



Australian
GEOGRAPHIC

MEDIA KIT 2022

Australian GEOGRAPHIC

Australian Geographic has been the nation's foremost geographical destination magazine for over 36 years. It captures the essence and spirit of Australia through its meticulously crafted and beautifully presented stories and photography.

This highly respected and much-loved brand seeks to inspire, educate and entertain, connecting audiences to Australian landscapes, nature, science, industry and people. It does this through its flagship bi-monthly magazine and its many digital platforms and channels.





It's our aim to foster a community of well-informed and passionate Australians who are committed to finding solutions to the multiple challenges facing our natural world.

36 Years of Quality Journalism

93%

Agree that
Australian Geographic
creates high-quality
journalism

97%

Agree that
Australian Geographic
is a trustworthy news
source

54%

Agree that
Australian Geographic
influences their decisions



When compared to nine other publishers across a similar and competitive landscape, participants agreed that Australian Geographic not only creates the highest-quality journalism, but that it also has the highest level of influence over their decisions. Australian Geographic received the highest levels of sentiment overall with SBS and The Age being the two titles that ranked closest:

High-quality journalism

83% SBS

56% The Age

Influences their decisions

47% SBS

21% The Age

Following this, 48% of participants have visited the Australian Geographic website in the last month. The only title to top this was ABC with 72% visiting their website in the last month.

In an age of misinformation and lack of trust for mainstream media, all of this highlights how unique the quality journalism produced by Australian Geographic is.

Australian GEOGRAPHIC



Australian
GEOGRAPHIC

Australian
GEOGRAPHIC
Adventure

Australian
GEOGRAPHIC
TRAVEL

Australian
GEOGRAPHIC
Explorers

Australian Geographic

Showcasing Australian wildlife, landscapes, culture and people. Celebrating the spirit of Australia and supporting conservation efforts across the country.

Adventure

Get all your outdoor inspiration here – adventures, destinations, gear tests and expert advice.

Travel

Enjoy off the beaten track experiences, unique landscapes and iconic wildlife with Australian Geographic Travel.

Explorers

Dedicated to children, Explorers brims with inspiring stories, fun activities and lots more cool stuff.

Content 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 comfort zones and 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.

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.

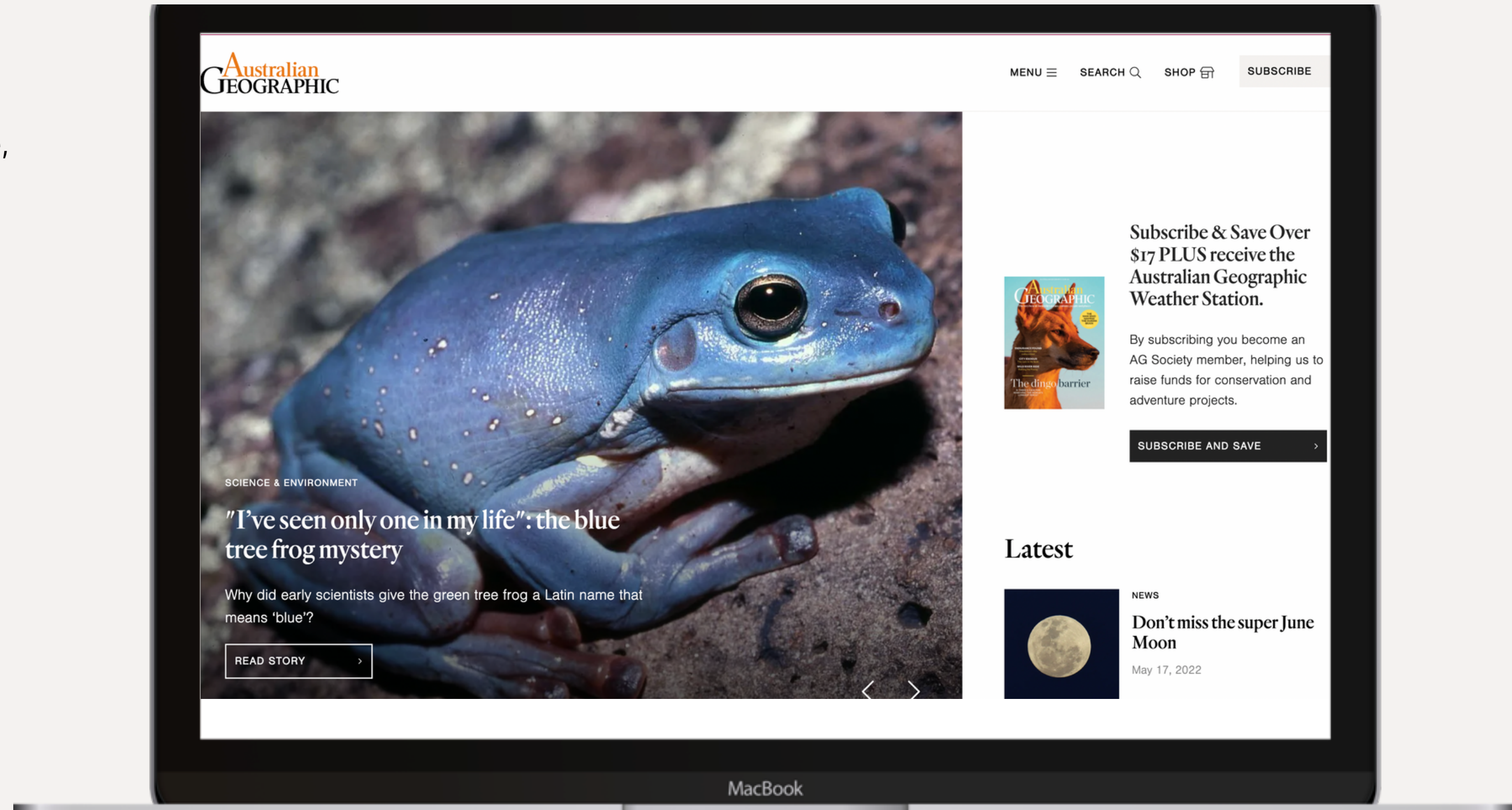


AG Online

A content-rich website featuring wildlife, conservation, culture, adventure and travel storytelling sourced from around Australia and the AG journal.

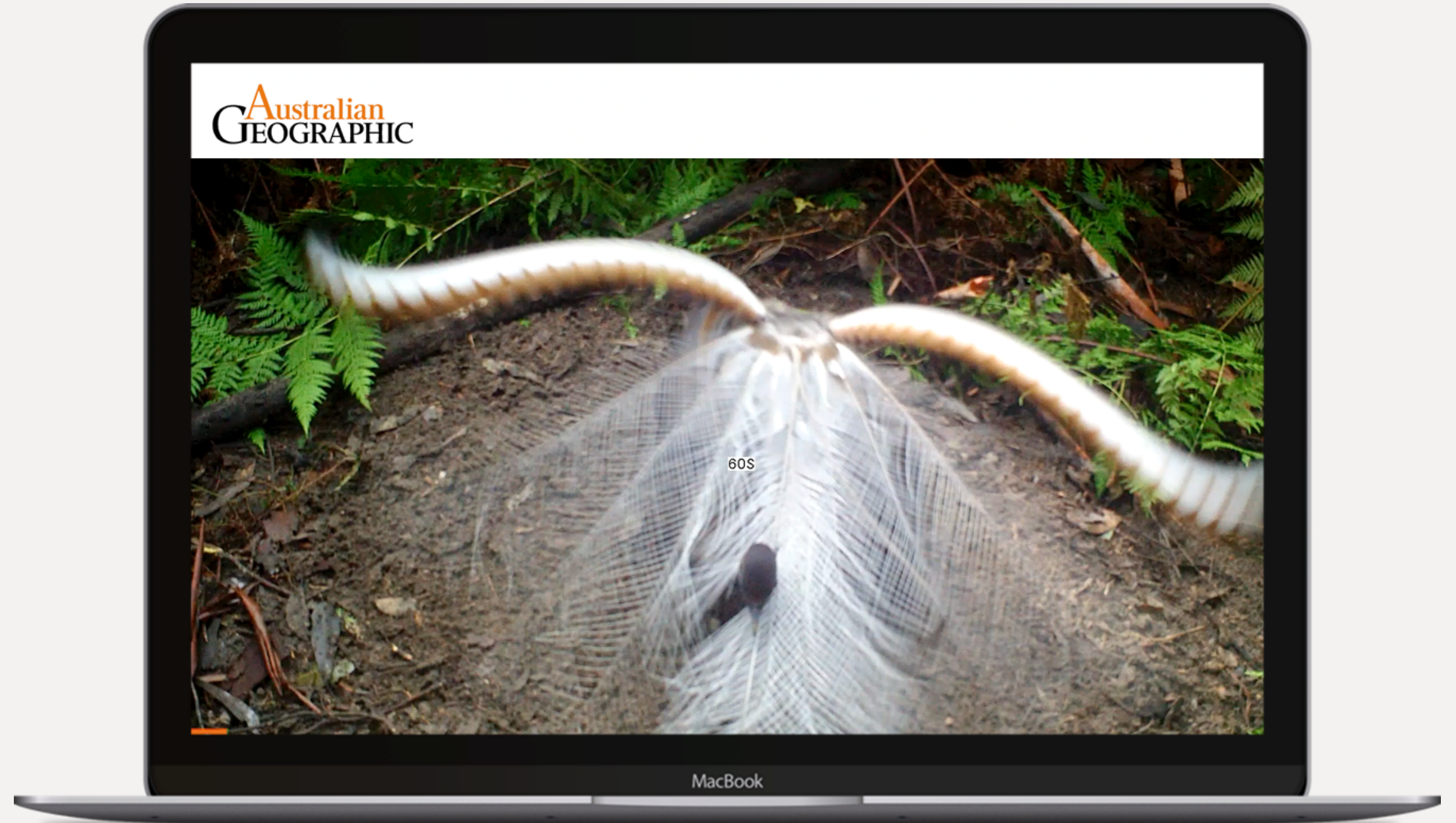
Additional Verticals include

- AG Adventure
- AG Explorers
- AG Travel – with 40 trips on offer



How do we tell these stories?

