich world of Indigenous and natural art.

By AG STAFF • March 9, 2020 • Reading Time: 5 Minutes

A A A

Living sculptures near Broken Hill. Image credit: Living Desert Sculptures

As I amble through Mutawintji National Park in outback NSW I'm amazed by the treasures spread out before me. Hulking walls of red-ochre gorges and crystalline water holes provide safe haven for the native wildlife – roos, reptiles and raptors – and rock overhangs hold the stories of the region's first peoples.

Waterhole along the Mutawintji Gorge Walk, Mutawintji National Park. Photo courtesy Destination NSW

E-Newsletter example

INVESTMENT: $2,900

Australian Geographic

Australia's only shield shrimp

This unusual desert crustacean is Australia's only known species of shield shrimp.

Going wild: animal encounters in Southeast Asia

A happy holiday can sour quickly if you mingle with the wrong wildlife while abroad. Here are our top tips for staying safe.

A happy holiday can sour quickly if you mingle with the wrong wildlife while abroad. Here are our top tips for staying safe.

Top 10 waterholes and waterfalls in Australia

Here's our pick of 10 waterholes and waterfalls around Australia to fill up your bucket list.

Meet AG's Women of the Ocean this March

Valerie Taylor, Michelle Lee and Dr Blake Chapman share their incredible stories!

"The goal is to study stick insects until I die"

Braxton Jones is the first scientist to dedicate himself entirely to the study of Australian stick insects.

Herons make a meal of green turtle hatchlings on their journey to the ocean

Not all turtles make it to the ocean thanks to the nankeen night heron.

Average open rate
24.5%

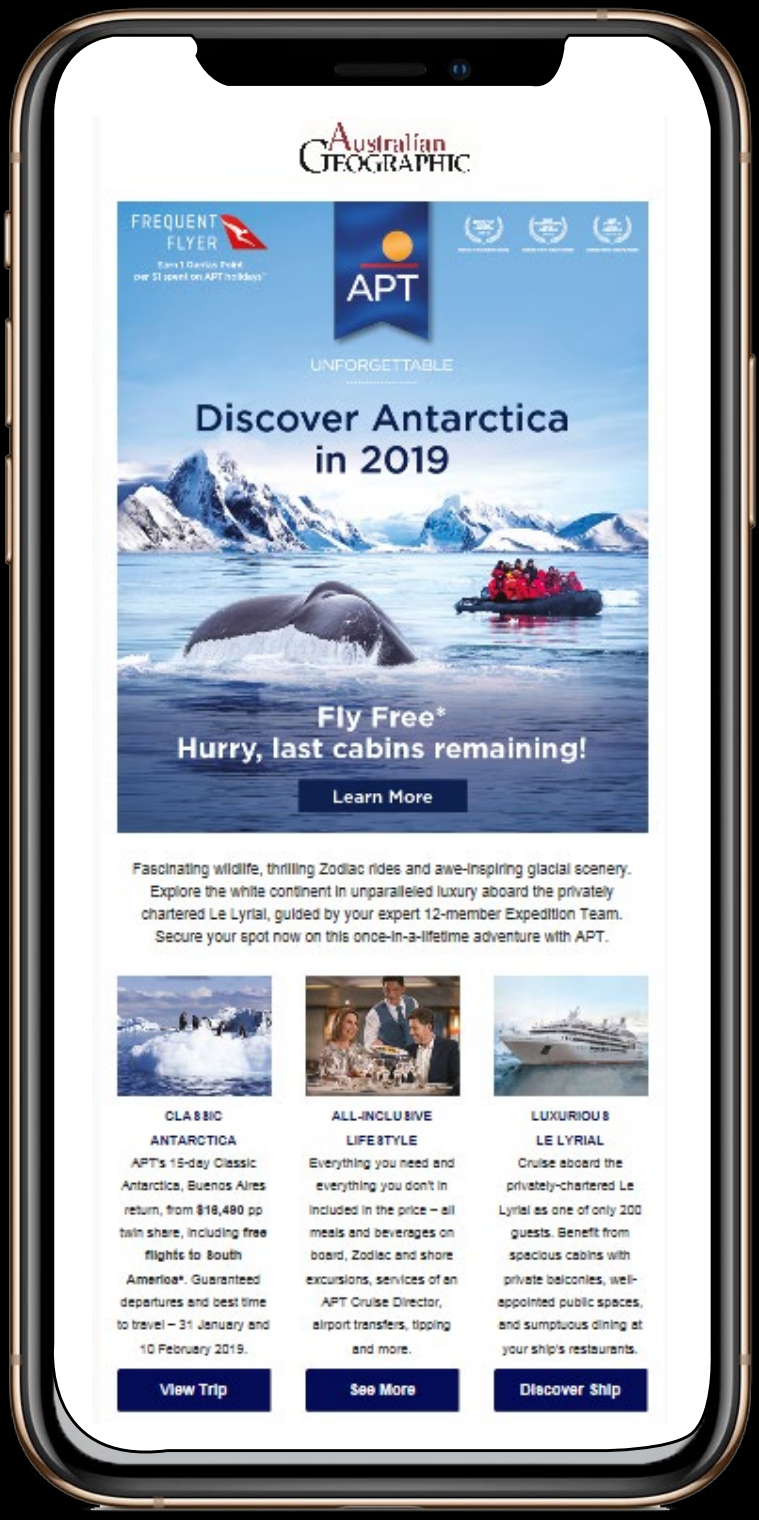
(3% higher than the industry open rate)

