

# GOURMET

TRAVELLER

## MEDIA KIT 2026



For 60 years *Gourmet Traveller* has been inspiring Australians with the very best in food, travel and luxury. Whether it's entertaining at home, dining out or travelling the globe, our readers are constantly seeking new adventures and look to us for reliable, up-to-date and trusted recommendations.

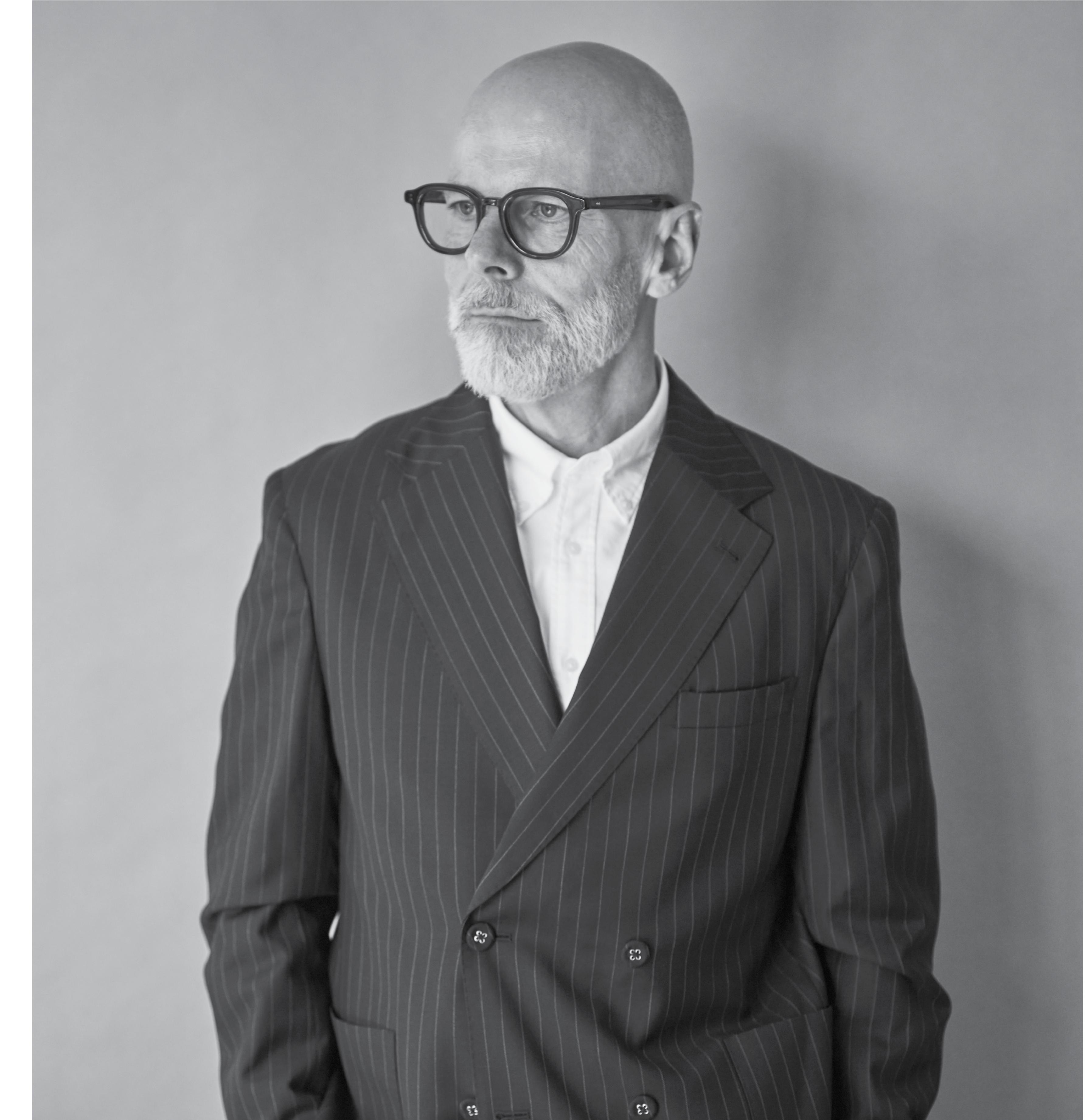
As the country's leading title in the luxury sector, *Gourmet Traveller* works closely with Australia's best chefs and leaders in the travel industry to give our readers exclusive access through to the best in all things hospitality through print, digital and event activations. This year we are enhancing our content with more information on all things luxury from fashion to watches and jewellery to design and fashion.