Across original, information-rich articles, exclusive, purpose-filmed videos and photos, Google Web Stories and via our Talking Australia podcast.



Our Social Reach

We use social content as a powerful tool to drive people to the website.

Australian Geographic boasts an engaged social media following of over 840k, with nearly 300k Instagram followers and more than 540k loyal Facebook followers.

The brand has received over 4.5M video views over the last year, as well as a consistent 4M+ monthly reach across social channels.



4.5M

Video views
last 12 months



4.3M

Monthly
social reach



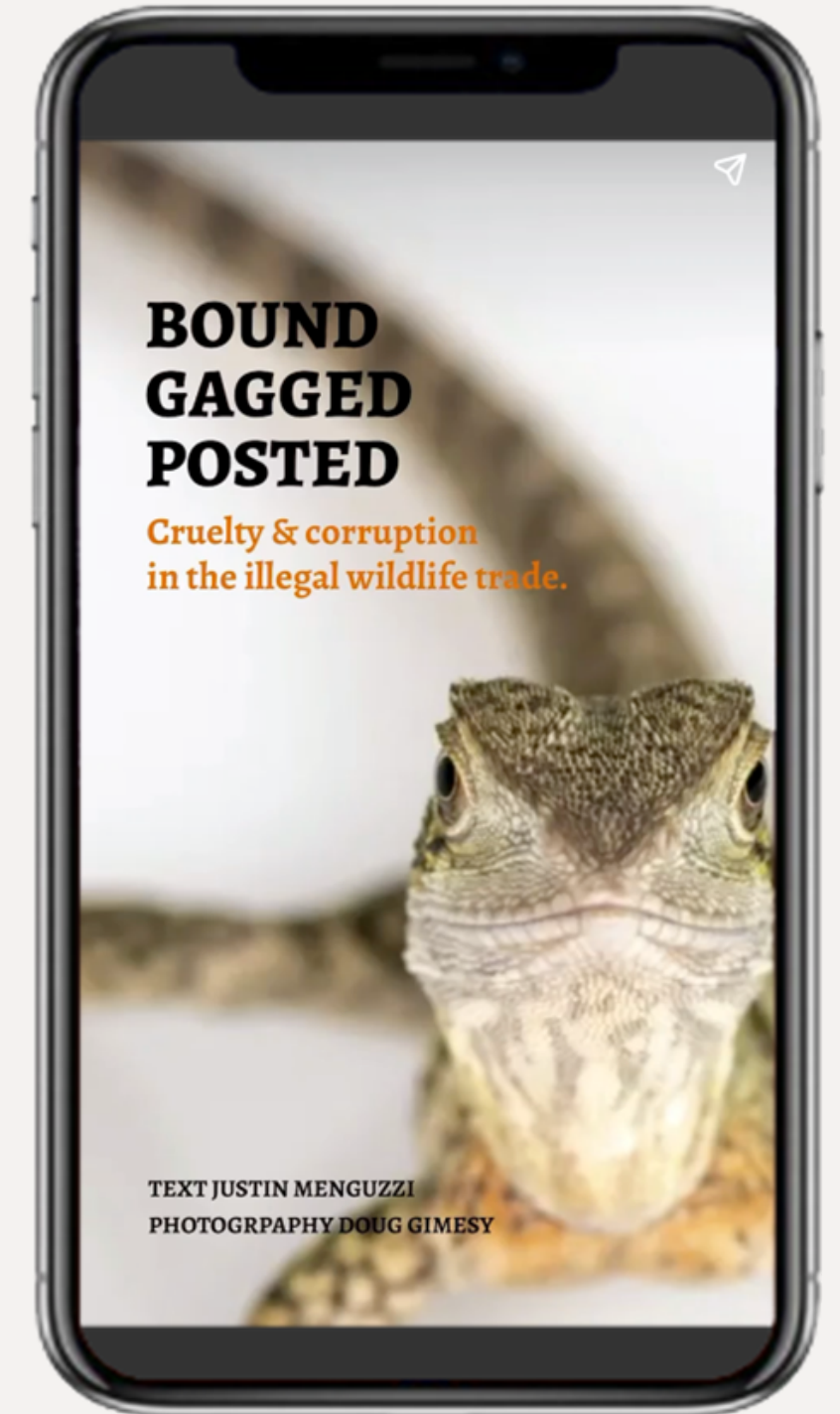
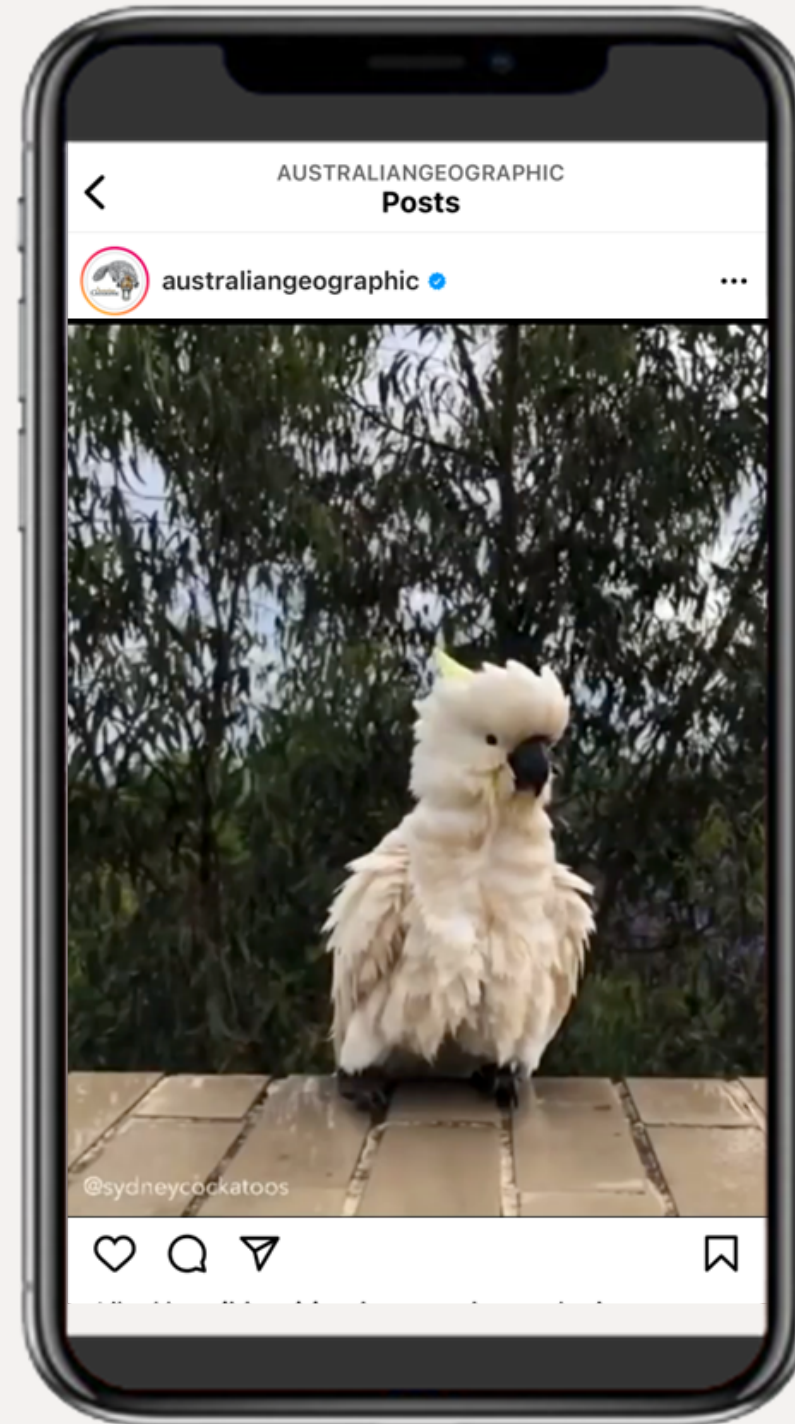
600K