Average click through
5%

Subscribers
100,000

EDM Solus example

INVESTMENT: $4,900



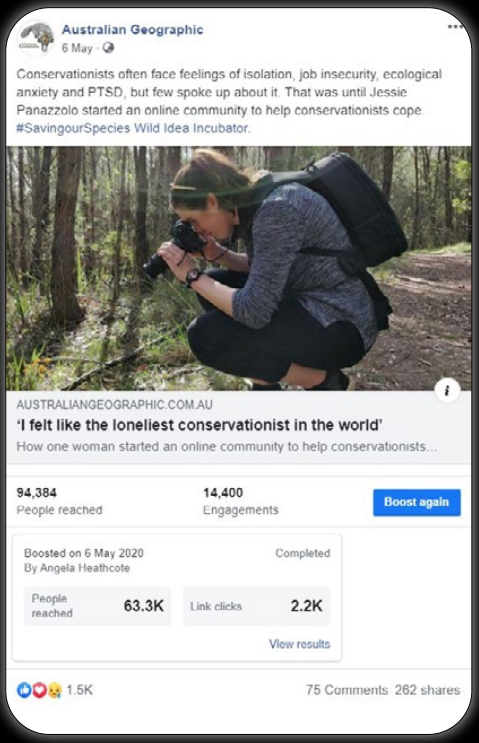
Average open rate	Average click through	Subscribers
26.8%	**2%**	**80,000**

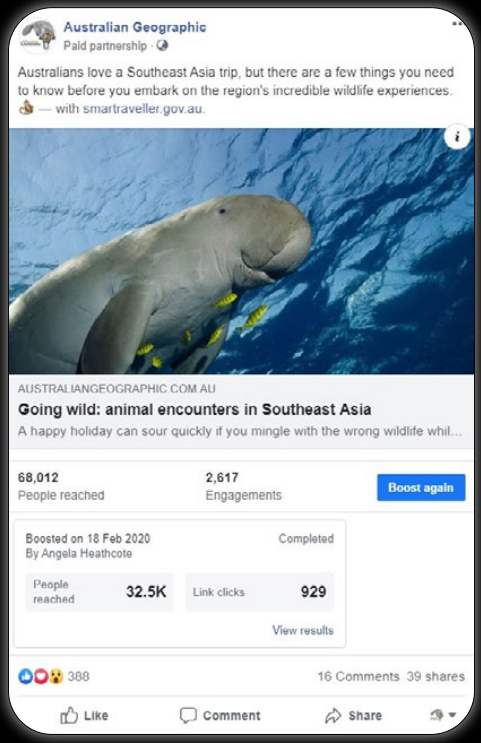
(5% higher than the industry open rate)