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

**DAVID MEAGHER**

Editor

***Gourmet Traveller*** MEDIA KIT 2026



**GOURLMET**  
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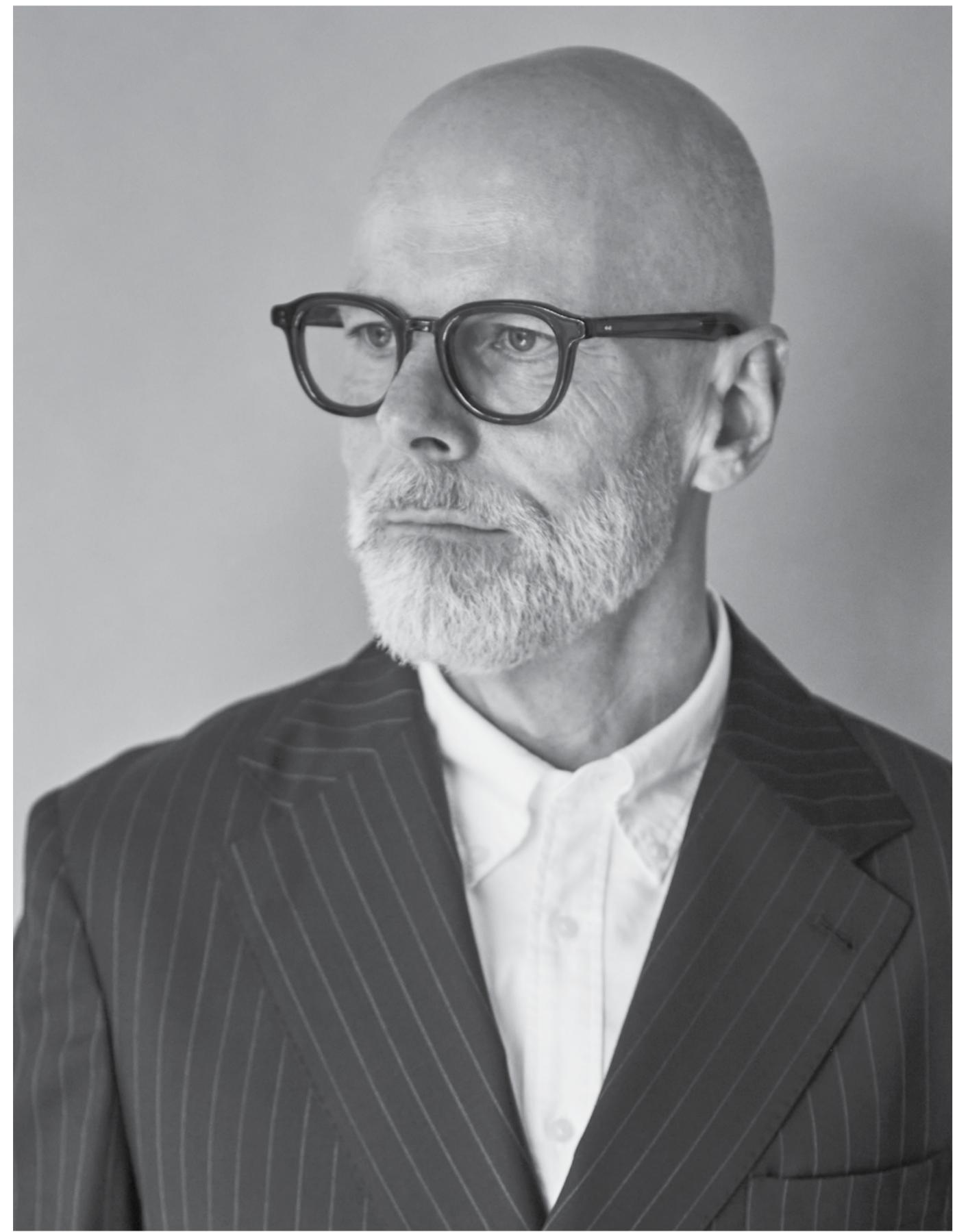


## Luxury Lifestyle

*Gourmet Traveller* celebrates the best in food, travel, wine and luxury living through trusted expertise.

*Gourmet Traveller* is Australia's leading authority on food, travel, wine and a luxury lifestyle. Designed to entertain and inspire, *Gourmet Traveller* has been captivating readers since 1966 with exclusive access and insights to the best of Australia and beyond. Today, this omnichannel brand engages readers across multiple platforms, sharing the latest in food, travel, entertaining and lifestyle guiding readers to seek out new adventures and to discover the best life has to offer.