Monthly
unique users



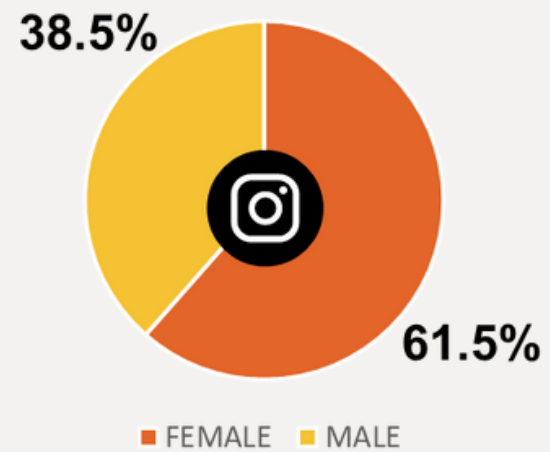
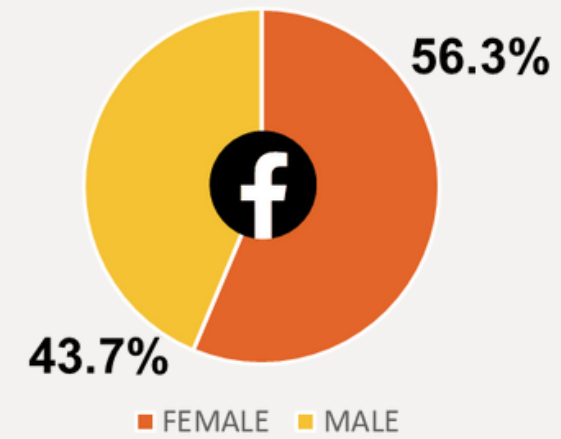
840K

Social likes
and followers

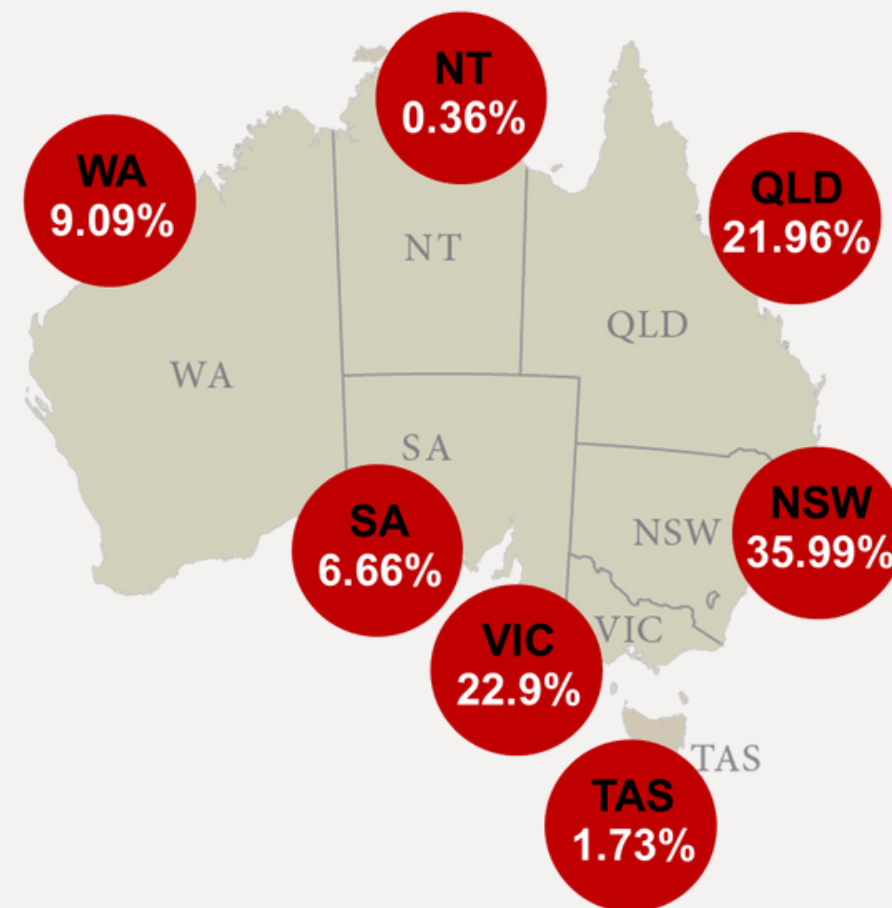


Our Audience

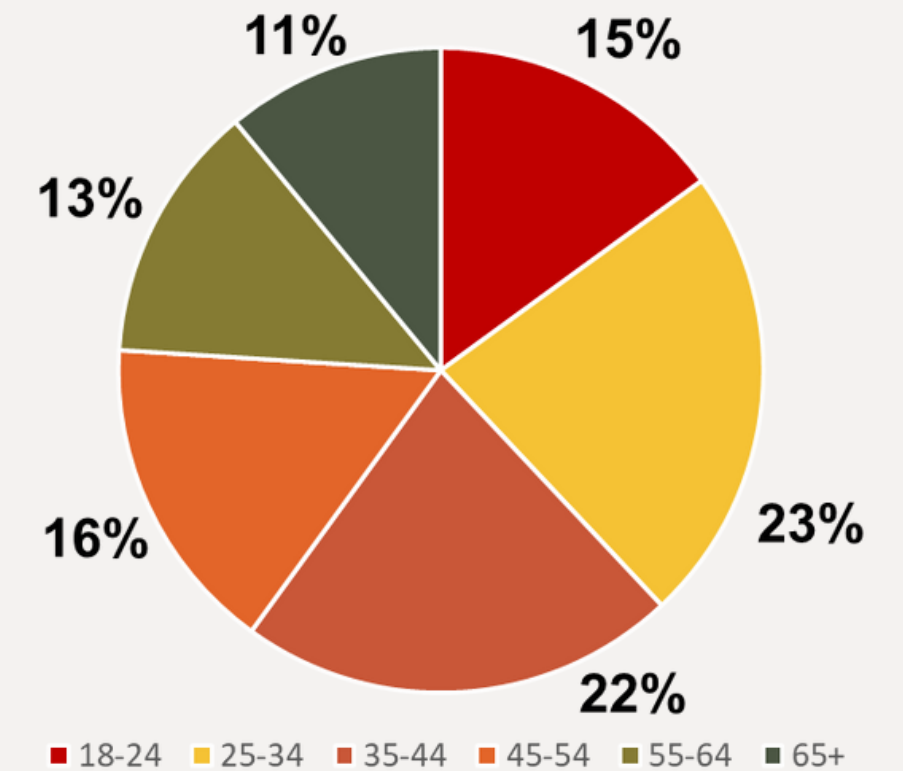
WHO



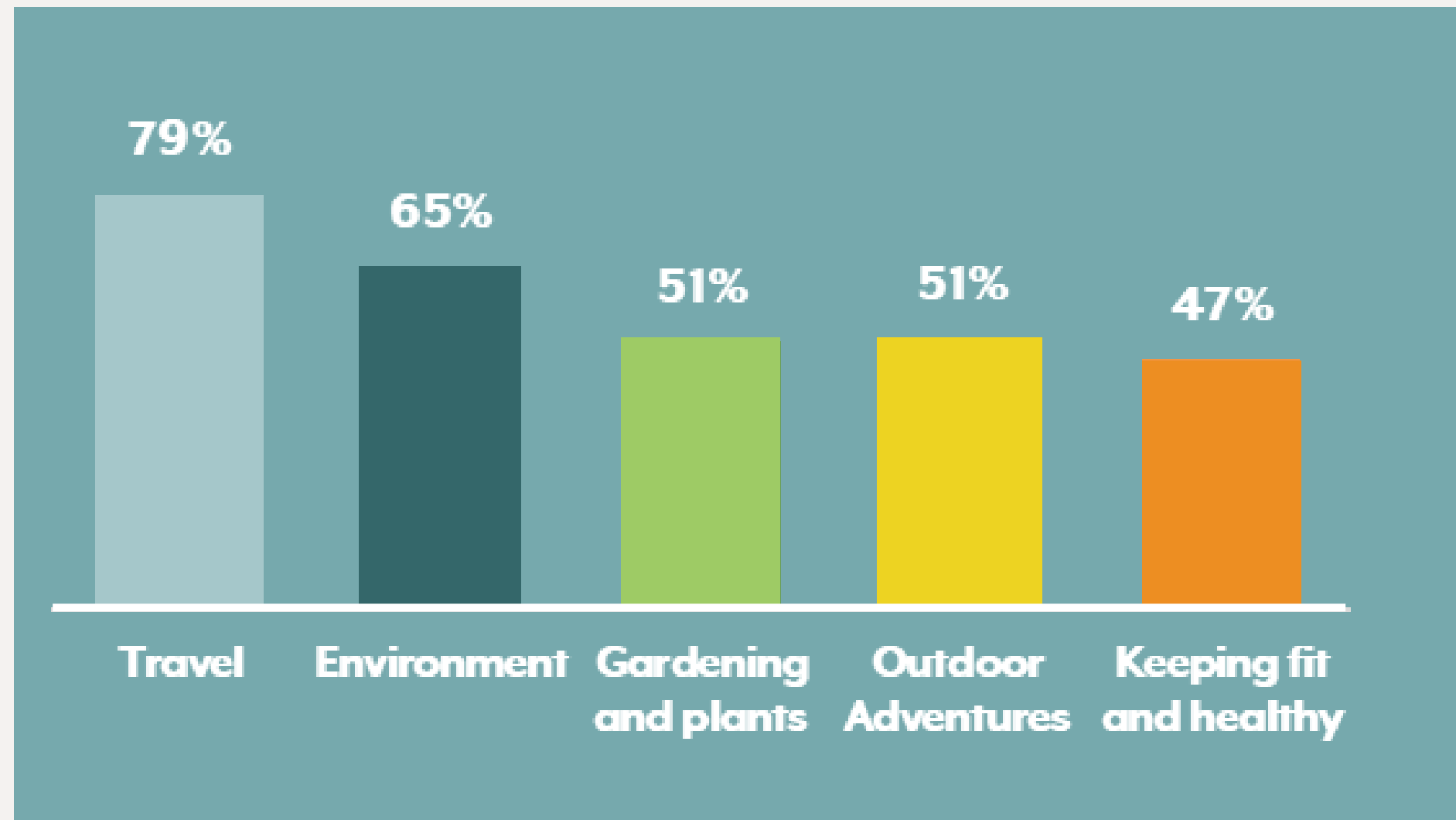
WHERE



AGE



Audience Interests



Source*

There is some slight nuance, people 65+ are more likely to be interested in gardening and plants at 60% vs. average of 51%, and people aged 25–44 are more likely to be interested in outdoor adventures e.g hiking, kayaking, rock-climbing (64%) vs those who are over 65+ (25%).



