



2022

MEDIA KIT

Your guide to marketing across print, online, social and newsletters

TrueBlue
OUR HEART IS IN THE COUNTRY *rex.*

AusBiz.

Truly Aus 



TRUE BLUE is the inflight magazine for Rex airlines and Pel-Air Aviation.

All content lives online at TrulyAus and AusBizMedia.

TRUE BLUE and TrulyAus.com are dedicated to sharing stories about Australian places, Australian products and businesses, and Australian people doing great things.

AusBiz (the business magazine within True Blue) focuses on Australian industries, issues and topics, covering agriculture, mining, business, technology, finance, charity, environmental issues and education. Online, you can find all content at AusBizMedia.com.

Each year more than **2 million people travel on Rex**. That's a captive audience of more than **333,000 people per issue**, and our research has shown that the magazine is read at least twice, and often three times.

Our readers are some of the highest earners in Australia – decision makers, politicians, people working in agriculture, mining and finance with an **average income of around AU\$150,000**.

Rex has recently doubled its fleet and now more **leisure travellers** use Rex, as it services our major cities on a daily basis, and connects regional, rural and outback Australians to our busiest city hubs.

TRUE BLUE, Truly Aus and AusBiz are targeted platforms upon which to market your brand or region.

Rex has also joined forces with Delta Air Lines so Rex's passengers will be able to connect seamlessly on Delta's daily, non-stop flights between Sydney and Los Angeles, and from there to nearly 50 US cities.


2 million
passengers a
year fly Rex

20,000
readers of
TrulyAus.com
per month

Reach
of 333,000
passengers
through
True Blue

12,500
subscribers to
TrulyAus EDM
25% open rate

10,000
followers on
Facebook

Truly Aus 

Eco-System

Around 4,000
entries for
giveaways
on TrulyAus

50,000
followers on
Instagram

10,000
followers on
TrulyAussie
Made

12,000
subscribers to
AusBiz EDM 25%
open rate

Rex airlines, Pel-Air Aviation and Delta Air Lines

Rex airlines is Australia's largest independent regional airline, and TRUE BLUE is the longest, continually running inflight magazine in Australia.

Rex has a fleet of 66 aircraft – flying to over 60 destinations across Australia. Its fleet consists of 60 Swedish built Saab 340 turboprop aircraft and 6 Boeing 737-800 NG aircraft used for metropolitan routes. It services NSW, South Australia, Victoria, Queensland, Tasmania and Western Australia. Pel-Air also has 18 aircraft.

The Rex group also owns and operates the Australian Airline Pilot Academy and in mid 2022 Rex joined forces with Delta Air Lines, meaning that Rex passengers can soon (from August 2022) enjoy a seamless experience travelling around Australia and then through Sydney and on to the US.

Pel-Air also services the mining and agricultural industry, taking professionals to and from work. Many government officials and VIP travellers also use these planes for business trips across Australia.

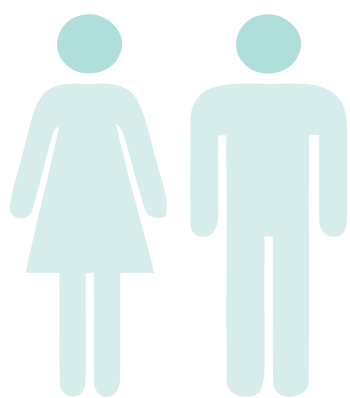


Who flies on Rex and Pel-Air?

Passengers of regional airlines are a clearly defined and attractive audience.

They are regional and metro business professionals, regional and metro leisure travelers and the affluent well-educated and well-travelled professionals of the mining and resources sector. Rex passengers generally have income profiles well above the national average. They often fly nationally and internationally, and spend more than the average person on their lifestyles, homes and businesses.

