



Australian GEOGRAPHIC

2021 DIGITAL MEDIA KIT

676,185

UNIQUE AUDIENCE
PER MONTH

17,000



73,400
E-NEWSLETTER

1.3 MILLION

PAGE VIEWS PER MONTH



500,000

1.82
PAGE VIEWS
PER VISIT

1.09 MIN
TIME PER SESSION

62,750
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

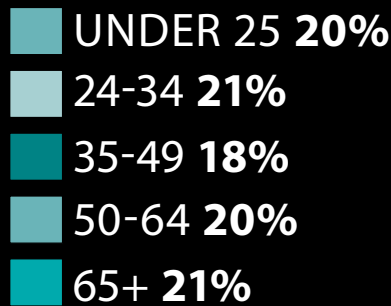
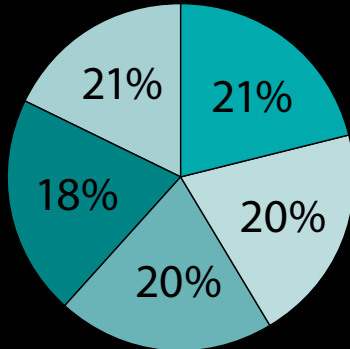
- Are driven by a dream of a big future
- Are savvy shoppers
- Well educated
- Socially aware
- Trend hunters
- Focused on a prosperous life
- Keen travellers

9%

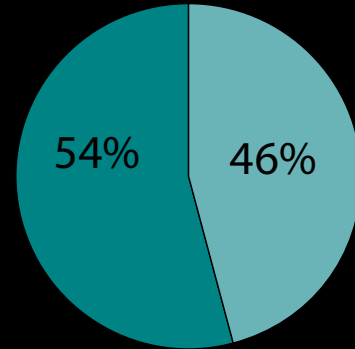
OTHER

Our Digital Audience

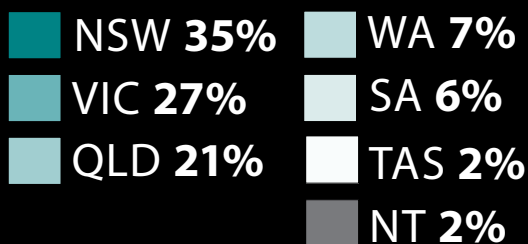
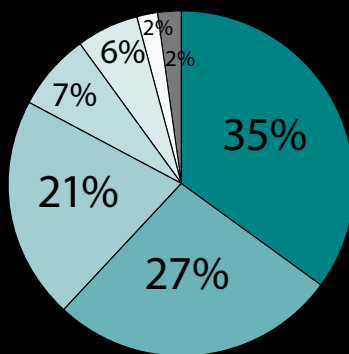
AUDIENCE AGE



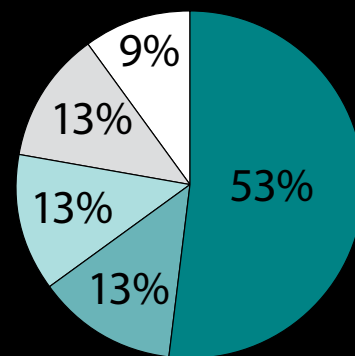
GENDER



STATES & TERRITORIES



EDUCATION



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 activities

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

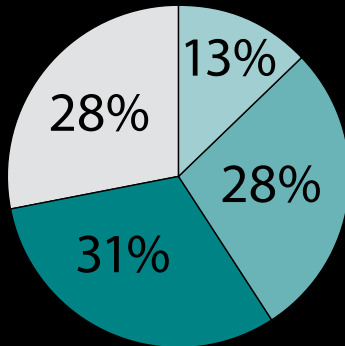
Played sport

33%*

*more likely than the average Australian

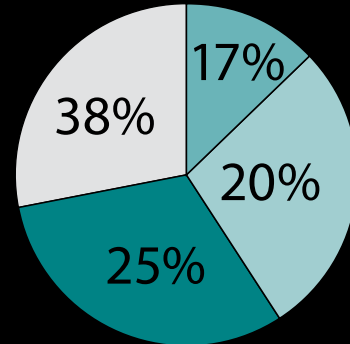
Our Digital Audience cont.

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

\$150,000

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

The screenshot shows a news article on a website. The background is a large image of a desert landscape. The article title is "15-million-year-old bilby fossil found in Qld". Below the title is a sub-headline: "The oldest-known fossil of a bilby has been found in NW Queensland". The byline reads "By Stephen Johnson/AAP" and "March 19, 2014". There is a "Reading Time: 2 Minutes" indicator. A photograph of a modern bilby is shown. Below the photo is a short paragraph: "A modern bilby has longer teeth for digging holes to find insects and worms, unlike their ancestors which had shorter teeth for eating fruit. Image credit: AAP Image". At the bottom of the article is another short paragraph: "A 15-MILLION-YEAR-OLD bilby fossil is very old but it certainly isn't long in the tooth".