22% earn under \$40K
32% earn \$40–\$79K
27% earn \$80K+



Those aged over 45+ are likely to fully own their home (58%), while those aged 25–44 are more likely to be paying off a mortgage (44%) or renting (39%).



20% retired
42% working full-time
20% working part-time
9% students
6% engaged in home duties



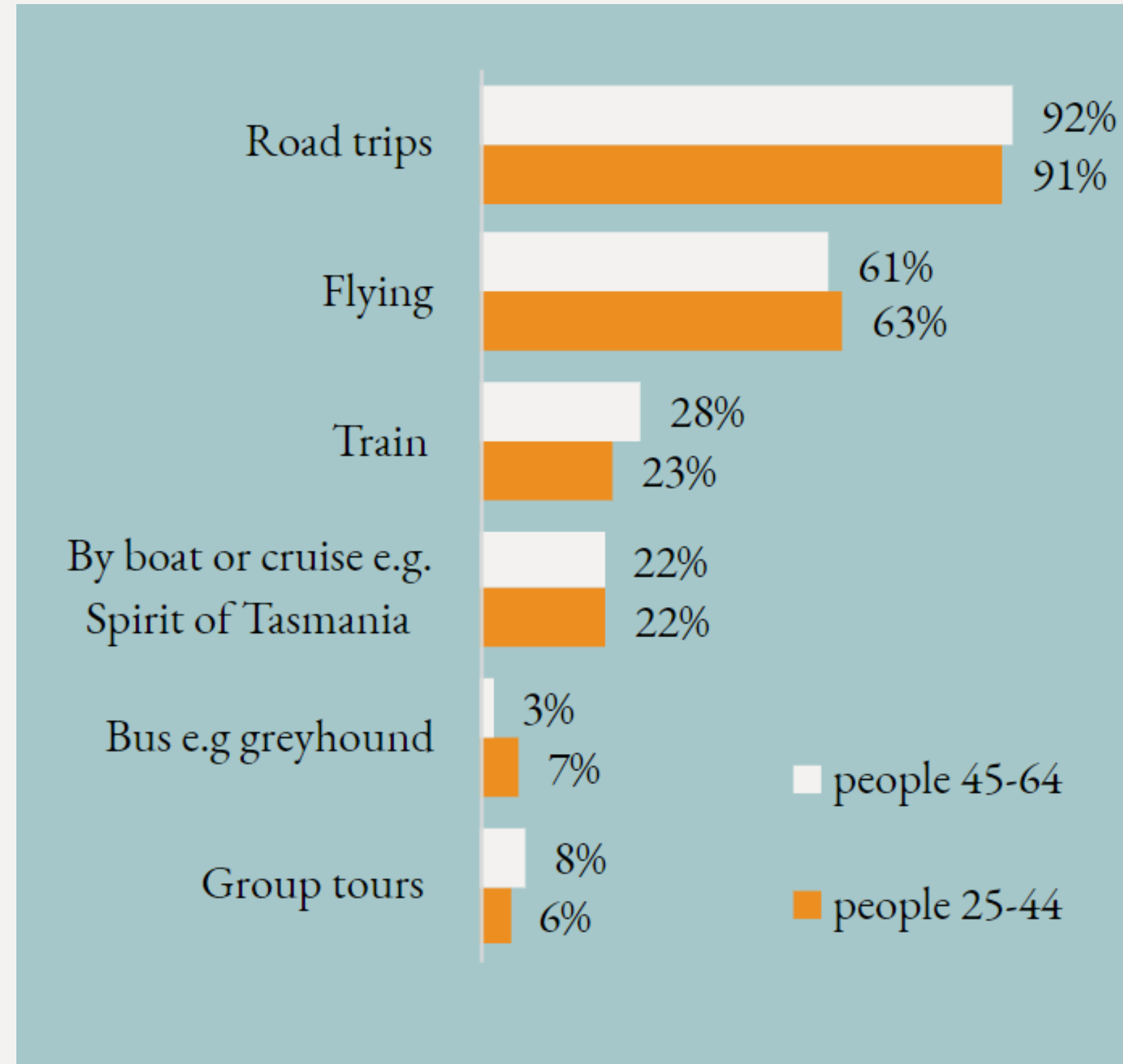
There is great representation of both metro (53%) and regional (47%) among participants.

*Statistics are from the Australian Geographic reader survey conducted in February 2022 that included 748 respondents in total.

Road Trips

Australians are wanting to make up for lost time due to the pandemic – sightseeing and adventure are top of the list.

- 85% of Australians aged 35–64 want to travel in their state or interstate for leisure in 2022
- 92% agree that road trips are their preferred method of travel
- 47K of Australian Geographic’s audience are currently looking to buy a new car



*Statistics are from the Australian Geographic reader survey conducted in February 2022 that included 748 respondents in total.

Making up for lost time

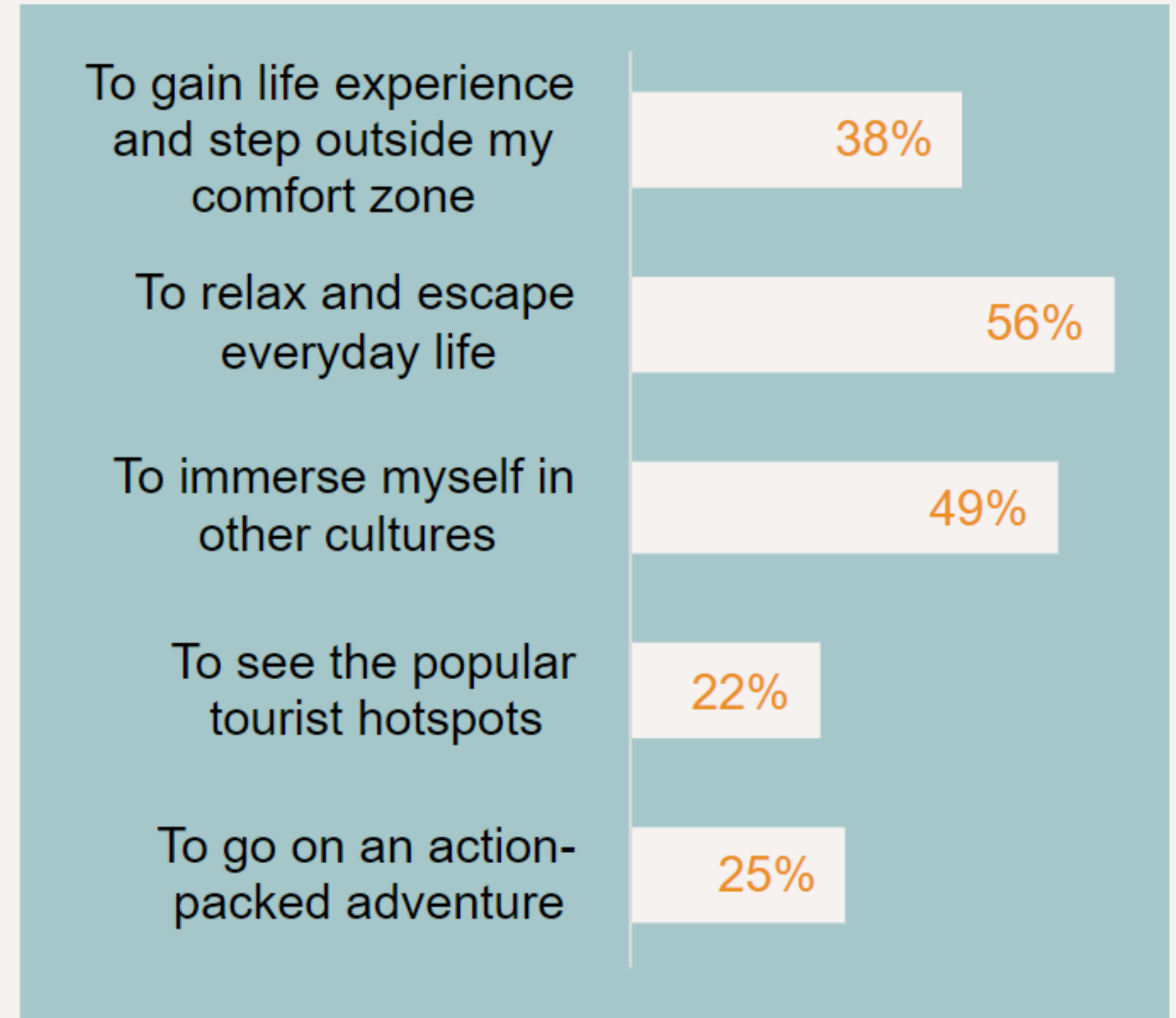
79% of Australians agree that travel is their passion. This ranks it as no.1 on the list of things they are passionate about (followed by the environment and food).