REACH 2 MILLION PASSENGERS ANNUALLY



45%
FEMALE

55%
MALE



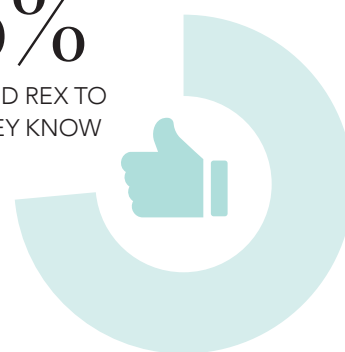
45%
LEISURE

55%
BUSINESS

80%
ARE REPEAT
CUSTOMERS



76%
RECOMMEND REX TO
PEOPLE THEY KNOW



\$150,000

THE AVERAGE INCOME OF OUR PASSENGER IS AROUND \$150,000 A YEAR, HOWEVER MORE THAN 20% OF OUR PASSENGERS EARN OVER \$170,000

35-55
IS THE AVERAGE AGE
OF OUR PASSENGERS



What kind of stories appear in TRUE BLUE, and on Truly Aus and AusBiz? Glad you asked...

Travel articles

Our travel features are filled with local characters, interesting history, and most importantly, they are stories that inspire people to get out and about and explore Australia.

Stories on our First Nations people

TRUE BLUE supports the many Indigenous communities of Australia, covering everything from art and culture to business and education.

Events & Entertainment

We cover the top events from all over Australia and wrap up entertainment in all its many forms, from books to podcasts, to films and theatre.

Sip, Eat, Sleep

Every issue we shine a spotlight on the latest food, beverage and accommodation offerings around the country.

Aussie Made Products

Each issue we pull together some of the best new Australian made products to share with our readers.

Philanthropy & Charity

We love to cover charities and not-for-profits that benefit Australian people and our precious wildlife.

Agribusiness and farming

Our producer and agribusiness stories reveal insights into the many industries that keep this country ticking.

Business, Finance & Tech

From news in business to finance and technology, we keep our readers well-informed on the latest trends and issues.