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

Size per asset should be no more than 500kb

Display Ad example

INVESTMENT: POA

Outback
GEOGRAPHIC

Home Search About Us



Header Banner

1000 x 200 pixels

Background Banner

2000 x 400 pixels



Artful escapes in outback NSW

Discover the art of the outback NSW by exploring a rich and varied landscape of natural beauty.

By Dr. Sarah K. Smith & Dr. Sarah K. Smith



Long walks in the sun, deep into the outback.

We wander through ancient natural rock outcrops that are embraced by the weathered, outback. The long, narrow, red-ochre gorges and craggy water holes provide safe haven for the native wildlife - kangaroos and wallabies - and look magnificent in the silence of the remote, quiet spaces.



Side Banner

300 x 600 pixels



Footer Banner

1000 x 200 pixels

Background Banner

2000 x 400 pixels



Size per asset should be no more than 500kb

Advertorial example

INVESTMENT: \$4,000



Header Banner

1000 x 200 pixels

Background Banner

2000 x 400 pixels



Artful escapes in outback NSW

Heart of art



Advertorial

500–2000 words



Side Banner

300 x 600 pixels



Header Banner

1000 x 200 pixels

Background Banner

2000 x 400 pixels

Size per asset should be no more than 500kb

Advertorial examples

Make it Wood 1



Walking together in lightness - Australian Geographic

... ..

www.australiangeographic.com.au

Make it Wood 2



PNG Tourism



Adventure Island - Australian Geographic

Popular this week, Australia's threatened rainforest have

www.australiangeographic.com.au

DNSW Regional NSW

Artful escapes in outback NSW

... ..

By AG STAFF • March 6, 2020 • Reading Time: 5 Minutes


Facebook Twitter



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



Samoa Tourism



AG Adventure Series - Part 1 Grampians

Australian Geographic Adventures: Episode 10 Part 1


... ..



... ..



E-Newsletter example

INVESTMENT: \$2,900




RECEIVE TWO GIFTS FROM OUR EXCLUSIVE RANGE WHEN YOU SUBSCRIBE

with savings of over \$49



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

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




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

Bradley Jones is the first scientist to dedicate himself entirely to the study of Australian rock insects.



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

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



HISTORY THAT HAS OUTLIVED TIME.

IT'S OUT THERE

Average open rate
24.5%

(3% higher than the industry open rate)

Average click through
5%

Subscribers
73,400

Size per asset should be no more than 500kb

EDM Solus example

INVESTMENT: \$4,900



Average open rate
26.8%

(5% higher than the industry
open rate)

Average click through
2%

Subscribers
62,750

Facebook

Audience: 500,000

INVESTMENT: \$2,500

Conservationists often face threats in remote, off-the-grid, ecologically sensitive and often remote areas. Their survival depends on their ability to avoid conflict with local communities. We're proud to be able to help conservationists like you.

I hit like the roughest conservationists in the world!

Reach: 84,284 | Engagement: 14,200

Spent: \$5.2K | Conversion: 2.2K

Going wild: animal encounters in Southeast Asia

Reach: 18,212 | Engagement: 2,417

Spent: \$2.5K | Conversion: 920

Five reasons to escape to the Shoshaves

Reach: 62,718 | Engagement: 7,098

Spent: \$8.2K | Conversion: 1.7K

Calling all environmental cooperation: our environment needs your ideas

Reach: 15,258 | Engagement: 1,898

Spent: \$7.8K | Conversion: 620

AVERAGE DAILY AG
FB FIGURES

Reach **34,500**
Engagement per post **4,750**
(12% engagement rate)

AVERAGE AG CLIENT
FB FIGURES

Reach **58,600**
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

Plays per month

356,080

Completes per month

50%

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 (62,750 subscribers)

1 x E-Newsletter – 300 x 250 MREC (73,400 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 (62,750 subscribers/EDM)

2 x E-Newsletter – 300 x 250 MREC (73,400 subscribers)

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 (62,750 subscribers/EDM)

2 x E-Newsletters – 300 x 250 MREC (73,400 subscribers)