On their last trip

- 20% of respondents took part in cultural experiences e.g. touring East Arnhem Land
- 26% took part in wildlife conservation
- 63% visited national parks
- 59% visited tourist attractions.

Summary

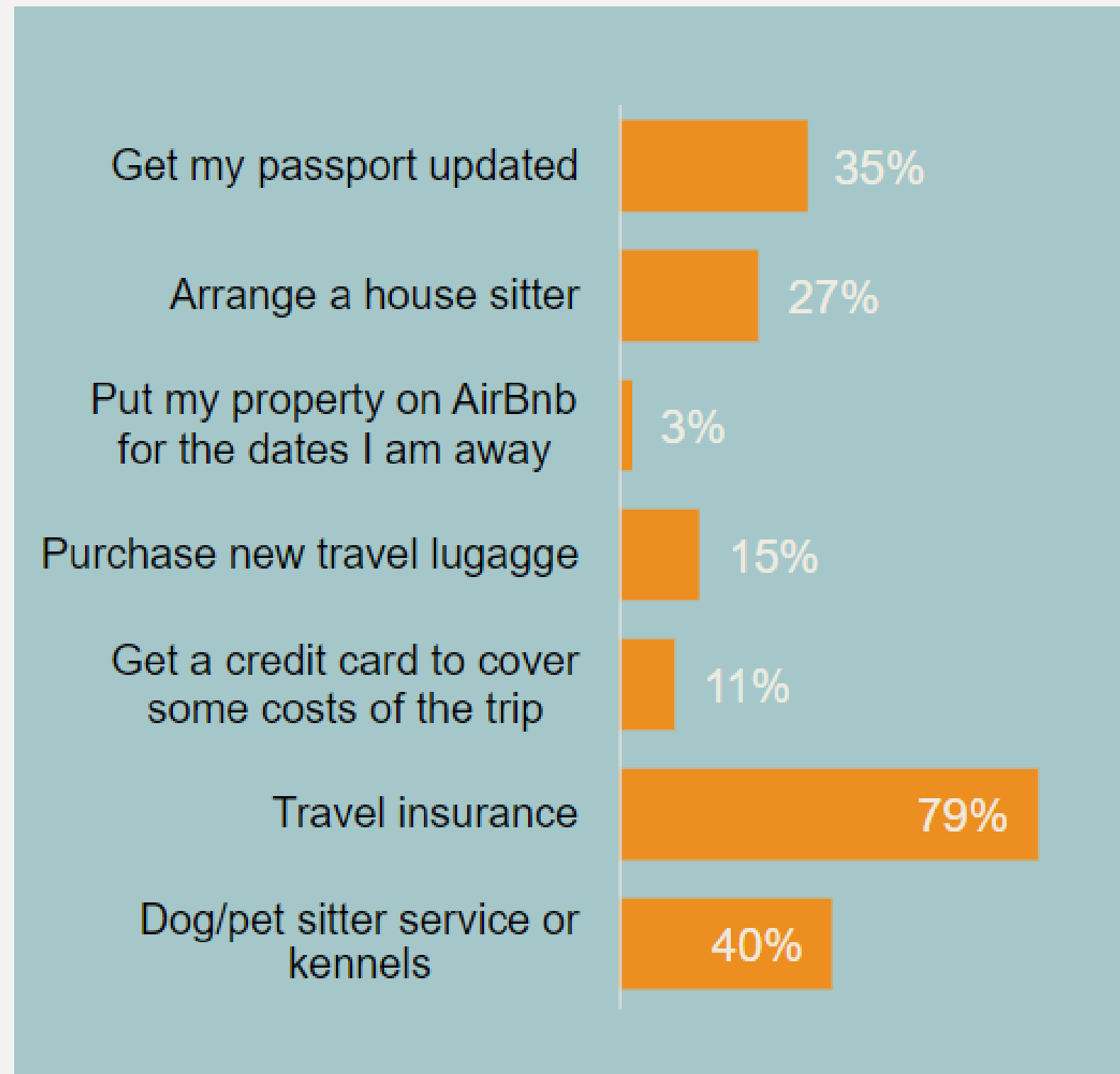
- 79% of participants say travel is their passion
- They are travelling to recharge and then seek adventure, experiences and culture
- 30K of Australian Geographic's audience are currently looking at travel and accommodation options.



Before you fly

When preparing before a trip away, respondents indicated the types of goods or services they would organise before travelling:

- 79% said they would get travel insurance
- 27% of respondents would organise a house sitter
- 32% of people 65+ would organise a house sitter
- 46% of people 25–44 would need a dog or pet sitter service when they go away.



*Statistics are from the Australian Geographic reader survey conducted in February 2022 that included 748 respondents in total.

Australian Geographic Society Activities

AUSTRALIAN GEOGRAPHIC 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.

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.

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.



Australian Geographic Society

AGS PHILANTHROPY AND FUNDRAISING 2019–2022

- 18 endangered native species benefited from \$70,000 in public and private cash donations.
- AGS funds were boosted by donations from travel partnerships and special products by \$85,300.
- \$57,300 was distributed to 25 projects including grand adventures and conservation initiatives or scientific research.
- \$50,000 was donated to bushfire regenerated projects.
- \$5000 was given to Lisa Blair under the Nancy-Bird Walton sponsorship.



Advertising & Sponsorship Opportunities



News Announcement

OBJECTIVE

Announcing a product or event that is newsworthy to our audience.

BRAND INCLUSIONS

Attribution copy, CTA, social tag and high-impact display.

KPIs

200,000 reach across Facebook and Instagram and 5,000 page views.

SOCIAL AMPLIFICATION

Paid amplification via Facebook and Instagram in standard editorial design.

DISPLAY

Masthead, MREC/half page and mobile banner.

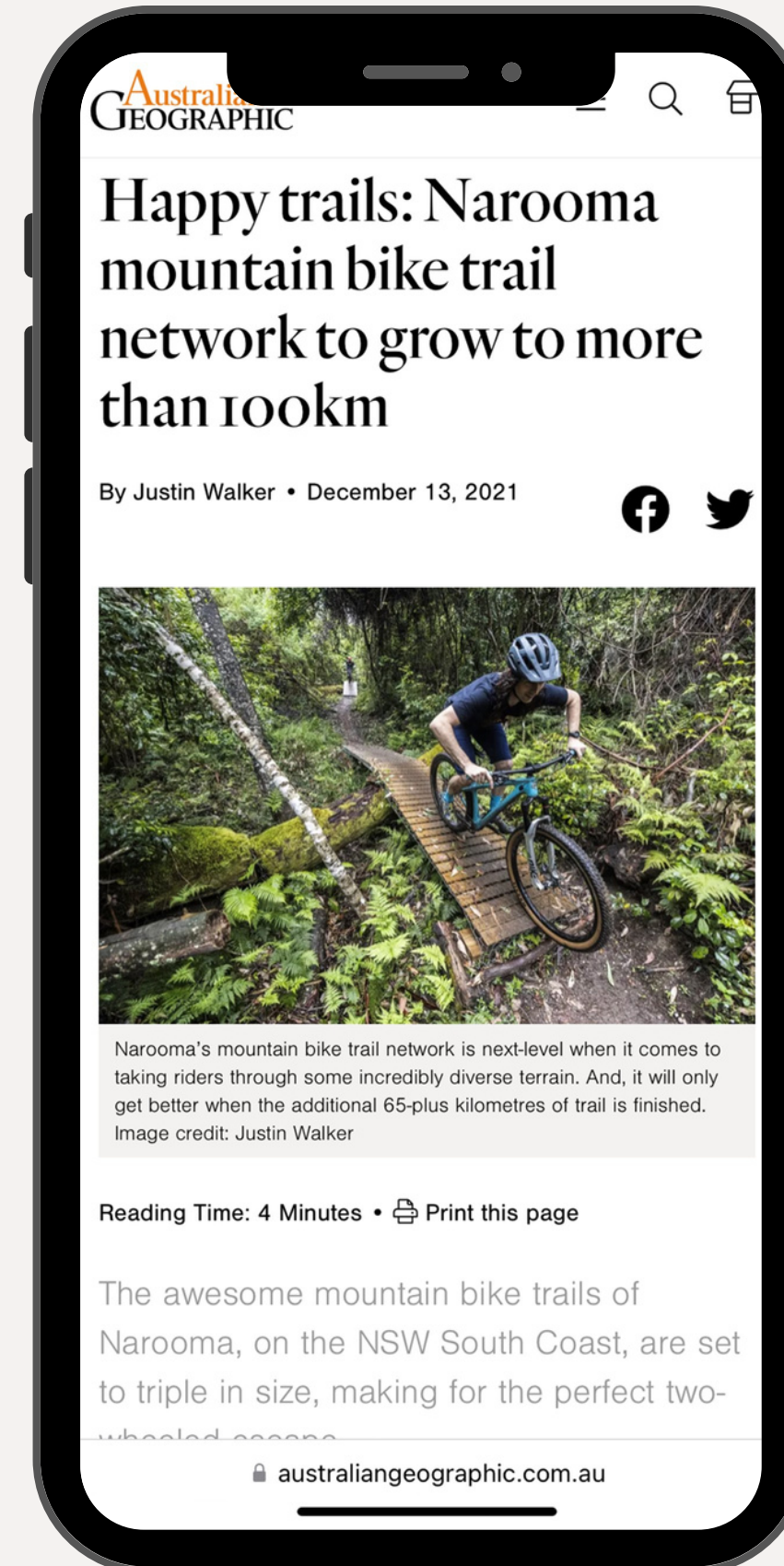
WORD COUNT

Up to 300 words.

