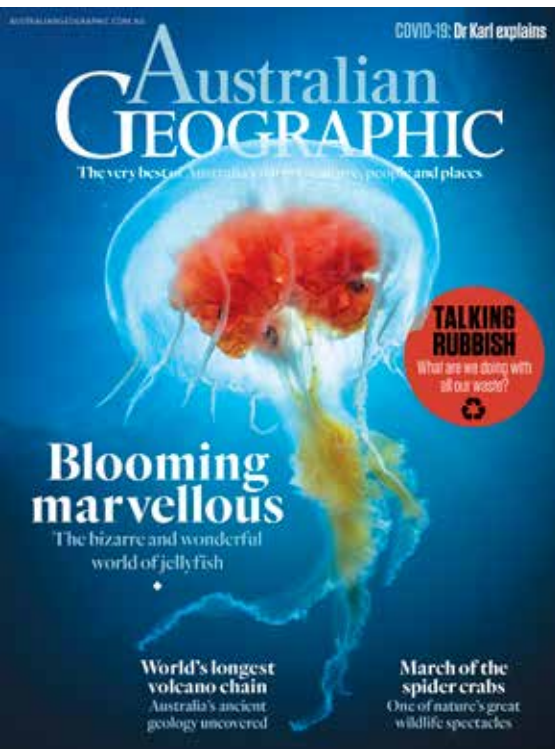


Australian GEOGRAPHIC

MEDIA KIT 2020/21



Brand Statement



Editor-in-Chief,
Chrissie Goldrick

Australian Geographic has been the nation's foremost geographical destination magazine for 30 years. It captures the essence and spirit of Australia through its meticulously crafted and beautifully presented stories and photography. The highly respected, authoritative and much-loved brand seeks to inspire, educate and entertain, connecting readers to Australian landscapes, plants and animals, science, industry and people. The brand supports conservation, adventure and community projects through its foundation, the Australian Geographic Society. It's readers are loyal and over 85% are subscribers and have been for many years.

"At Australian Geographic, we're passionate about sharing the very best of Australia, and we're committed to seeking out fresh and original stories and bringing them to our subscribers through the highest standards of writing, photography, illustration and cartography."

MAGAZINE

A bi-monthly quality magazine that celebrates the very best of Australia's nature, culture, people and places. The magazine is predominantly subscriber-based and many have subscribed from the first edition in 1986. The magazine is renowned for its photography, maps and stories that cover Australian rural life, natural history, adventure, science, culture, innovation and travel.

HERITAGE

Dick Smith formed Australian Geographic in 1986, and it has been going strong for 30 years. The brand has over 60 retail stores, documentaries, a digital platform and its own charity – the Australian Geographic Society, which financially supports adventure, conservation and scientific research.

EDITORIAL FEATURE SECTIONS

Each month the following content provides multiple entry points for advertisers:

- Geobuzz covers topics from Australian innovation, technology, nature, science and culture.
- Extended features that cover destinations, natural history, geology, culture and history.
- Wild Australia features essential wildlife highlights that can't be missed.
- Walkabout has travel, visit, listen, view, read and download sections.



676,185
UNIQUE AUDIENCE
PER MONTH

17,000 

1.2 MILLION
PAGE VIEWS PER MONTH




 **500,000**

1.09 MIN
TIME PER SESSION

80,000
EDM SOLUS

1.82
PAGE VIEWS
PER VISIT

260,000 

110,000
E-NEWSLETTER

Editorial Pillars

PEOPLE

We have been covering the extraordinary lives of ordinary Australians for more than 31 years. We travel the length and breadth of the continent to uncover original stories of real people.

PLACES

Beautiful photography is one of the defining features of Australian Geographic. We celebrate the amazing Australian landscape in every edition with well written and thoroughly researched stories and detailed maps.

NATURE

We focus on Australia's unique native fauna both in the pages of the magazine and through the fundraising efforts of the Australian Geographic Society to help our native wildlife in trouble.

TRAVEL

We know Australia backwards and love to share our knowledge of the best places to enjoy the rich, natural heritage that we are so lucky to be surrounded by here in Australia.

ADVENTURE

Adventure is in our DNA, whether it's getting out of our own comfort zones and out into nature, or hearing the inspiring stories of our brightest and best explorers and adventurers whose epic projects we support through the Australian Geographic Society.

