

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





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

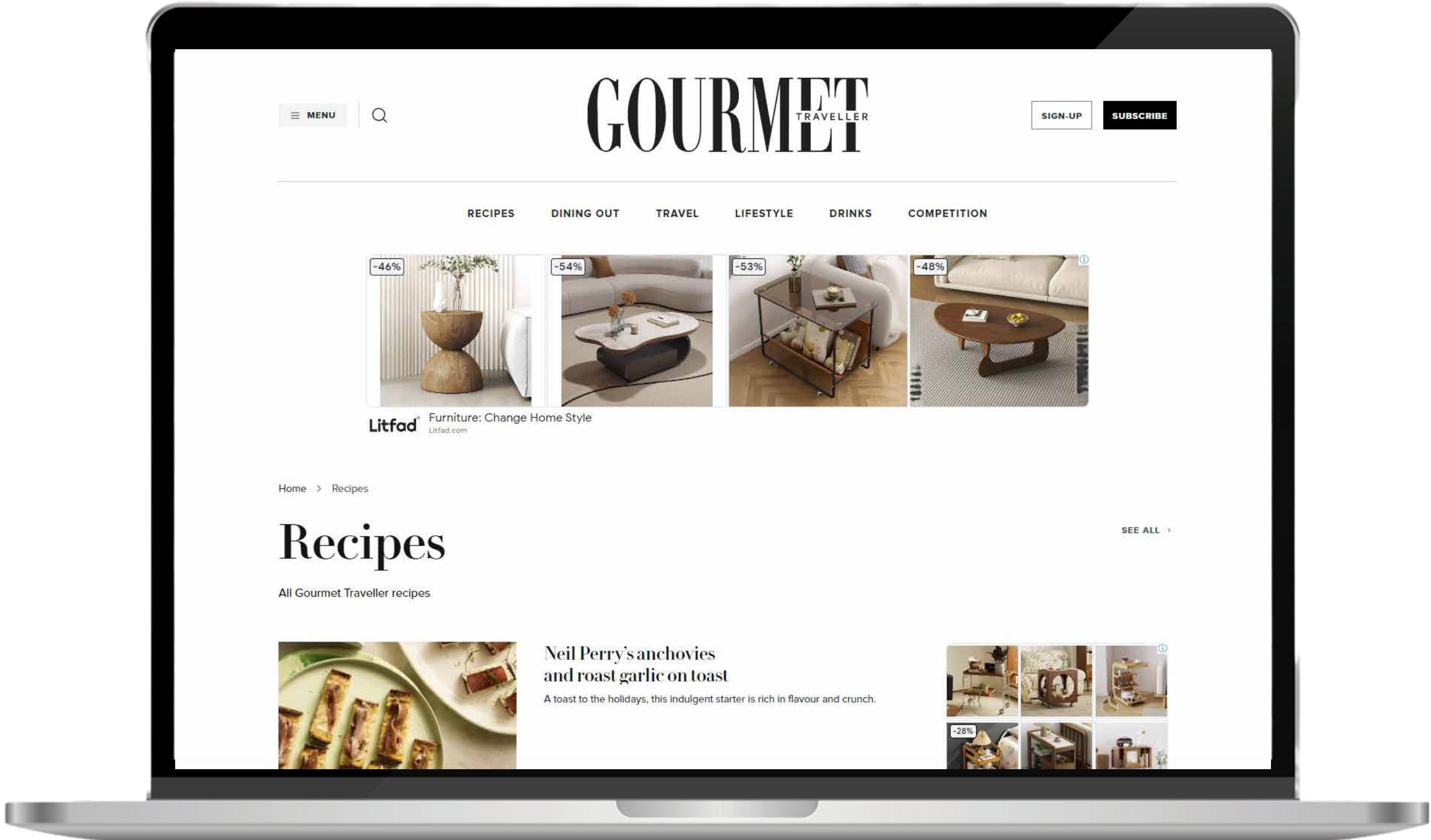


MONIQUE FOY
Senior content producer

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



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1.4

Million

Monthly touchpoints

*Ex-people Inc

**MASTHEAD
READERSHIP**
275,000

**CROSS-PLATFORM
READERSHIP**
597,000

**SOLUS
SUBSCRIBERS**
46,300

**NEWSLETTER
SUBSCRIBERS**
46,600

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

allrecipes


FOOD & WINE

the spruce *Eats*

 Simply
RECIPES

4.1
Million
Additional
entertainment
audience

are media x People Inc.