EXAMPLES

(Click to view)

[Kingfisher Bay](#)
[Narooma Mountain Bike Trail](#)
[Koala Groups](#)



Native Article

OBJECTIVE

Editorial style that integrates brand messaging in a subtle and authentic way.

BRAND INCLUSIONS

Attribution copy, CTA, social tag and high impact display.

FORMATS

Native editorial style, listicle, interview and experience review.

KPIs

200,000 reach across Facebook and Instagram and 5,000 page views.

SOCIAL AMPLIFICATION

Paid amplification via Facebook and Instagram in standard editorial design.

DISPLAY

Masthead, MREC/half page and mobile banner.

WORD COUNT

Up to 800 words.

Examples

(Click to view)

[Native Trees](#)
[Bettong Baby Boom](#)



Consumer Promo

OBJECTIVE

Australian Geographic hosted competition that drives direct brand engagement between our audience.

BRAND INCLUSIONS

Attribution copy, CTA, social tag and high impact display.

MECHANIC FORMATS

25 words or less, image upload or quiz.
KPIs 200,000 reach across Facebook and Instagram and 5,000 page views.

SOCIAL AMPLIFICATION

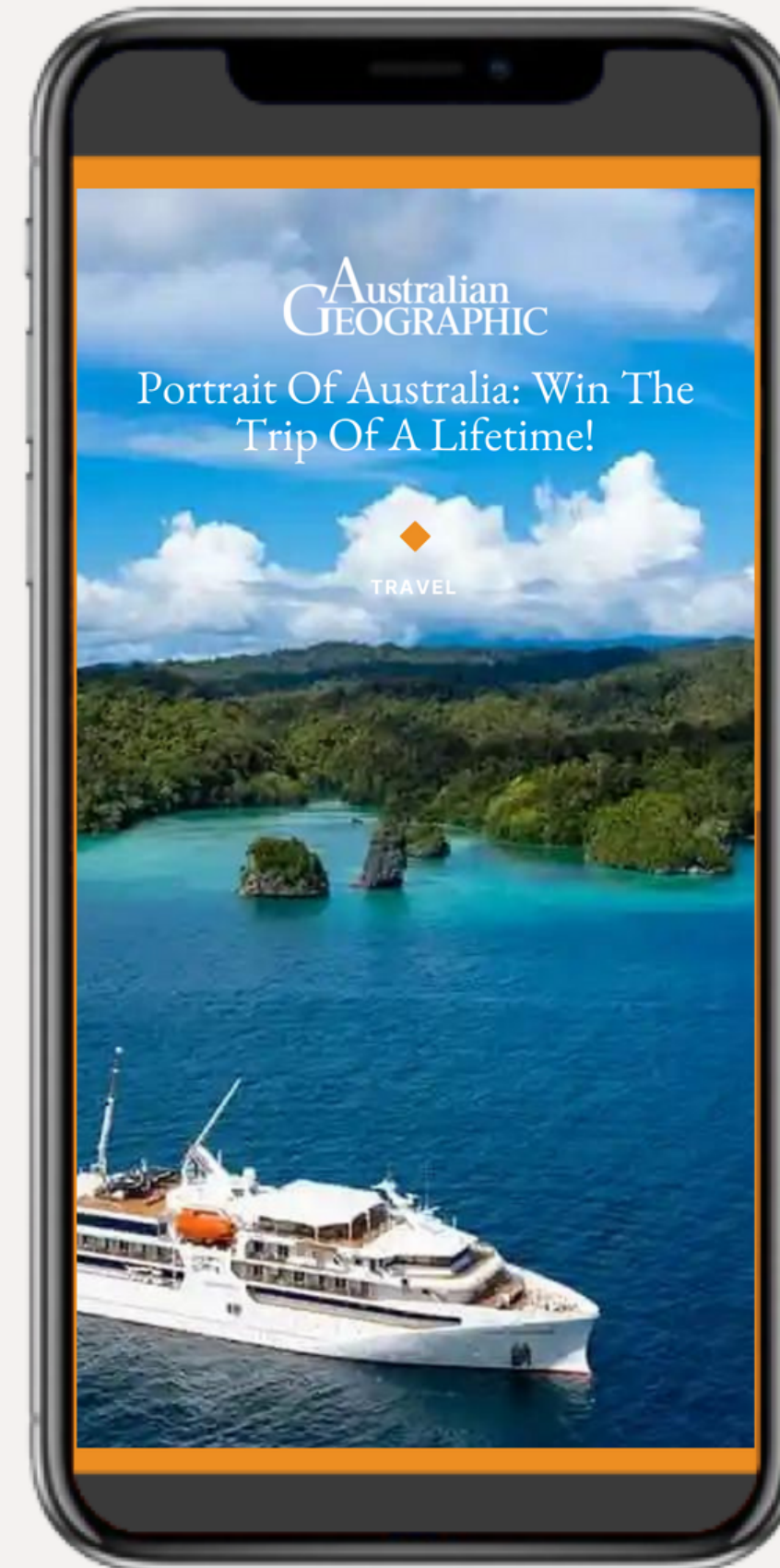
Paid amplification via Facebook and Instagram in standard editorial design.

DISPLAY

Masthead, MREC/half page and mobile banner.

WORD COUNT

Up to 300 words.



Social Post

OBJECTIVE

Promote client brand or offering via a standalone social post.

BRAND INCLUSIONS

Social tag.