# Editorial Talent



**DAVID MEAGHER**  
Editor



**CERI DAVID**  
Deputy editor



**JACQUI TRIGGS**  
Creative director



**MAXWELL ADEY**  
Food editor



**GEORGIA CONDON**  
News editor



**MONIQUE FOY**  
Senior content producer

*For 60 years Gourmet Traveller has been inspiring Australians with the very best in food, travel and luxury. Our readers are constantly seeking new adventures and look to us for trusted recommendations. David Meagher, Editor*

# Multiple Touchpoints

How we connect to our audience & industry experts



**MASTHEAD  
READERSHIP**

275,000

**CROSS-PLATFORM  
READERSHIP**

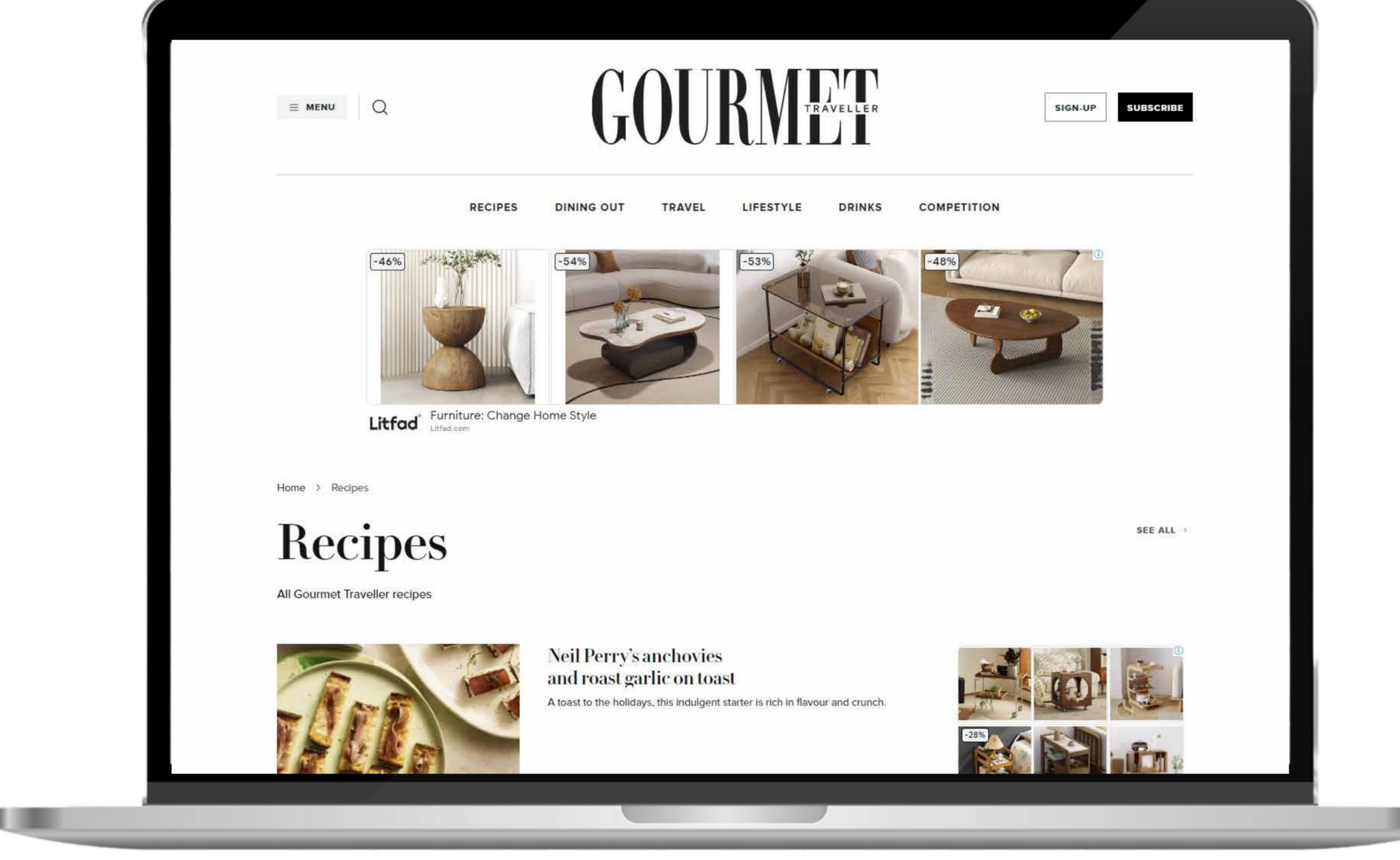
597,000

**SOLUS  
SUBSCRIBERS**

46,300

**NEWSLETTER  
SUBSCRIBERS**

46,600



**GOURMET TRAVELLER**  
**1.4 Million**  
Monthly touchpoints  
\*Ex-people Inc

**INSTAGRAM FOLLOWERS**  
406,000

**FACEBOOK LIKES**  
440,000

**PINTEREST**  
79,000

**COMBINED SOCIAL**  
922,000

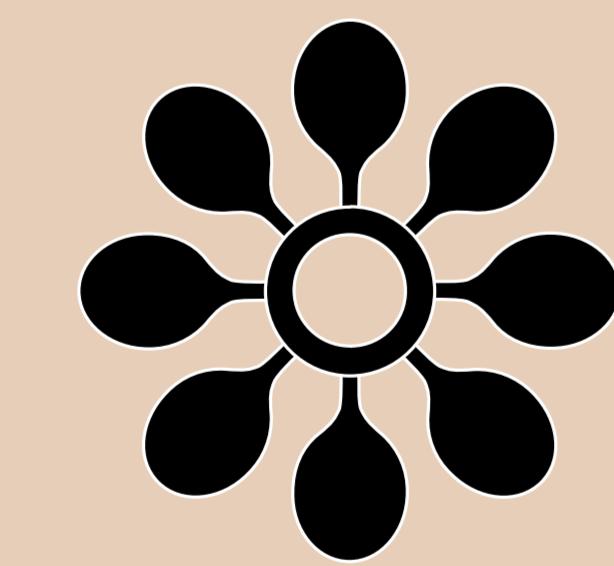
Source: Roy Morgan Single Source Australia, Dec24, \*\*Ipsos Iris, 2024 (12 months average), ^Dash Social, Social Following as of January 2025, Solus subscribers as of February 2025 (last 90 days average) Note: total touchpoints is a duplicated number Source: Ipsos iris Online Audience Measurement Service, March 2024 – February 2025, Age 14+