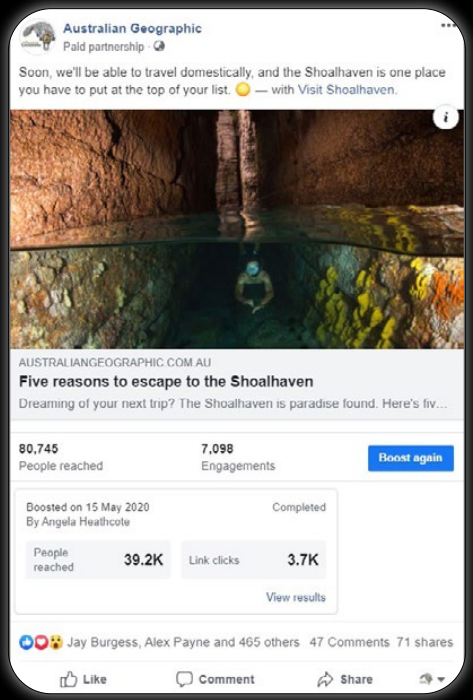
Facebook

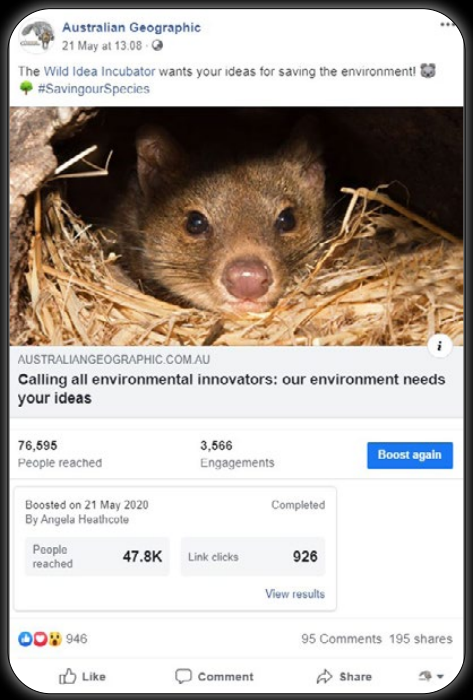
Audience: 500,000

INVESTMENT: $2,500









AVERAGE DAILY AG FB FIGURES

Reach **34,500**

Engagement per post **4,750**

(12% engagement rate)

AVERAGE AG CLIENT FB FIGURES

Reach **58,6000**

Engagement per post **3,900**

(10% engagement rate)

Instagram

Audience: 271,000

INVESTMENT: $1,500

Average reach
77,195

Average likes per post
3,800

Average engagement rate
(12% or 32,520 followers)

Video Content

693,470	356,080	50%
Plays per month	Completes per month	Completion rate

INVESTMENT:

ROS $3,500 PER MONTH (PRE-ROLL 15–30 SECONDS)
ROS $4,500 PER MONTH (COMPLETE VIDEO)

Investment Options

OPTION 1

1 x Solus EDM (80,000 subscribers)

1 x E-Newsletter – 300 x 250 MREC (110,000 subscribers)

1 x Digital article written by AG editorial (minimum 8 x images for gallery)

100% SOV surrounding digital article

4 x Social post driving to digital article (guaranteed 50,000 views each)

———————————————

COST **$9,500**
VALUE **$30,000**

OPTION 2

2 x Solus EDMs (80,000 subscribers/EDM)

2 x E-Newsletters – 300 x 250 MREC (110,000 subscribers/EDM)

2 x Digital articles written by AG editorial (minimum 8 x images for gallery)

100% SOV surrounding digital article

6 x Social post driving to digital article (guaranteed 50,000 views each)

SOV Display advertising across AG site for 4 weeks

———————————————

COST **$14,900**
VALUE **$56,000**

OPTION 3

2 x Solus EDMs (80,000 subscribers/EDM)

2 x E-Newsletters – 300 x 250 MREC

3 x Digital articles written by AG editorial (minimum 8 x images for gallery)

100% SOV surrounding digital article

8 x Social post driving to digital article (guaranteed 50,000 views each)