FORMATS

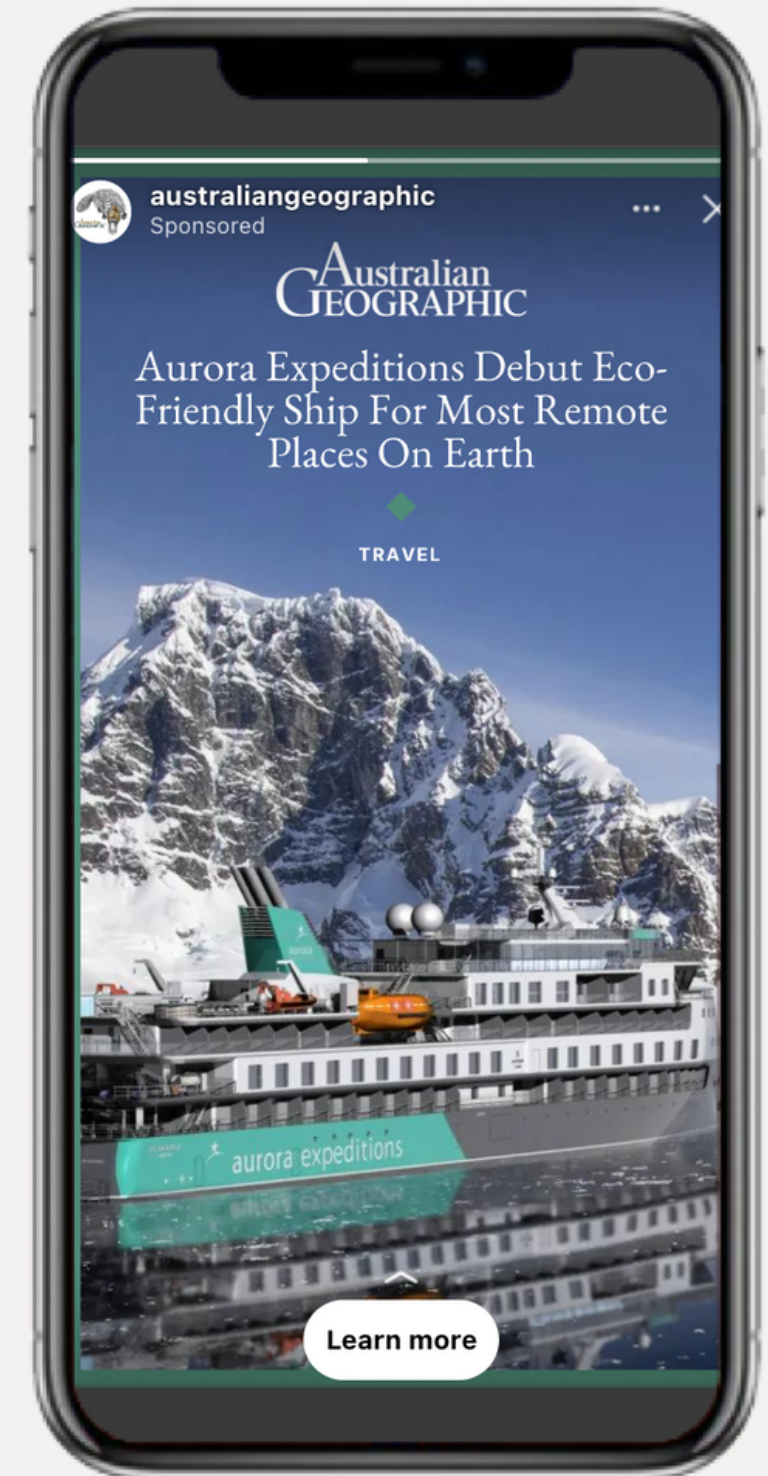
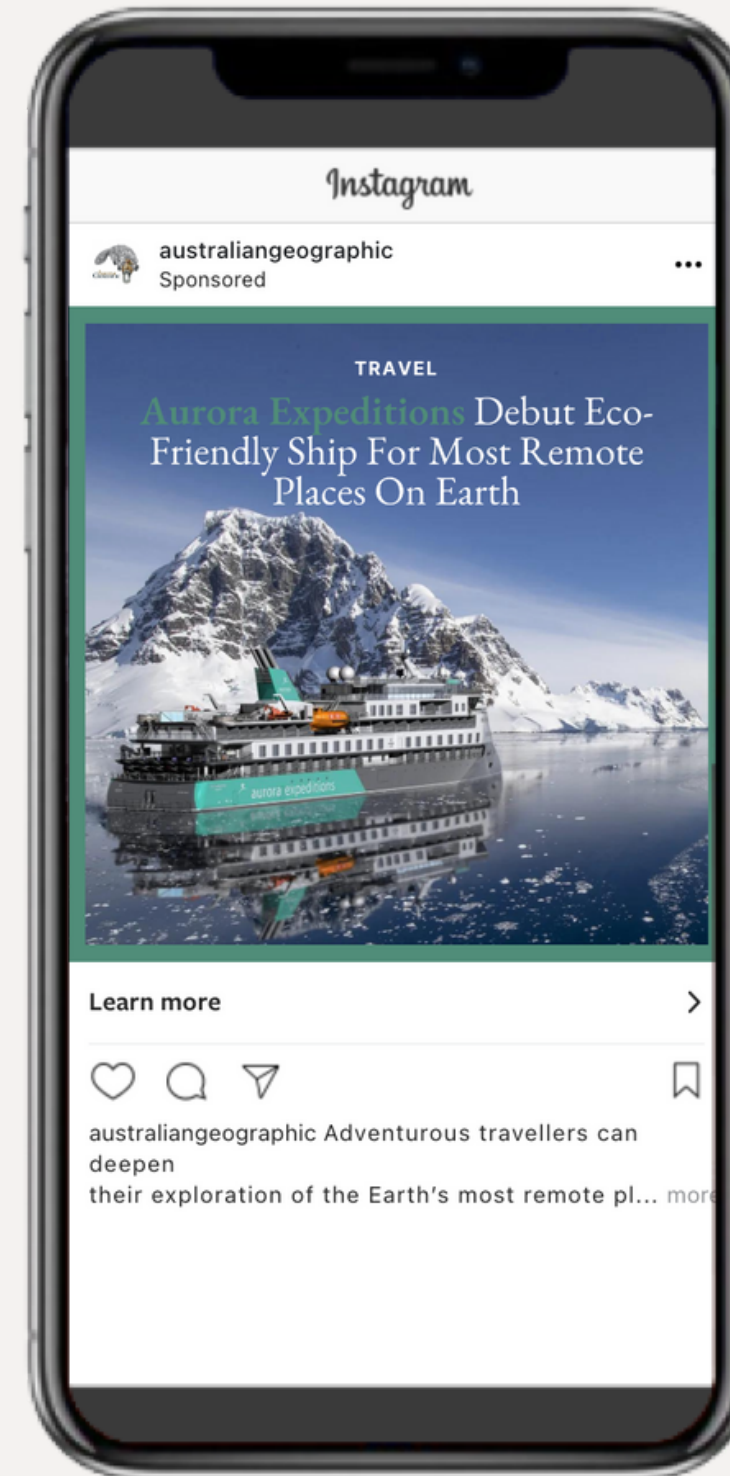
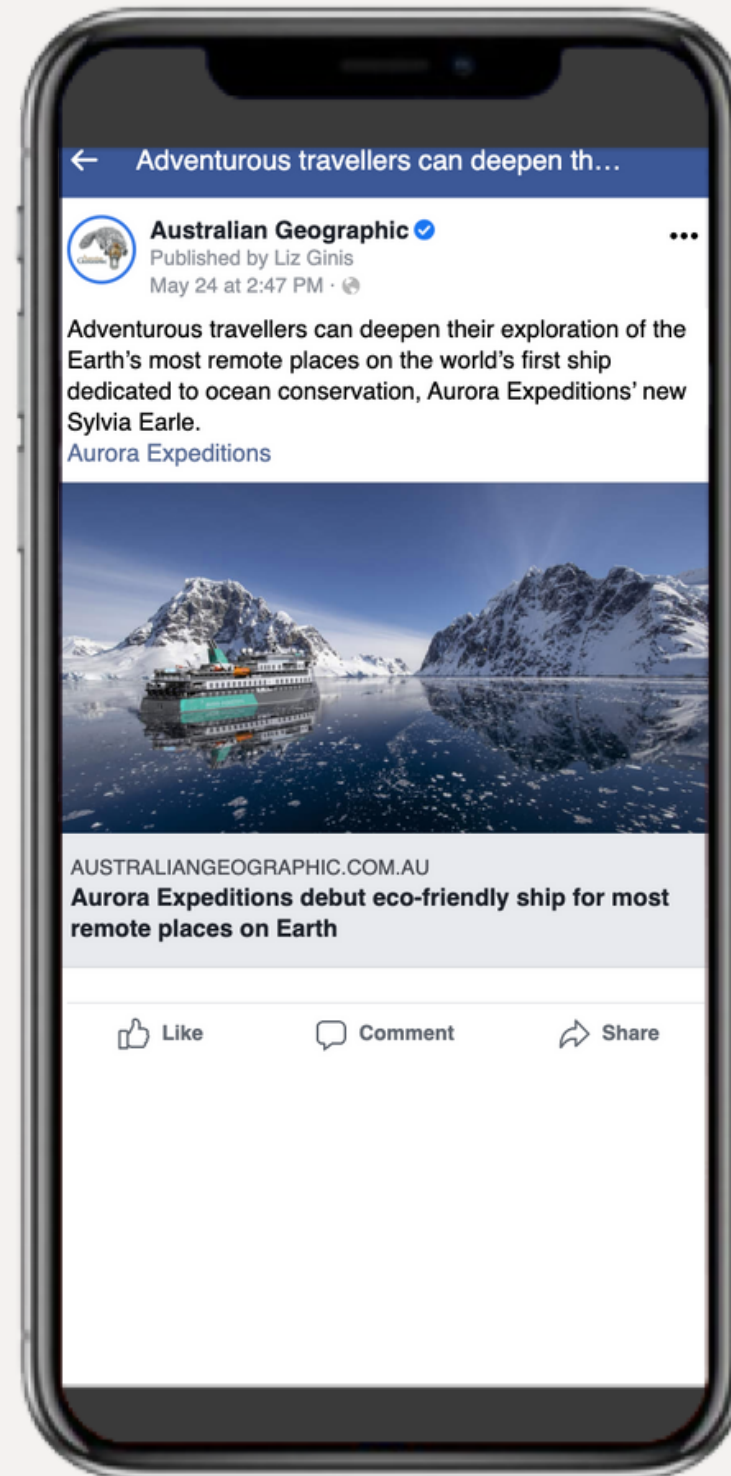
Includes image, copy and URL link.

SOCIAL AMPLIFICATION

Paid amplification via Facebook and Instagram in standard editorial design.

KPIs

200,000 Reach.



Solus Email


KPIs

90,500 database.
Open rate: approx. 22%
CTR: approx. 1.2–3%

Turnaround Time

6 days – subject to 24-hour
feedback/approvals.

Advertising Promotion



THE KIMBERLEY SERIES
CULTURE EDITION
CELEBRATE, LEARN & FOLLOW US

THE KIMBERLEY SERIES


Join Coral Expeditions live in the Kimberley this month, as we share a series of exciting updates, images and expedition dispatches from its three vessels and expert onboard guides.

Delve into the ancient Indigenous culture of the Kimberley region, which has a rich and storied history with contact stories and rock art sites dating back more than 60,000 years. Coral Expeditions expert guides share their knowledge and unveil the fascinating past and facts from across the region.

Visit the Kimberley region on expedition and uncover authentic learnings and experiences, with insight from local guides and onboard experts.

[DISCOVER OUR KIMBERLEY VOYAGES >](#)


[VIEW AVAILABILITY AND FARES FOR 2022–2024 DEPARTURES >](#)



[WATCH THE VIDEO >](#)

THE KIMBERLEY VOYAGE LOG

Read the full voyage log from onboard *Coral Adventurer*, which departed Broome on her first Kimberley cruise of the 2022 season on 8 April 2022.



Day 2: Iron Islands & Nares Point

"Our first Xplorer departed to cruise through Nares Point and the Iron Islands. Although it was warm, for our first expedition it was enjoyable on all accounts. The ocean was calm, the deep blue colours a beautiful contrast to the reds of the land we saw. We made a landing at Nares Point where guests were able to relish in astonishing geology.

Brahminy Kites soared above and Kimberley Honey eaters flew throughout the trees. After jumping back on the Xplorers, we cruised down through the Iron Islands before returning to *Coral Adventurer*. Captain's Welcome drinks began upstairs at 6:00pm, with a beautiful sunset to follow."

[READ THE FULL VOYAGE LOG HERE >](#)

Newsletter Advertising

KPIs

90,500 database.

Open rate: approx. 22%


CTR: approx. 1.2–3%

Turnaround Time

6 days – subject to 24-hour feedback/approvals.

Australian GEOGRAPHIC


THE WEEKLY ROUND-UP




VIDEO: Rare sighting of bowmouth ray in waters off K'gari (Fraser Island)

It was just a five-minute encounter, but five minutes Johnny Gaskell, marine biologist and master reef guide, will never forget.