 serious eats

LIQUOR.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

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Editorial pillars

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



Restaurants



Luxury



Travel



Motoring



People



Recipes



Drinks



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

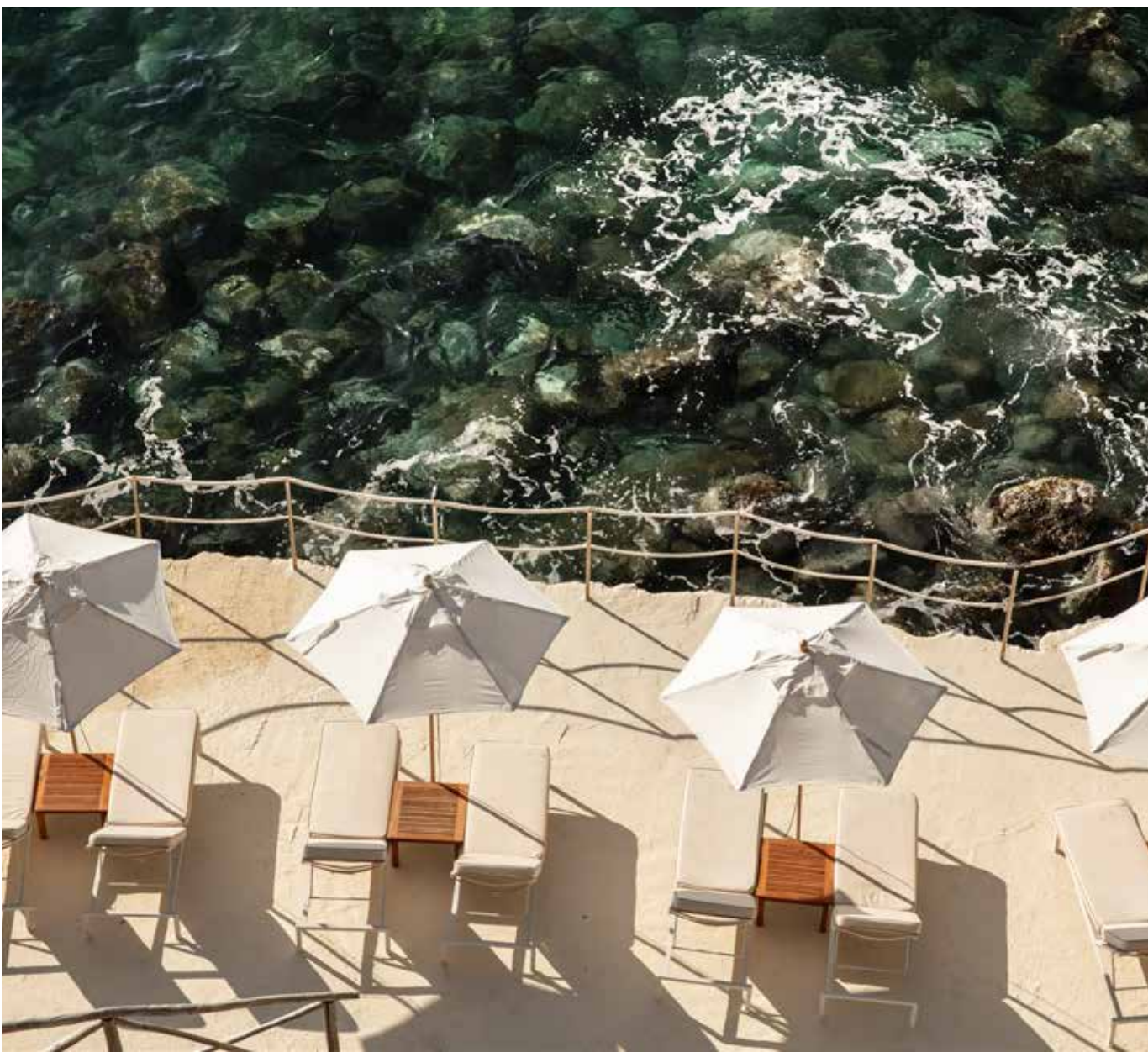
Gourmet Traveller one off publications are dedicated special edition cookbooks sold separately. Multiple cookbooks per year, each curated around a specific theme, sold in supermarkets, newsagents and travel hubs nationally..

