

A scenic landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the sky and the foreground. Two hikers with backpacks are silhouetted against the bright light, walking across a field of tall grass and wildflowers. The background shows rolling hills and mountains under a sky filled with soft, glowing clouds.

Australian
GEOGRAPHIC Live the life
Adventure
Media Kit **2022**



The **ADVENTURE** life

ADVENTURE! The word itself means many things to many people and many ages. Whether you're a serious hiker, climber or cyclist, a young child and about to tackle your first-ever bushwalk, or a retiree setting off on that long-awaited around-Australia road trip, adventure is whatever you make it. It is all-encompassing.

Aus Geo ADVENTURE showcases 'adventure' in all its forms, with exceptional writing and photography, as well as exciting videos and expert gear tests. With content covering hiking, camping, climbing, biking, paddling, and – of course – all the gear you need for each of these activities, Aus Geo ADVENTURE is the premier source of both expert information and pure inspiration.

The magazine covers both Australian and international adventure destinations, and offers expert advice on everything from how to start rock climbing, through to choosing the best equipment for your next adventure. Most exciting for this gear-head, though is that our experienced editorial team will be bringing to the audience the best, most extensive, gear tests around, both in the magazine and on our website.

For myself, having been immersed in the adventure publishing scene for more than 20 years, the chance to be a part of Aus Geo ADVENTURE is very exciting – as it will be for our audience, no doubt, - and I look forward to continuing to live the 'adventure life'.



Justin Walker, EDITOR



The **AUDIENCE**

The Aus Geo ADVENTURE audience is active, inquisitive and willing to try new activities, and is usually involved in more than one outdoor pursuit, with many being keen mountain bikers and hikers, or road cyclists and paddlers. Camping is a favoured activity as well, and a large majority of the audience is focused on pursuing a fit and healthy lifestyle. The age of the audience runs from early 20s through to active 60-plus and is split between city and country residents (with a majority of these in the eastern seaboard states), as well as equally split between male and female, with an average salary of \$85,000.



The **ADVENTURE** advantage

- Experienced and knowledgeable editorial team with high credibility in the adventure world
- Extensive gear testing
- Very high editorial and photographic standards, with a high quality printed product and dynamic digital (online/social media) presence
- Content that resonates highly with the audience
- Excellent 'guide to' sections that offer high engagement
- Opportunity for clients to showcase products across all platforms for wide audience reach. Print publication on sale for three months in both newsagents and major supermarkets
- New website and social media presence (Facebook, Instagram) that offers direct audience engagement through gear tests and destination and adventure videos.
- Open to direct editorial integration with advertisers across print and digital platforms



On **DIGITAL**

▶ Australian Geographic digital platform will host AG Adventure offering over 655,200 users each month and generating more than 1,031,878 page views.

▶ AG Adventure will cover four main categories including Destinations both Australian and International , Adventure - hiking, camping, paddling, biking, Gear Tests performed by highly respected industry experts and How To (Adventure Classroom).

▶ AG Adventure will have a monthly E Newsletter with 65,280 subscribers and EDM reaching 55,301 subscribers.

▶ AG Adventure offers advertisers the opportunity to further expand their exposure and reach another audience.



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ISSUE	ON SALE DATE	BOOKING DEADLINE	INSERT DELIVERY DEADLINE	MATERIAL DEADLINE
7 APRIL 2022	7th APRIL 2022	14th MARCH 2022	11th MARCH 2022	16th MARCH 2022
8 OCTOBER 2022	20th OCTOBER 2022	26th SEPTEMBER 2022	24th SEPTEMBER 2022	28th SEPTEMBER 2022



2022 RATES

PRINT RATES

DPS

\$5,500

FPC

\$2,700

½ PAGE

\$1,500

DIGITAL RATES

VIDEO GEAR REVIEW

\$7,000

EDM

\$4,000

E Newsletter

\$2,500

FACEBOOK and INSTAGRAM

\$2,500 each

PRINT SPECIFICATIONS

INSERTIONS	BLEED (H X W)	TRIM	TYPE ZONE (H X W)
FULL PAGE	288 X 220mm	278 X 210mm	255 X 190mm
DOUBLE PAGE SPREAD	288 X 430mm	278 X 420mm	255 X 400mm
HALF PAGE VERTICAL	288 X 115mm	278 X 105mm	255 X 85mm
HALF PAGE HORIZONTAL	149 X 220mm	139 X 210mm	119 X 190mm





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For all print and digital advertising enquiries please contact

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