Driving influence in food at scale

Via our People Inc. Partnership

EatingWell

the  
spruceEats

 **Simply**  
RECIPES

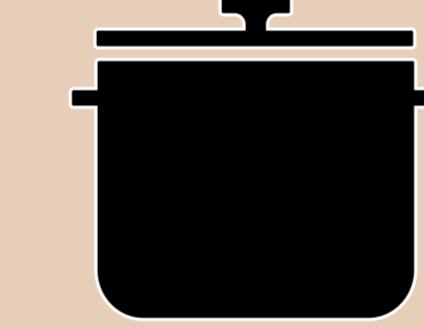
allrecipes<sup>®</sup>

4.1  
Million

Additional  
entertainment  
audience

are<sup>media</sup> x People Inc.

FOOD & WINE

 serious eats

LIQUOR.<sup>®</sup>com

Product offering

VIDEO • IAB DISPLAY FORMATS • SPONSORSHIPS

Source: Ipsos iris Online Audience Measurement Service, April 2024 – March 2025, Age 14+

*Gourmet Traveller* MEDIA KIT 2026

**GOURMET**  
TRAVELLER

# Editorial pillars

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



Restaurants



People



Luxury



Recipes



Travel



Drinks



Motoring



Lifestyle

# Signature events & properties



## Restaurant Awards

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

## GT Readers dinners

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

## Hotel & Travel Awards

The *Gourmet Traveller* Hotel and Travel Awards celebrate the best and brightest in the industry as determined by an expert panel.

## Cookbooks

*Gourmet Traveller* one off publications are dedicated special edition cookbooks sold separately. Multiple cookbooks per year, each curated around a specific theme, sold in supermarkets, newsagents and travel hubs nationally..

