GOURMER
Media Kit 2024



GOURMITRAVELLER

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

MASTHEAD READERSHIP 220,000 monthly

Cross-Platform Readership: 445,000 monthly

GOURMET

ANNUAL

RESTAURANT

AVVARDS

COIRME

1.4 MILLION Print

Digital, Social & eDM

Events

Books

PR & Marketing

Gift Cards

IP & Brand Extensions

Page Views 622,316

Unique Audience

252,298



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

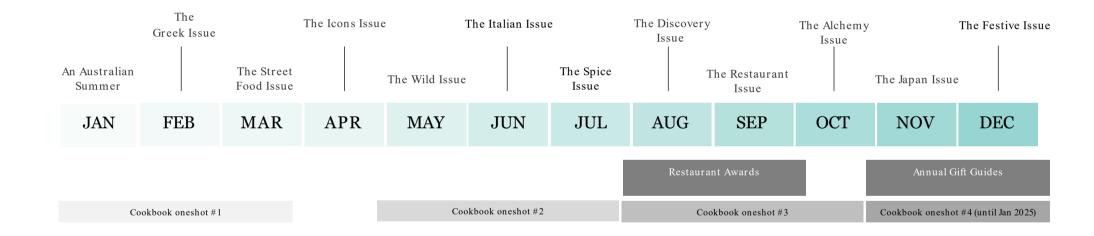
1.8x more likely to attend art galleries or exhibitions



Editorial Calendar 2024

Restaurants. Travel. Entertaining. Luxury Lifestyle.









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