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 TRAVELLER 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 sophisticates

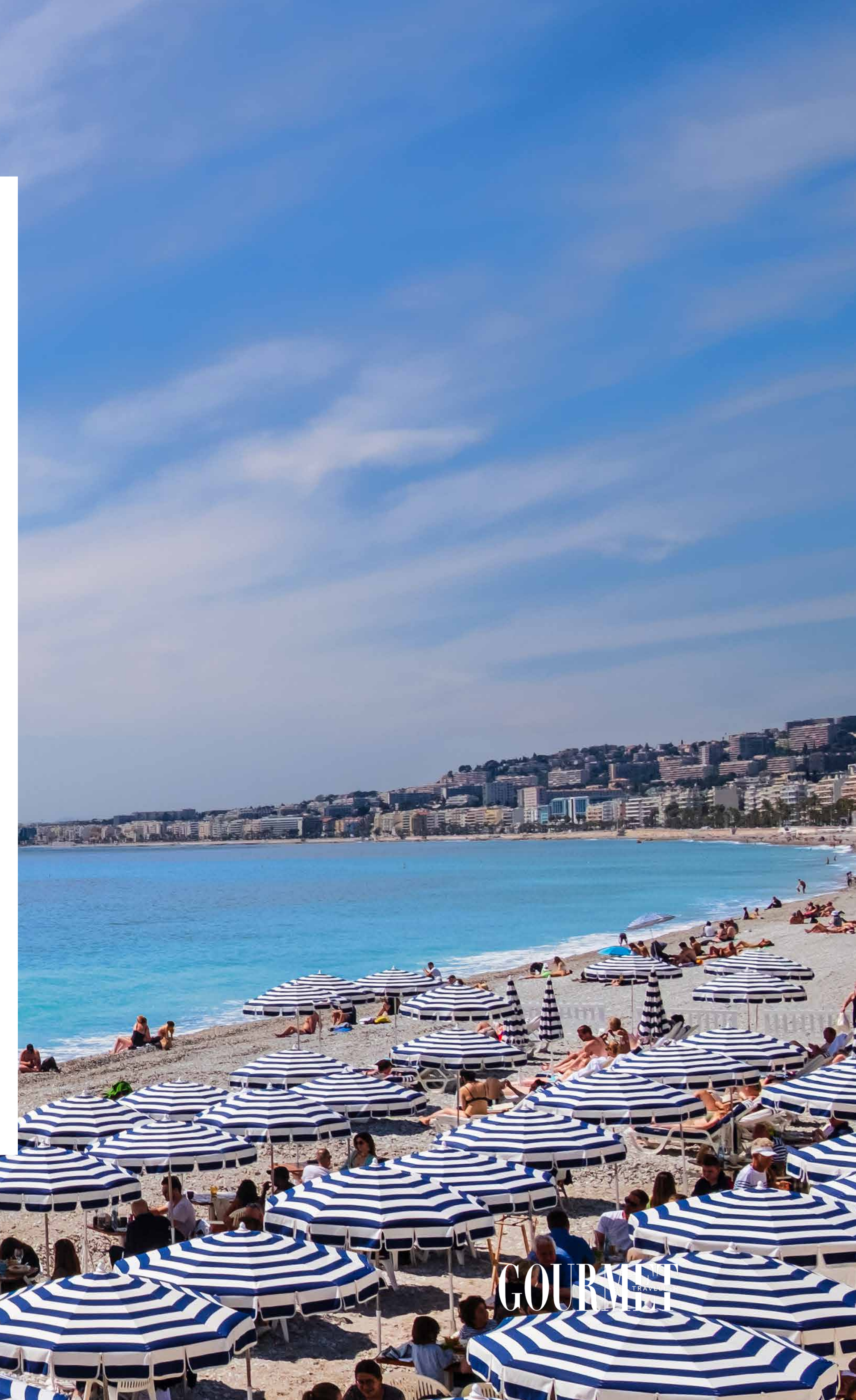
56% Big Spenders

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



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