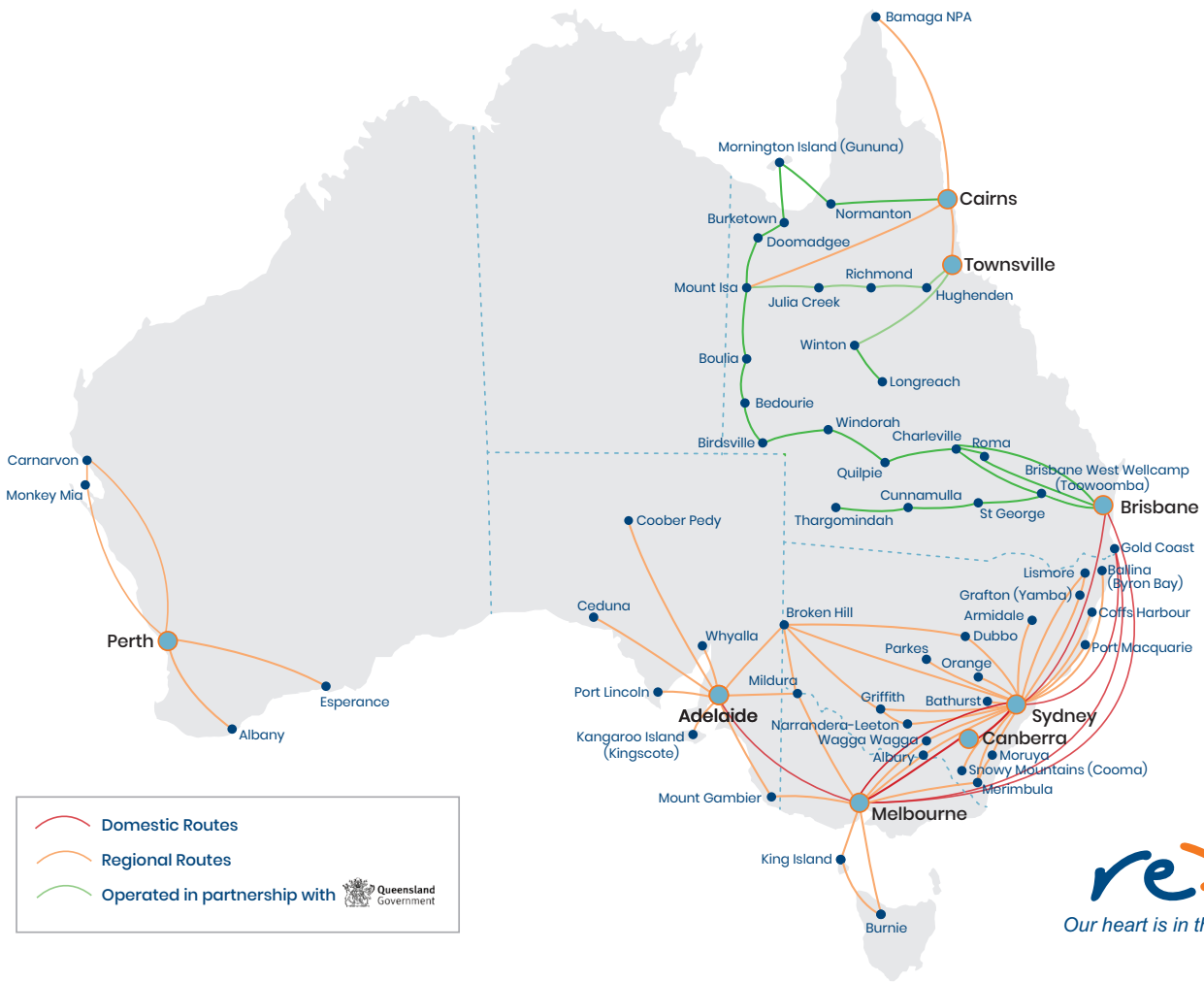
Mining & Resources

We cover important stories from the resources sector, revolving around issues, people, innovations and events that affect us all.

Education

We cover innovation in education, students and institutions doing something out of the ordinary, and news and views from some of the country's top minds.

rex. DESTINATIONS



rex.
Our heart is in the country



EXAMPLE EDM

Truey Aus

Spotlight on Western Australia

To the north – turquoise waters, pindan red soils and eye-smarting white sandy beaches. Bubble gum pink lakes, soaring rugged cliffs and ancient gorges. To the south – towering Karri rainforests, sun-dappled windy roads through vineyards and gallery-filled surf hamlets. Sprawled across its middle – endless desert and wildflower extravaganzas, ghost towns, gold mines and outback roads like no others. Pristine islands and world wonders such as the Horizontal Waterfalls and the Bungle Bungles.

We're talking about Western Australia and we're here to bring you some of the best of it because it's amazing!

Add incredible wildlife experiences, some of the world's best food and wine and a city that is rightfully claiming its place as a beautiful, spacious, cultural hub buzzing with possibilities, and we have plenty to sing about this week.

Shelle

Free Western Australia eBook + Win a trip to Perth

From outback plains to jagged coastline, city laneways to wine country, the delights of WA are impossible to capture in a single story so we've put together a whole eBook to try and do it justice. Download your copy and be in the running to win a 3-night Perth getaway with a day trip to Rottnest Island.

[Enter Now](#)

12 beaches you have to visit in Western Australia

With a cool 12,000 kilometres of coastline, WA has more spectacular beaches than anywhere else in Australia. From the mainland to the islands, we found 12 of the best.

[Read more](#)

Where to see the best wildflowers in WA

The wildflower season in WA is one of the world's greatest natural spectacles. Here are some of the top spots to admire the spectacular fields of blooms.

[Read more](#)

Where to stay, wine and dine in Exmouth, WA

Friendly, laidback and surrounded by good-looking fish, Exmouth is the perfect home base for exploring the Coral Coast.

[Read more](#)

Sodashi: Aussie skincare done differently

Based out of Western Australia's very own Fremantle, this proudly Aussie-made business is changing the skincare game.

[Read more](#)

Video produced by Jay Winter with images and footage courtesy of Tourism Western Australia.

[f](#) [i](#) [@](#)

Publishing ByChello, 3 Westleigh Street, Neutral Bay, Sydney, NSW 2091
Unsubscribe Manage preferences



NATIVE CONTENT

As well as our print reach, you can target a highly-engaged audience of Aussie travellers through *TrueyAus.com*.

Our brand Truey Aus has an engaged audience available for direct, highly targeted marketing. We reach 55k+ followers across Facebook and Instagram channels, our newsletters reach 12,500 subscribers. We have around 20k visitors a month to TrueyAus.com.

Our fortnightly newsletters include a mix of editorial features, video, hotel and restaurant reviews and product features, all of which align with our belief that Australia has some pretty darn incredible things to offer. It's our mission to share them with the world.

Alongside native content in print, we create native content online with cut-through, allowing businesses to land smackbang in the inboxes of business and leisure travellers across Australia.

