

# GOURMET

TRAVELLER

## Media Kit 2024



# GOURMET TRAVELLER

## A Luxury *Lifestyle*

*Gourmet Traveller* is Australia's trusted authority on travel, food, wine and the luxury lifestyle. We seek out the exceptional and celebrate the best life has to offer.

It delivers unique content, escapism and exclusive access to enrich, entertain and inspire the consumer: the *Gourmet Traveller*.





# In the words of our *experts*

For more than 50 years, ***Gourmet Traveller*** has been inspiring Australians with the very best in food, travel and luxury experiences. Whether entertaining at home or travelling the globe, our readers are constantly seeking new adventures and look to us for reliable and trusted recommendations.

As the country's leading title in the luxury sector, ***Gourmet Traveller*** works closely with Australia's best chefs and leaders in the travel and hospitality industries, to give our readers exclusive access through print, digital and event activations.

The ***Gourmet Traveller*** legacy is one of trust, prestige and relevance. Our readers rely on us to seek out and share new adventures and introduce new ideas and experiences that will enrich their lives.

**JOANNA HUNKIN**

Editor



# Editorial *Talent*



**ANNA MCCOOE**

Deputy Editor



**JORDAN KRETCHMER**

News Editor



**CORDELIA WILLIAMSON**

Digital Editor



**LAUREN DE SOUSA**

Art Director

# Multiple *Touchpoints*

How we connect to our audience & industry experts.

COMBINED  
SOCIAL  
976,886

- Print
- Digital, Social & eDM
- Events
- Books
- PR & Marketing
- Gift Cards
- IP & Brand Extensions

NEWSLETTER  
SUBS  
49,600

CONTENT  
EDM  
SOCIAL  
VIDEO

SOLUS  
SUBS  
45,500

GOURMET  
1.4  
MILLION  
Monthly touchpoints

MASTHEAD READERSHIP  
220,000 monthly

Cross-Platform Readership:  
445,000 monthly

## LICENSING & PARTNERSHIPS

- INSTAGRAM FOLLOWERS  
390,000
- FACEBOOK LIKES  
438,386
- PINTEREST FOLLOWERS  
77,000



# Editorial *Pillars*

Gourmet Traveller delivers the *thrill of discovery* to an AB, luxury spending audience.



DINING OUT



LUXE SHOPPING



TRAVEL



CHEFS & PRODUCERS



RECIPES & MENUS



DRINKS

# Signature events & *properties*



## Restaurant Awards

The Gourmet Traveller Restaurant Awards and Guide, annually celebrate Australia's dining scene, from the country's most highly respected restaurants and industry legends, to the hottest new players in Australia.



## Reader Dinners & Tastings

Reader dinners offer our audience the opportunity to dine on a curated menu, at a restaurant hand-picked by Gourmet Traveller editorial, in collaboration with our commercial partners.



## Coffee Table Books

Gourmet Traveller publishes annual premium hard-cover books, covering a diverse range of topics from destination-specific food & travel guides, to recipes and entertaining. Sold in premium bookstores around Australia.



## Special Edition Cookbooks

Gourmet Traveller oneshots are dedicated special edition cookbooks sold separately to the magazine. GT publishes four oneshots per year, each curated around a specific theme - sold in supermarkets, newsagents and travel hubs around Australia.



# Our Audience

The Gourmet Traveller audience is *affluent, discerning, indulgent* and lives for discovering the *new*.

CORE AUDIENCE: **Affluent Men (45%) and Women (55%) 40-55**

## Leaders

**33% AB Quintile** (ix163)

Average household income is \$158k – **22% higher** than the average household

Average savings & investment 323k – **36% higher** than the average household.

1.4x more likely to fall within the Roy Morgan '**Leading Lifestyles**' helix personas

## Thrill of the New

Early Adopters of new restaurants ix. 179

Early Adopters of new Hotels & Resorts ix. 157

**In the next 12 months, GT audience intends to:-**

Travel overseas – ix 134

Travel in Australia – ix 123

Purchase new kitchen appliances – ix 135

Buy a new model car – ix 152

## Luxe Sophisticates

**56% Big Spenders**

**1.7x** more likely than the average Australian to be a **Luxury Spender** (ix167)

Spent \$6.2 million on online alcohol sales alone in the last 4 weeks.

1.6x more likely to drink Champagne

1.8x more likely to attend art galleries or exhibitions



GOURMET



# Editorial Calendar 2024

Restaurants. Travel. Entertaining. Luxury Lifestyle.

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An Australian Summer		The Greek Issue		The Icons Issue		The Italian Issue		The Discovery Issue		The Alchemy Issue		The Festive Issue			
An Australian Summer		The Street Food Issue		The Wild Issue		The Spice Issue		The Restaurant Issue		The Japan Issue					
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				
							Restaurant Awards			Annual Gift Guides					
Cookbook oneshot #1				Cookbook oneshot #2			Cookbook oneshot #3			Cookbook oneshot #4 (until Jan 2025)					



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