# Editorial calendar 2026

Restaurants. Travel. Entertaining. Luxury lifestyle



January  
**COASTAL**



February  
**ITALIAN SUMMER**



March  
**HERITAGE**



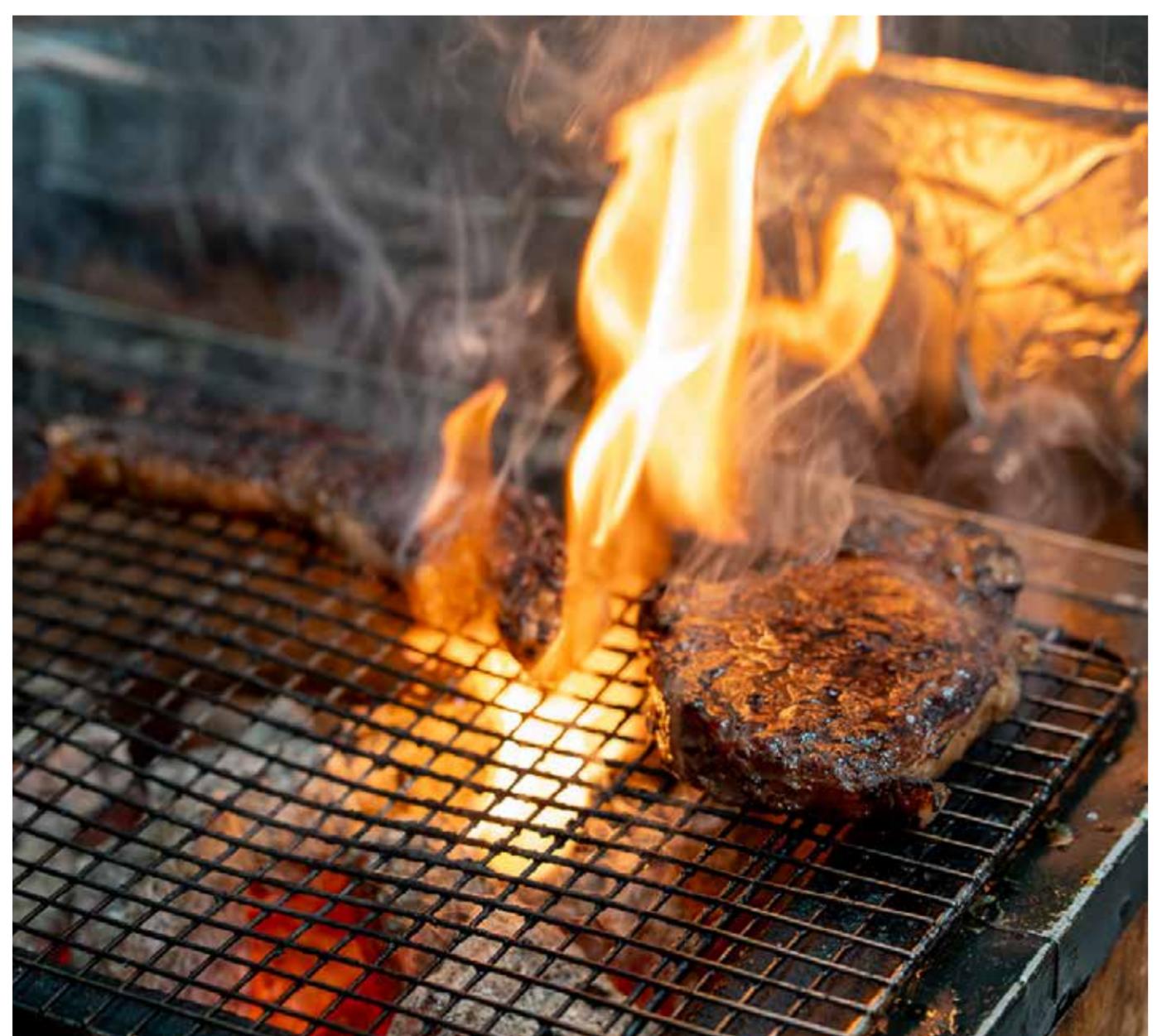
April  
**BAKING**



May  
**JAPAN**



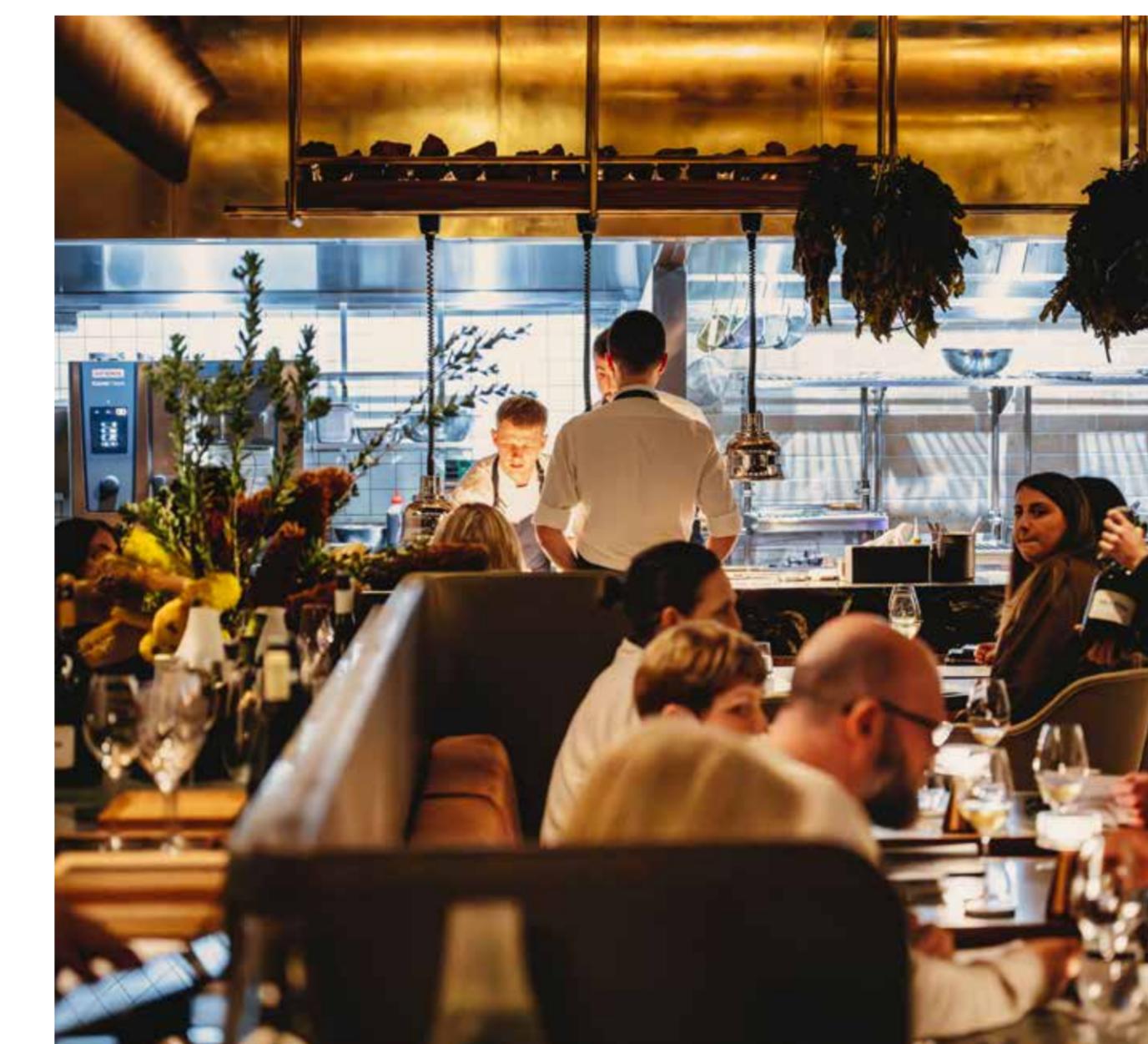