KEY FIGURES

12,500
subscribers
for TrueyAus newsletters

20,000+
web visitors
to TrueyAus.com every month

25%
open rate
is our average on newsletters

50,000
followers
on Facebook and Instagram

2 MILLION
passengers
on Rex airlines every year

Packages with additional exposure across *TrueyAus.com* and our range of social channels can be customised to maximise value for money. To discuss rates and inclusions, please get in touch – my contact details are below.

- \$1.5k**

Have your feature included in our EDM
- \$3k**

Hero EDM story with a bonus banner ad
- \$5k**

Solus EDM with 4 features and banner ad + Insta & FB posts

AusBiz.

AusBiz. is a highly engaging business magazine that is targeted at the passengers onboard Rex and PEL-AIR airlines. It can also be found online at AusBizMedia.com, and on Instagram (@ausbizmedia)

From mining and agribusiness, to philanthropy, small business, infrastructure, property and technology, the magazine and website brings together news, stories, reports and investigative features that inspire and inform our passengers.

All content is then shared across Facebook, Instagram, LinkedIn in our highly targeted newsletters.

WEBSITE

NEWSLETTER

SOCIAL MEDIA

FEATURES

NATIVE CONTENT

The collage includes:

- A screenshot of the AusBiz website homepage with the headline "FOR REAL AUSTRALIAN BUSINESS".
- A newsletter snippet titled "SYNTHETIC BIOLOGY PROGRAM SCIENCE" and "PURSUING JOB SATISFACTION BUSINESS".
- A social media post from @ausbizmedia showing a profile with 8,482 followers and a grid of images related to agriculture and business.
- A magazine feature titled "HOT PROPERTY: TRENDS IN 2022" with an image of a modern interior.
- A native content advertisement for Position, featuring a man and woman and the text "Because getting home is the most important thing".

KEY FIGURES

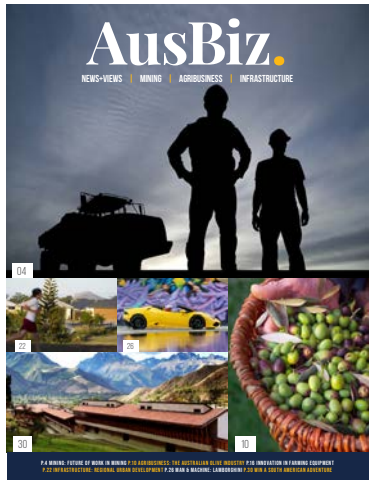
10,000 subscribers to our newsletters

20% open rate for newsletters

2,000 visitors to AusBizMedia a month

10,000 followers on Facebook, Instagram & LinkedIn

2 MILLION passengers on Rex airlines annually



AusBiz. CONTENT

Articles in AusBiz. span a diverse range of industries, and all articles are written by top journalists, reporters and writers with interesting and informative opinions. AusBizMedia.com is the online content portal.

NEWS & VIEWS

In this section we cover issues and news in bite-sized chunks that give our passengers insight into what's happening in metro, regional, rural and outback Australia.

BUSINESS & AGRIBUSINESS

We cover small business, charities, philanthropy and agribusiness in a section that delves behind the scenes and looks at what makes particular businesses tick. We interview people who have made a success of their business, and those still on their way up.

MINING & RESOURCES

In this section we have lengthy news pieces, interviews, issues, and hard-hitting investigative features that look into this mammoth industry that is largely responsible for fuelling Australia's growth.

PEOPLE AND PRODUCERS

The difference between ordinary produce and great produce lies with the people who created it. Whether its macadamia nut farming, the breeding of highland cattle or the managing of a vineyard for pinot noir, we like to hear and tell the stories of Aussie doing great things.

FINANCE & INVESTMENT

From tips on tax, to places ripe for investment, and what's happening with the banks of Australia, our writers have their fingers on the pulse, and many interesting tales to tell.

EDUCATION

No matter what sector is in the spotlight, education is key. And for families in far-flung Australia, or for FIFO parents, where their children are educated is crucial to the family staying connected.





WORKING TOGETHER ON AUTHENTIC CONTENT

Truly Aus Collaborations is an initiative by Publishing ByChelle,
working in conjunction with Rex airlines and Pel-Air Aviation.

Word of your region or brand can reach more than 435,000 people through our bi-monthly *True Blue* magazine (which is on all Rex and Pel-Air planes as well as in Rex lounges in Sydney, Melbourne, Adelaide and Canberra), online content at *TrulyAus.com* and *AusBizMedia.com*.