DOCUMENTARIES

We create travel documentaries for tv in partnership with domestic and international tourism bodies and travel partners.

EXPEDITIONS

We partner with our travel advertisers to create unique adventures that we believe will appeal strongly to our readership, and then use these expeditions as means of raising funds for our charity, The Australian Geographic Society.



2020/2021 EDITORIAL CALENDAR

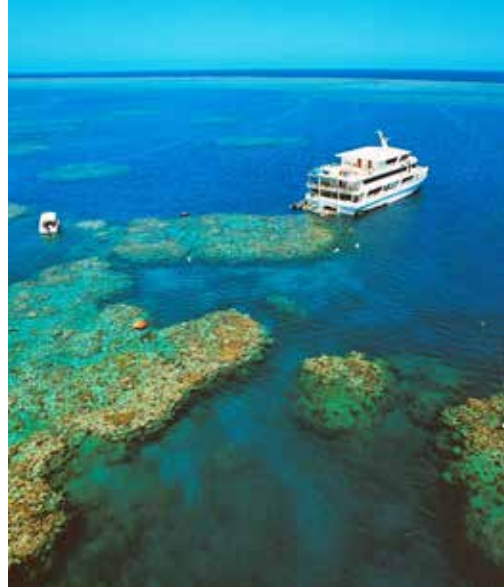


AG #157	AG #158	AG #159	AG #160	AG #161	AG #162
ON SALE 2 JULY 2020	ON SALE 27 AUGUST 2020	ON SALE 5 NOVEMBER 2020	ON SALE 4 JANUARY 2021	ON SALE 25 FEBRUARY 2021	ON SALE 6 MAY 2021
JUL/AUG	SEP/OCT	NOV/DEC	JAN/FEB	MAR/APR	MAY/JUNE
<p>Mertz and Ninnis statue, Hobart</p> <p>Carbon Economy</p> <p>Travel In the high country - snow fields</p> <p>Australia's new space agency</p> <p>Antarctica: 200 years of exploration</p> <p>Toowoomba Flower Festival</p> <p>Proposed: Five best walks in NZ</p>	<p>AGNPOTY results</p> <p>White Island volcano NZ</p> <p>Native food industry</p> <p>Sea snakes</p> <p>Gulf Country Road Trip</p> <p>Gippsland after the fires</p> <p>End of WW2 75th anniversary</p> <p>Deniliquin Ute Master</p> <p>Aussie Town - Lakes Entrance</p>	<p>Kimberley Conservation</p> <p>The Fitzroy wild river</p> <p>Echidnas</p> <p>Fire management in Australia</p> <p>History of antivenom</p>	<p>Saving our seas</p> <p>Arnhem Land Exposed</p> <p>The Great Barrier Reef</p> <p>Birdsville</p>	<p>The battle for Noosa</p> <p>Flinders Ranges</p> <p>Ningaloo Coast WA</p> <p>Northern Territory Festivals</p>	<p>Australia's wine industry</p> <p>Minna Minna River, Victoria</p> <p>Tasmania's coastal walks</p> <p>Northern Territory Festivals</p>

OUR ACTIVITIES



AG Explores- TV Documentaries



Society Expeditions

Each year the AG Society hosts and endorses a number of travel experiences run by the AGS in partnership with on-the-ground operators and tour operators from Australia and around the world. These expeditions have a little extra something – e.g. a citizen science element– and are usually hosted by an AG Society identity such as an Advisory Council member, sponsored adventurer or AG Society awardee. A percentage of the profits from these trips comes back to the AG Society.



AG Awards Night

The annual awards night is held to celebrate the achievements of our best and brightest adventurers and conservationists. The aim of the night is to tell the stories of these amazing individuals so they can inspire others. This event is also a fundraiser for the AGS.



Sponsorship rounds for adventure and conservation

The AGS has bi-annual sponsorship rounds and gives out money for adventure, conservation, science and community projects. These funds are decided on and distributed based on the advice of our expert advisory committees.

A humpback whale is captured in the middle of a breach, its dark, textured back and white, knobby pectoral fin visible above the water. The whale is angled upwards from the bottom right towards the top left. A massive splash of white water surrounds the whale's body, contrasting sharply with the deep blue of the ocean. The sky is a pale, overcast blue. The overall scene is dynamic and powerful.