SOV Display advertising across AG site for 8 weeks

——————————————

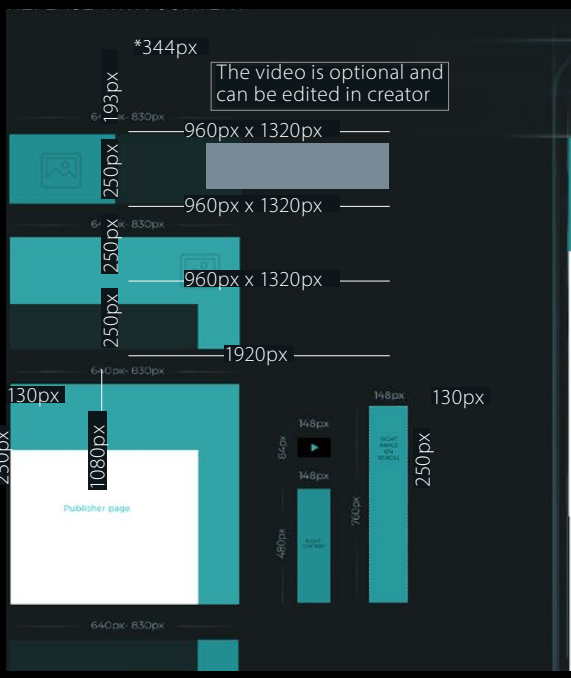
COST **$19,500**
VALUE **$72,000**

Specifications

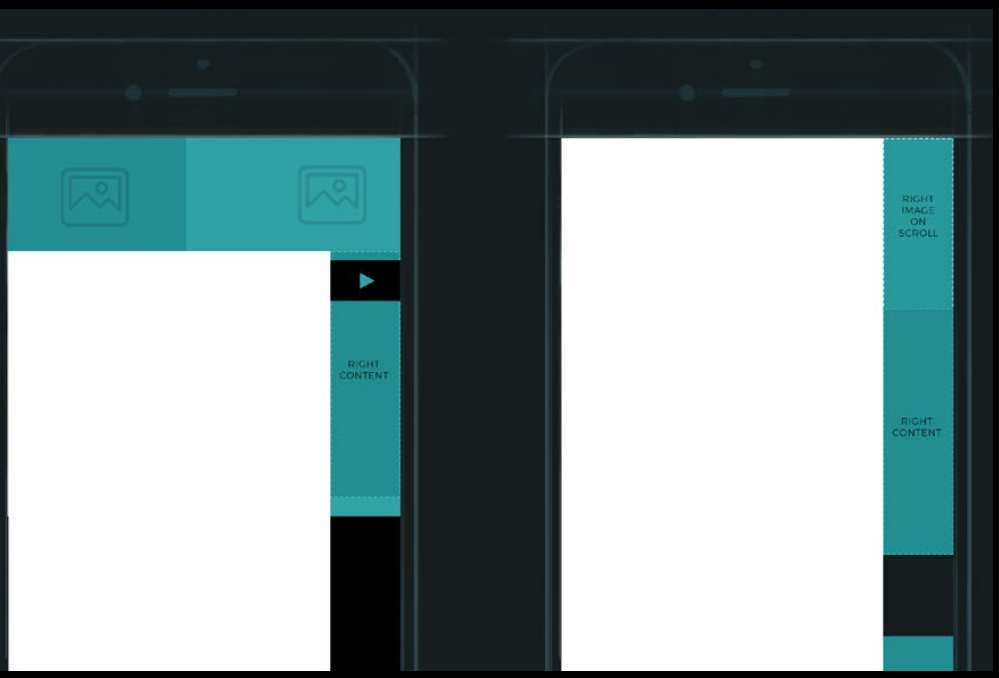
Monthly Section Takeover

Pixels - width x height

REPLACE WITH CONTENT



ON LOAD



REPLACE WITH CONTENT

ON SCROLL

960pix x 1320pix

100pix

Specifications

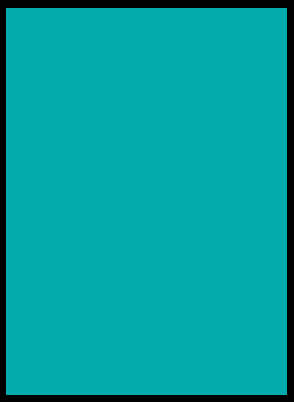
Advertorial

Pixels - width x height

Header
1000px x 200px

Background
2000px x 400px

Half page Banner
300px x 600px



MREC
300px x 250px

Footer
2000px x 330px

FORMAT	FILE SIZE	VISIBILITY
HTML5 (.ZIP), JPG, PNG, GIF	100KB MAX	DESKTOP ONLY

Australian GEOGRAPHIC

FOR ALL DIGITAL ADVERTISING ENQUIRIES PLEASE CONTACT:

Nicola Timm National Brand and Partnership Manager

02 9136 7213 0424 257 527

ntimm@australiangeographic.com

All material requires a click through URL.

Email all material through to Australian Geographic digital manager, one week before campaign launch.

Elizabeth Ginis EGinis@australiangeographic.com

www.australiangeographic.com.au