Add to that our associated social channels and newsletters, and we have you covered.

We pride ourselves on producing highly creative media collaborations, and on the following pages are some recent examples. We work closely with all of our clients to ensure that the content is authentic and has genuine cut-through. We also work with all kinds of budgets to achieve our clients' goals. No project is too big or too small.

Food and Wine



With its remarkable sinkholes and sunken gardens, Mount Gambier is a stunner. And with its world-class wine and food offerings, the Coonawarra is an insatiable seducer. Whatever you fancy, after a visit to the Limestone Coast, you'll become one of her many lovers.

WORDS BY MICHELLE HESPE

JOURNEY INTO THE EARTH

50 **TrueBlue**

Looking below the surface
I'm feeling rather like Alice in Wonderland as I descend into the startling verdant gardens of Umphreston Sinkhole, which is otherwise known as the Sunken Garden. Lucky for me and unlike poor Alice, my pace is a leisurely stroll, and not a frantic tumble. However the feeling of reaching the bottom is just as surprising, as soon I am standing in another world; heavy drapes of vines cascading down the limestone walls, Hedges of bright greenery and pretty garden beds filled with ferns and flowers adding to the fairy tale vista.

The original limestone cave that, millions of years ago, arched over the place where I now stand was formed by the dissolution of limestone. The sinkhole was created when the top of the chamber collapsed downwards.


In 1968 James Umphreston purchased the land including the sinkhole, and in 1984, after retiring from farming, he decided to turn it into "a pleasant resort in the heat of the summer". Back in the good old days there was a small lake in the sinkhole, and when people gathered to socialise, they'd also drift about on boats and enjoy picnics on the lake's side.

Mount Gambier, being built on limestone, has plenty of sinkholes to explore, including the famous Engelbrecht Caves in the middle of town. However my next journey into the Earth is at Kizay Sinkhole, which despite having been around for thousands of years is a newcomer for tourists on the Mount Gambier cave scene.

A sheep farming family have had this remarkable sinkhole on their property for four generations, and it has been used by professional divers for many years for training. Recently it has been developed so that tourists will now be able to enjoy snorkelling and, if qualified, scuba-diving in the stunning blue cave. The water is so clear that looking into it, the bottom seems as though it's about five metres away, when in fact it's around 30 metres below. A gin, aptly called Sinkhole Gin, will soon be released so that guests can enjoy a tippie on the new wooden deck above this natural phenomenon.

For anyone who enjoys caving, Naracoorte Caves should be on the must-do list. It is the only World Heritage Listed site in South Australia, and in the Victoria Fossil Cave you can see astounding piles of megafauna bones from creatures that fell through the forest floor around half a million years ago, possibly up to 800,000 years. Due to being pitch-black and hard to navigate, they could not find their way out. Visitors can take an enthralling tour and see the bones of marsupial lions, giant kangaroos and five-metre snakes. Leave enough time to explore the many other caves in the region, as they also have extremely impressive exhibits and you'll no doubt want to spend hours exploring. ▶

Food and Wine



LEFT TO RIGHT: KALSBY SINKHOLE, UMPHRESTON SINKHOLE, THE VICTORIA FOSSIL CAVE AT NARACOORTE CAVES

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WELCOME TO OUR ANCIENT LAND

Join the journey that began millions of years ago...nature's miracles are plain to see, and ready to explore. Dominant volcanoes with mountain trails dominate the Limestone Coast skyline, while deep underground, secret caves harbour prehistoric creatures and a labyrinth of hidden waterways. Giant sinkholes shine light on the past, their craters transformed with spectacular lakes, sunken gardens, and crystalline ponds offering world-class diving experiences. Incredible food and wine are another legacy of this wondrous landscape: fertile soils stretch all the way to the chilly Southern Ocean, leaving guests spoilt for choice when it comes to seafood, meat, fruit, vegetables and world-class wines.

the LIMESTONE COAST
unearth our treasures

southaustralia.com/places-to-go/limestone-coast/

435,000
Reached more than 330k+ Rex passengers, 55k+ followers on Insta and FB, and 50k+ readers online.