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



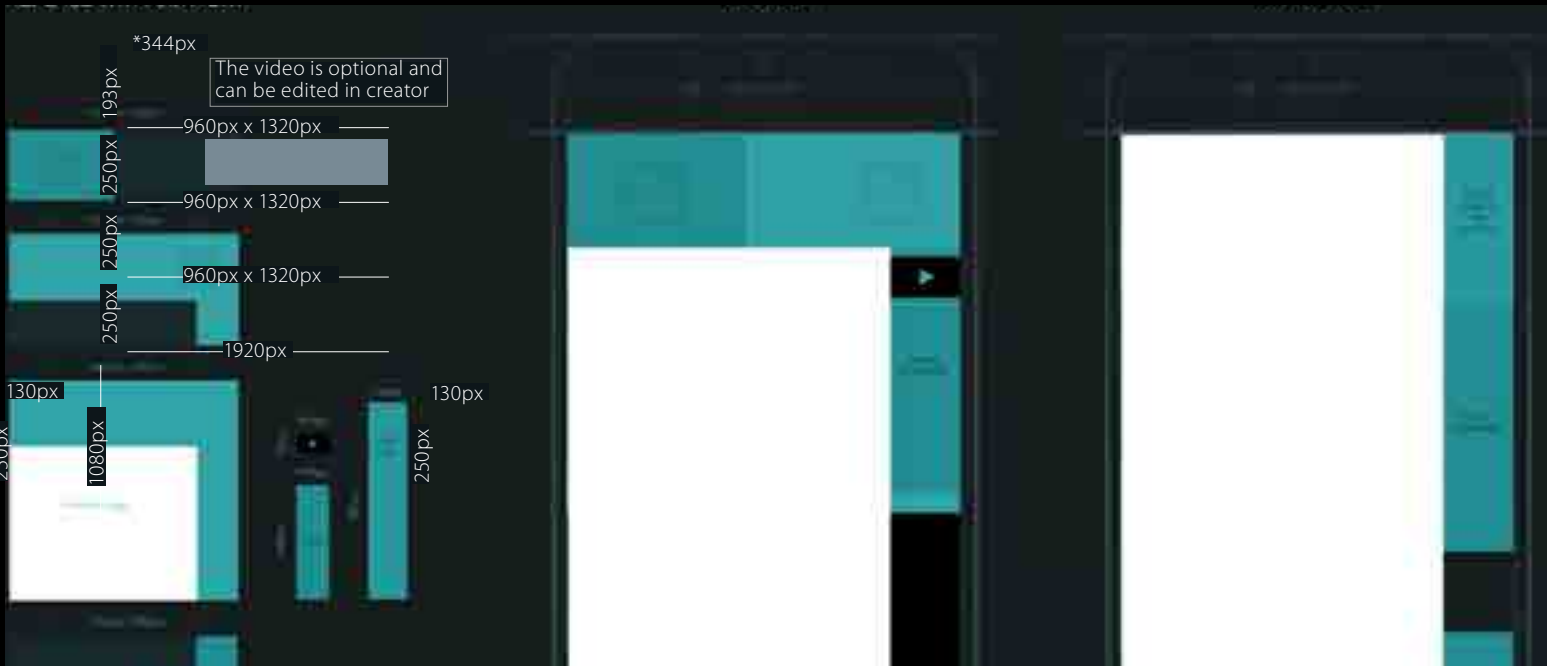
Specifications

Monthly Section Takeover

Pixels - width x height

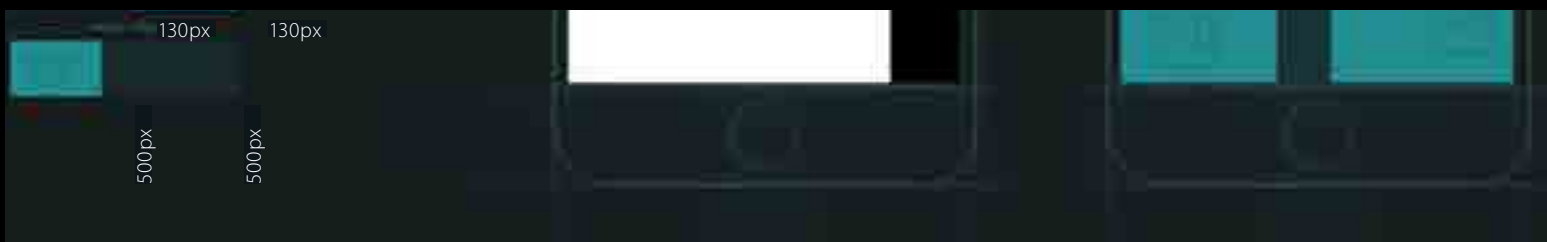
REPLACE WITH CONTENT

ON LOAD



REPLACE WITH CONTENT

ON SCROLL



100px

960px x 1320px

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

HTML5 (.ZIP), JPG, PNG, GIF

FILE SIZE

100KB MAX

VISIBILITY

DESKTOP ONLY



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