June  
**HOTEL AWARDS**



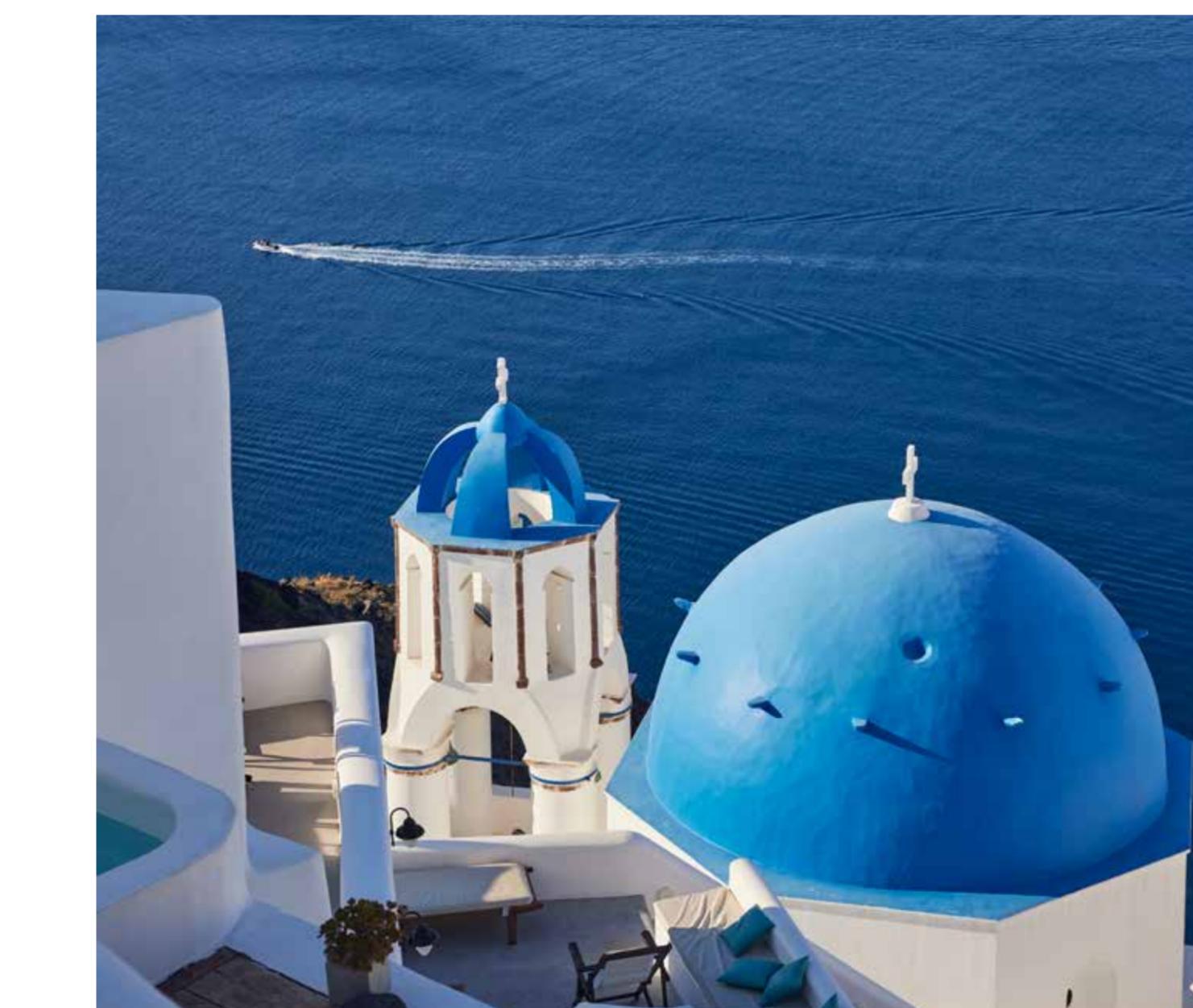
**JULY**  
HOT



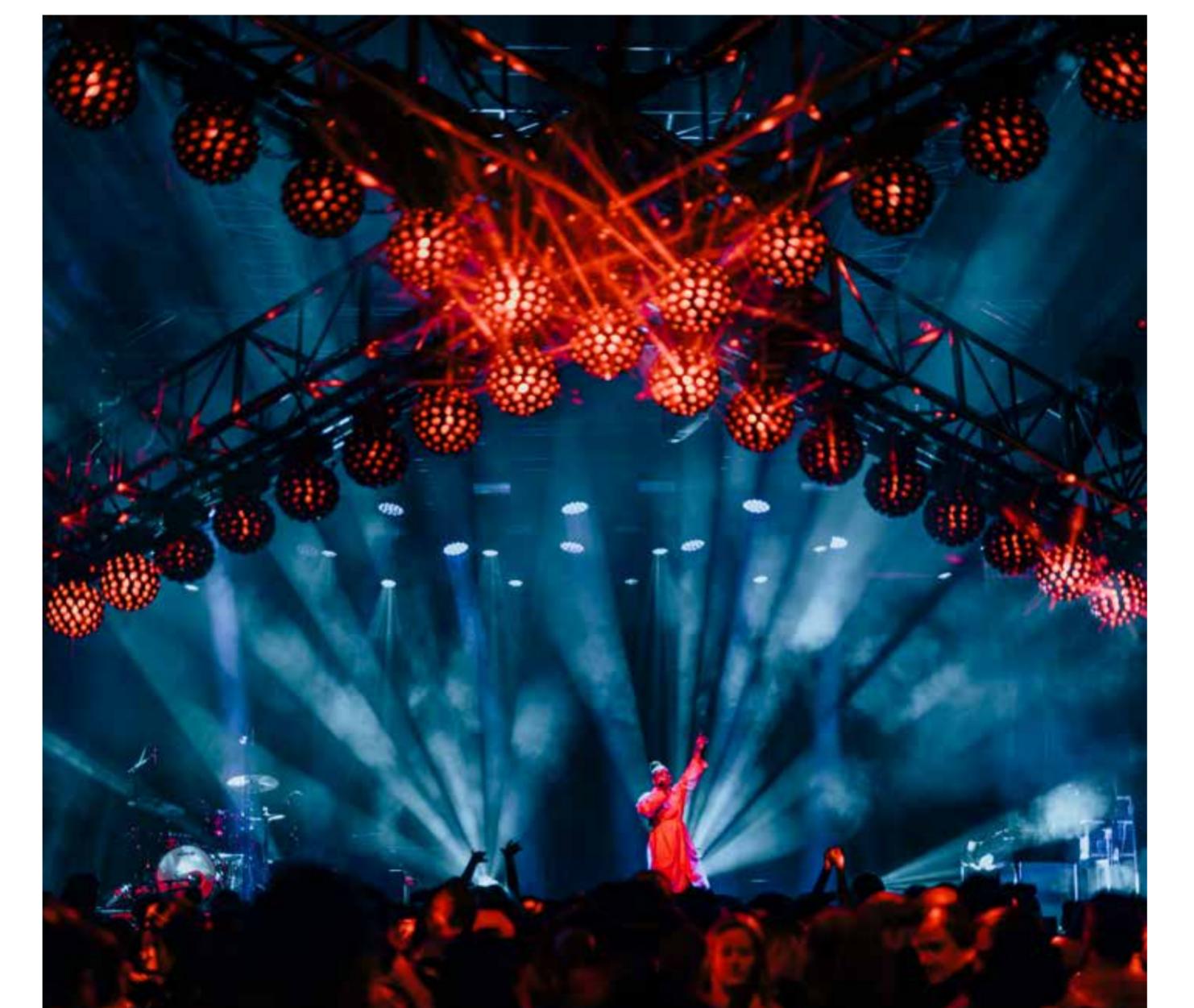
**AUGUST**  
FRENCH



September  
**RESTAURANT AWARDS**



October  
**GREEK**



November  
**60TH ANNIVERSARY**



December  
**CHRISTMAS**

# GOURMET CELEBRATES 60

In 2026, *Gourmet Traveller* turns 60 - a milestone moment for Australia's most iconic food, wine, travel and lifestyle brand. For six decades, GT has inspired readers with its distinctive storytelling, culinary authority and passion for discovery.