CASE STUDY 1: THE LIMESTONE COAST

This stunning collaboration included a four-page feature on Mount Gambier and the Coonawarra, supported by The Limestone Coast and True Blue. It reached more than 330,000 people. The article was supported by social media on Facebook and Instagram, reaching an additional 55,000 followers. The feature was also supported by a double-page spread advertisement, created by the team at Publishing ByChelle, and an online feature that was included in our popular TrulyAus newsletters.



Off the Grid

GREAT SOUTHERN WONDERS

"Wildly peaceful" may seem like a contradiction in terms, however Kangaroo Island seamlessly merges many wild wonders and an extraordinary sense of peace.

WORDS: MICHELLE HESPE

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Off the Grid

About half an hour's drive from Kangaroo Island's Kingscote Airport, many travellers stop to take photos of a motley crew of mailboxes that belong to the residents of Vivonne Bay. Not all of them were actually mailboxes in their former lives. Granted, there are some made in the more traditional manner – a study box on a post with a pitched tin roof – but the others were once bar fridges, oil drums, doghouses, microwaves... and there's even an old dryer. "The dryer and the doghouse are great due to their capaciousness," says our minibus driver. "And they're also critter-proof!" My partner and I take some photos, and before we board the coach, I read a little note that someone has written in bright yellow paint on a scrap of green metal: "If you live on Kangaroo Island, you're better off than 99.9 per cent of the population." I smile, thinking that this trip to the bottom of Australia is going to surprise us in many more ways over the coming days. One third of this remote 4000 square km island is devoted to nature reserves, and with a population of only 4700, the locals have plenty of room to roam. Kangaroo Island's reputation has long intrigued me: it's known for its wild and woolly weather and just as wild seas, its beautifully rugged landscapes, fabulous organic produce and the 1500 Aussie species that call it home: koalas, wombats, wallabies, sea lions, New Zealand fur seals, echidnas. ▶



Off the Grid

"As a blood orange sunset explodes beneath the gathering black clouds, we are in complete awe of nature."

Top spot for an afternoon drink at Southern Ocean Lodge

through scrubland that the sea lions call home, and out on to the beach where white sand, blue sky and unspoiled vistas sprawl in every direction. Life has not changed here for these creatures for thousands of years – their home is how it has always been, albeit with streams of people taking photos and smiling at their antics. There are sleeping sea lions everywhere: crashed out in the dunes, lying about on the beach, exhausted after big swims and hunting games in the ocean. There are plenty of warning signs about not getting too close, and for good reason – a protective bull can weigh up to 350 kilograms!

You can't visit Kangaroo Island without paying a visit to the Remarkable Rocks in Flinders Chase National Park. A stunning ensemble of boulders atop a granite dome, they're Mother Nature's version of Sculpture by the Sea. Formed during the post-Cambrian period around 500 million years ago, the unusually beautiful shapes and vibrant colouring were caused by rain penetrating the upper layer of the rock, decomposing it into separate boulders. The wind, waves and tides have since worked wonders, resulting in one of the most photographed natural spectacles in South Australia. Just when you thought one remote island

could not have been bestowed with more astounding natural beauty, enter Admirals Arch – a partly underground world of ancient caves where the wind, rain and waves have created a natural bridge with stalactites adorning its underside like jagged chandeliers. Designated as a significant geological monument, the site attracts thousands upon thousands of visitors a year. The New Zealand fur seals love this rocky playground's sheltered ledges – there are usually hundreds of the creatures cawing about.

On our last evening at Southern Ocean Lodge – where we've made friends, fallen in love with the chef and indulged in some of South Australia's finest wines – a storm rolls in, and we are able to experience the wild weather that this part of the world is renowned for, while warm and cosy in our luxurious suite, seated in the large window as though we're before a stage. The ocean is spread out like a dark, tumultuous AMW Turner oil painting created with layer upon layer of heavy brushstrokes. As a blood orange sunset explodes beneath the gathering black clouds, we are in complete awe of nature. We're framed by our window looking out at the edge of the world, feeling small in comparison to the show unfolding before us, but never more alive. It's

Fact File

Southern Ocean Lodge
southernoceanlodge.com.au
Winnam Bay Wildlife Sanctuary (for koalas)
kangarooisland.com.au
Sail Bay Conservation Park
sailbay.sa.gov.au
For more information on Kangaroo Island
visit kangarooisland.com.au

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Off the Grid

WORLD-CLASS AIRPORT FOR KANGAROO ISLAND

Kangaroo Island's stunning new airport provides a warm welcome and stylish entry point for visitors to the island. Its award-winning, state-of-the-art design reflects the brand values of Kangaroo Island and like all great airports, is much more than a transit lounge. Professionally curated art exhibitions run throughout the year, showcasing the island's growing reputation for producing world-class art. Three distinct exhibitions will be mounted in 2019 which, together with wall-size brand images and themes, transform the light and spacious airport interior into a gallery.