[READ MORE](#)



WIN A TRIP TO THE GALAPAGOS
with flights
AUSTRALIAN GEOGRAPHIC
ENTER NOW




Great Barrier Reef: 81% of reefs surveyed affected by coral bleaching over 2021/2022 summer

Great Barrier Reef bleaching occurred on over 90 per cent of reefs this summer, report reveals.

[DISCOVER MORE](#)


Australian GEOGRAPHIC



Steve Irwin's long-lost bum-breathing turtle rediscovered in northern Queensland


The iconic Irwin's turtle lives on!

[DISCOVER MORE](#)



FAR NORTH QUEENSLAND WILDLIFE CONSERVATION SAFARI
4 DAYS / 3 NIGHTS

[LEARN MORE](#)



The shining flycatcher almost doesn't look real

Australia's most beautiful birds aren't just the colourful ones. With its glossy blue-black feathers that shimmer like a polished gemstone, the shining flycatcher is one of our most striking native species.

[DISCOVER MORE](#)

High Impact Display

OBJECTIVE

One hundred percent SOV high impact display.

FORMAT

100% SOV across desktop and mobile.

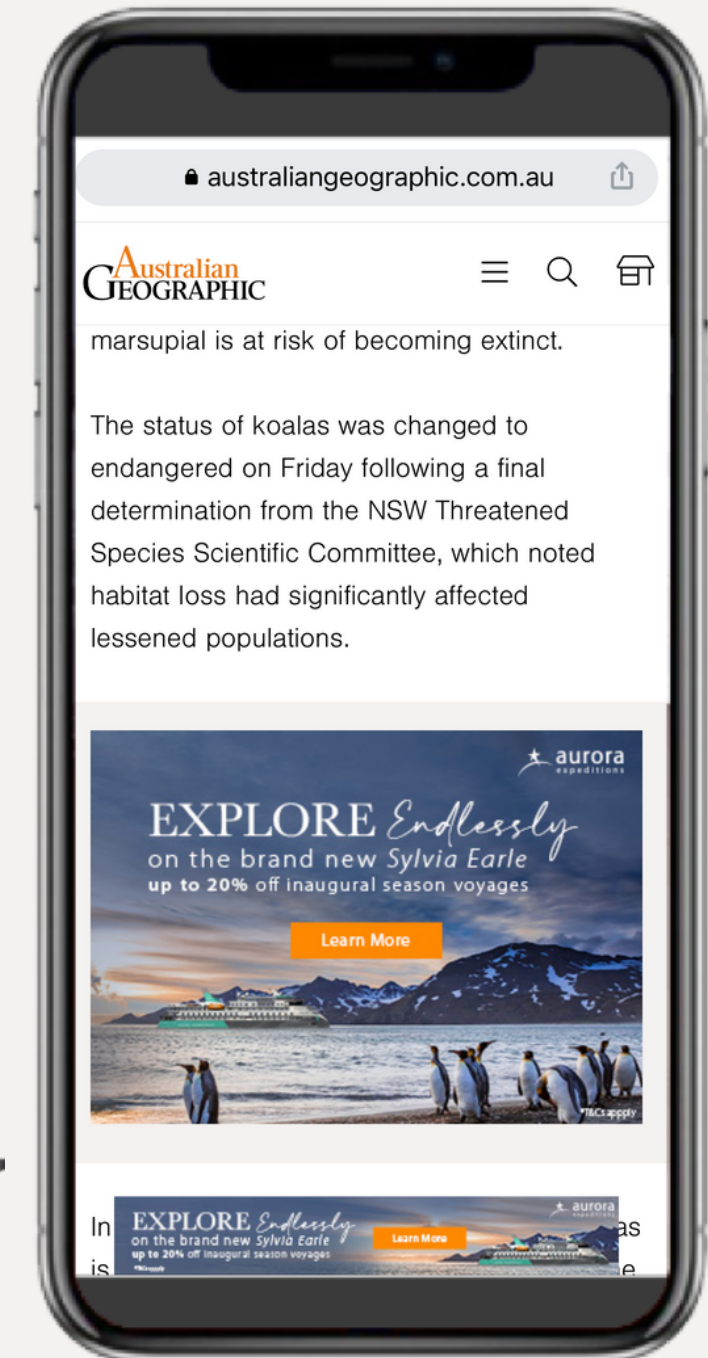
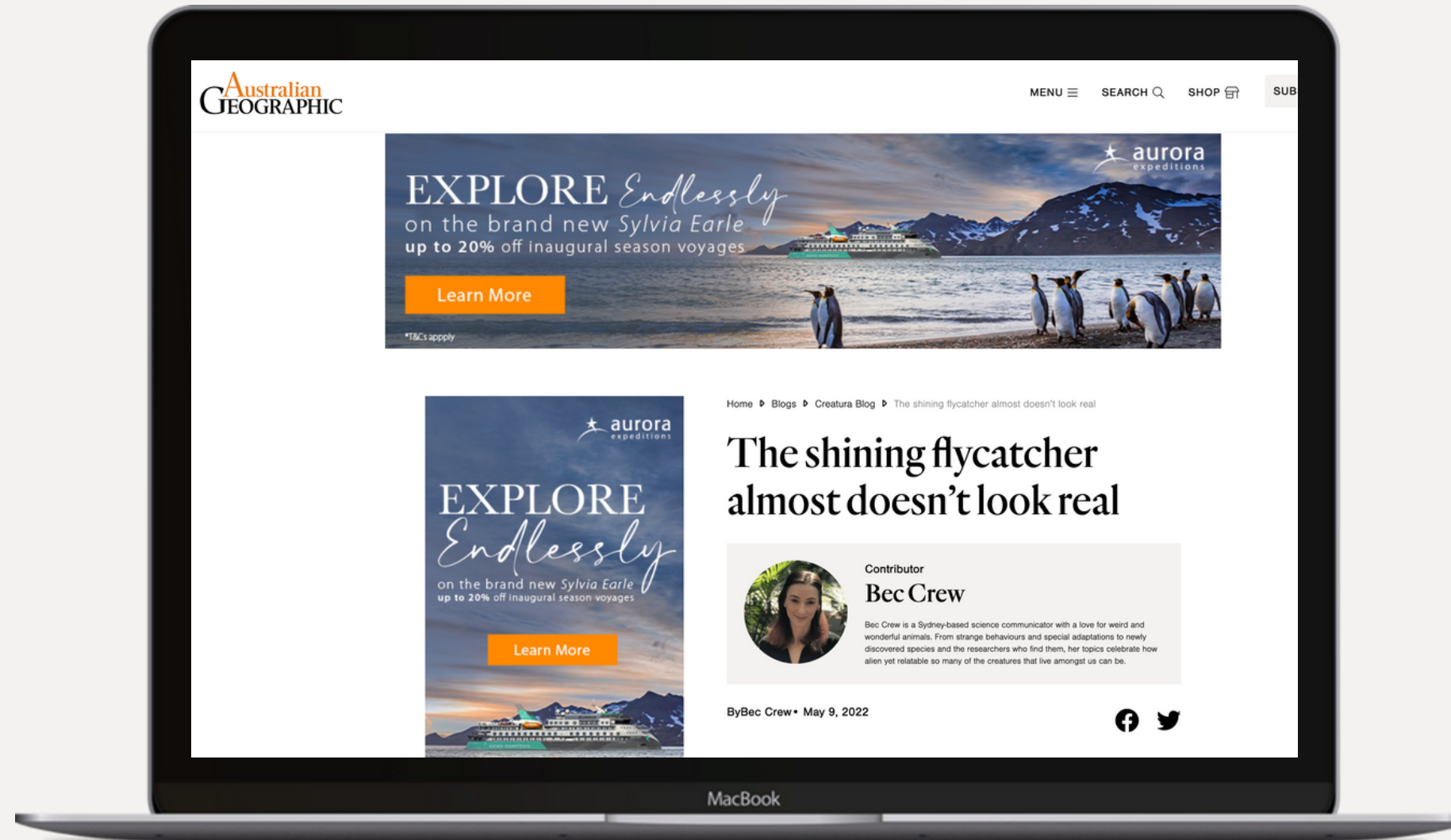
SPECS

Masthead (970px x 250px)

Half page (300px x 600px)

Mobile MREC (300px x 250px)

Mobile Adhesion (320px x 50px)



AG Print Schedule

2022/2023 SCHEDULE

ISSUE	ON SALE DATE	BOOKING DEADLINE	INSERTS DELIVERED PRINTERS	MATERIAL DEADLINE
170 Sep/Oct 2022	25/08/2022	03/08/2022	05/08/2022	04/08/2022
171 Nov/Dec 2022	03/11/2022	12/10/2022	14/10/2022	13/10/2022
172 Jan/Feb 2023	29/12/2022	30/11/2022	02/12/2022	01/12/2022
173 Mar/Apr 2023	23/02/2023	03/02/2023	04/02/2023	04/02/2023
174 May/Jun 2023	04/05/2023	15/04/2023	16/04/2023	16/04/2023
175 July/Aug 2023	29/06/2023	09/06/2023	10/06/2023	10/06/2023
176 Sep/Oct 2023	24/08/2023	04/08/2023	05/08/2023	05/08/2023
177 Nov/Dec 2023	02/11/2023	11/10/2023	12/10/2023	12/10/2023
178 Jan/Feb 2024	28/12/2023	08/12/2023	09/12/2023	09/12/2023



Contact

Advertising and Sponsorships

Nicola Timm

0424 257 527

ntimm@australiangeographic.com

Australian GEOGRAPHIC