To celebrate, *Gourmet Traveller* will launch a cross-platform campaign spanning print, digital, social and events, honouring its legacy while showcasing the future of food and travel. This landmark anniversary offers advertisers a unique opportunity to align with GT's prestige, reach an influential, experience-driven audience, and become part of an iconic year-long celebration.



# 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

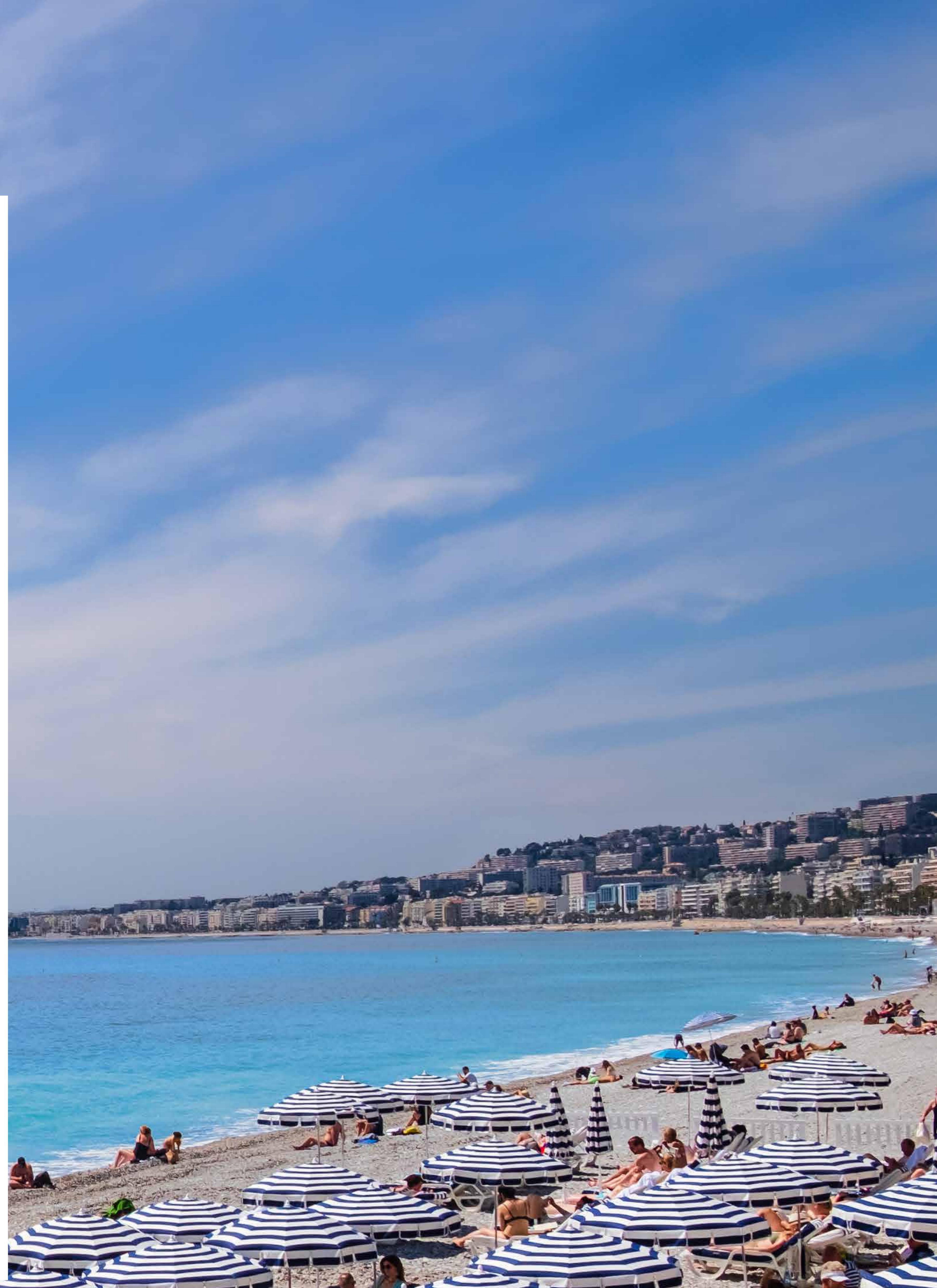
31% AB Quintile (ix155)  
Average household income is \$167k – 22% higher than the average household  
Average savings & investment 354k – 43% higher than the average household.  
1.4x more likely to fall within the Roy Morgan 'Leading Lifestyles' helix personas

### Thrill of the new

Early Adopters of new restaurants ix. 179  
Early Adopters of new Hotels & Resorts ix. 158  
Early Adopters new kitchen appliances - ix 195  
In the next 12 months, GT audience intends to:-  
Travel overseas – ix 134  
Travel in Australia – ix 123  
Buy a new model car – ix 160

### Luxe sophisicates

56% Big Spenders  
1.64x more likely than the average Australian to be a Luxury Spender  
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



# Contacts

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