ADVERTISING WITH
Australian Geographic

Casual Rates

DPS	\$24,024
FULL PAGE	\$13,421
HP	\$7,432
TVP	\$6,886
2PP INS.	\$175
4PP INS.	\$263
8PP INS.	\$369
12PP	\$478
24PP	\$573

Positional loading/rate

IFC	\$32,208
IBC	\$15,434
OBC	\$16,104

Digital Rates

STANDARD DISPLAY ADS

Mrec, LB, Mobile Banner \$POA

VIDEO

ROS \$3,500 per month (pre-roll 15-30 seconds)

ROS \$4,500 per month (complete video)

SOCIAL MEDIA

FACEBOOK \$2,500

INSTAGRAM \$1,500

EDMS

SOLUS \$4,900

E- NEWSLETTER INCLUDED MREC \$2,900

ADVERTORIALS

Online Article \$6,000

Gallery \$4,000

Video \$5,000

CPM SPONSORSHIP OF SECTIONS

Standard Mrec, LB, Mobile Banner \$5,500

NB: All of the above video and digital assets are to be supplied by client. Any additional production produced by Australian Geographic will be costed and quoted individually.



SCHEDULE 2020/2021

ISSUE	ON SALE DATE	CANCELLATION DEADLINE	BOOKING DEADLINE	INSERTS DELIVERED PRINTERS	MATERIAL DEADLINE
157 July/Aug 2020	2/7/2020	13/5/2020	7/6/2020	10/6/2020	11/6/2020
158 Sept/Oct 2020	27/8/2020	6/8/2020	5/8/2020	6/8/2020	05/08/2020
159 Nov/Dec 2020	5/11/2020	9/9/2020	4/10/2020	7/10/2020	8/10/2020
160 Jan/Feb 2021	04/1/2021	20/11/2020	5/12/2020	5/12/2020	7/12/2020
161 Mar/Apr 2021	25/02/21	07/01/2021	01/02/2021	11/02/2021	03/02/2021
162 May/June 2021	06/05/21	11/03/2021	05/04/2021	15/04/2021	09/04/2021



Technical Specifications Print

INSERTIONS	BLEED (h x w)	TRIM (h x w)	TYPE (h x w)
Full Page	288 x 220 mm	278 x 210 mm	255 x 190 mm
Double Page Spread	288 x 430 mm	278 x 420 mm	255 x 400 mm
Half Page Vertical	288 x 115 mm	278 x 105 mm	255 x 85 mm
Half Page Horizontal	149 x 220 mm	139 x 210 mm	119 x 190 mm



Supplying Advertising

AUSTRALIAN GEOGRAPHIC only accepts digital advertising files via digital advertising delivery services that comply with AG's technical specifications and that appropriately interface with AG's advertising bookings system. Such services include Quickcut and Adsend. Digital advertising files will not be accepted on disk, via email or by any content delivery system that does not comply with AG's technical specifications and that does not appropriately interface with AG's advertising booking system.



QUICKCUT

Quickcut is a service provider for electronic delivery of digital advertising files and has proven to be an efficient method of receiving and tracking digital advertising files at AUSTRALIAN GEOGRAPHIC. As Quickcut provides the facility to check your file for errors before it arrives, it is a preferred provider to AUSTRALIAN GEOGRAPHIC.

For more information regarding Quickcut's services please contact Quickcut on:
+61 2 9467 7500 (reception) or +61 2 9467 7602 (fax)
1300 768 988 (Tech Support) Via the Web - <http://visit.adstream.com.au/au/print>

ADSEND

Adsend is a web-based delivery system that offers PDF validation that won't allow the digital advertising file to be sent until it's fixed, by you or by the system itself.

For more information please contact:

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National Brand & Partnership Manager

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Australian GEOGRAPHIC

The very best of Australia's nature, culture, people and places



TALKING RUBBISH
What are we doing with all our waste?
♻️

Blooming marvellous

The bizarre and wonderful world of jellyfish

World's longest volcano chain
Australia's ancient geology uncovered

March of the spider crabs
One of nature's great wildlife spectacles

CONTACTS

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