For visitors, it provides a first glimpse of the natural wonders of the island and how local artists have been inspired by their island home. Visitors can check out what's on offer by utilising the large, centrally located, interactive touch screens which offer information on accommodation, tour operators, places to visit, things to do, places to eat and airport art exhibitions.

The airport is also home to the island's first social enterprise, with Council and the MOBIO Group working together to provide employment, training and development opportunities through the airport café and retail area. This is great for those in the community who may not be able to engage fully in the traditional workplace. When you visit the airport say hello and try the coffee!

The project is the culmination of several years of work and is a collaboration between local, state and federal governments, with the federal and state governments providing the majority of the funding for this essential infrastructure.

The government investment in this critical infrastructure has encouraged private sector investors to invest in significant tourism projects such as the \$20-million Kangaroo Island golf course, and the \$35-million American River Resort, which will commence development this year.

For further information contact Kangaroo Island Council on 08 8533 4300 or visit www.kangarooisland.sa.gov.au



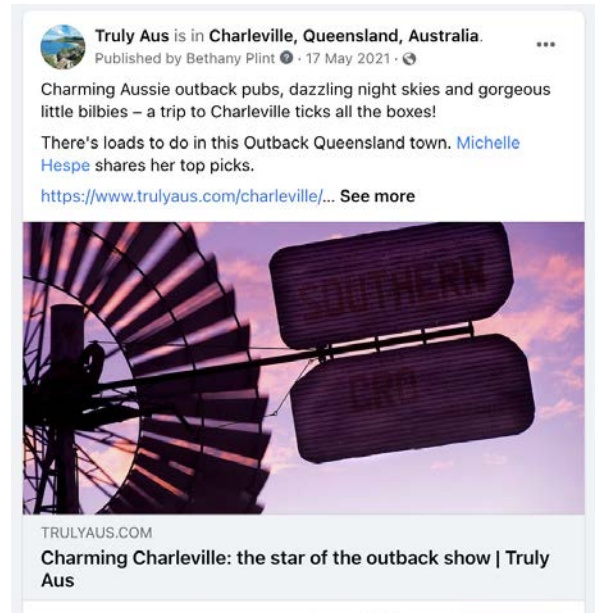
Eagle Perch by local artist Caroline Taylor

REACH

By running the story in True Blue and online, our clients can reach up to 415,000 people per issue.

CASE STUDY 2: KANGAROO ISLAND

We ran a four-page feature article in *True Blue*, with a one-page editorial piece on Kangaroo Island's new airport and tourism facilities. We included social media, reaching more than 50,000 followers on Facebook and Instagram, and ran the story online. Our features remain on TrulyAus permanently.



CASE STUDY 3: MURWEH SHIRE COUNCIL AND CHARLEVILLE

True Blue and Murweh Shire Council teamed up to promote the Outback Queensland town of Charleville and surrounds. We utilised the front cover of True Blue and created a dynamic, eye-catching design based upon an outback windmill. We ran a four-page feature with a full-page advertisement with a strong CTA. Included was a feature online at Truly Aus and we guided our readers to the story via 55k+ followers on social media. We also distributed the magazines in Visitor Information Centres across Australia. The campaign reached more than 500,000 people.





AUSSIE MADE

Aussie Made is a platform that gives some of our country's most creative, innovative producers the chance to be discovered. We and our readers believe that buying Australian products supports local communities and Australian businesses.

We feature products online at trulyaus.com/aussie-made and also showcase products to more than 9,700 followers on Instagram. We run giveaways to further promote products and ensure that brands are receiving the recognition they deserve. We usually receive more than 2,000 entries and can also talk to your company about data acquisition for your own newsletters.

For your chance to be featured on Aussie Made, please get in touch.

Truly Aussie Made

Australian designers, brands and creators as unique as the places they come from.

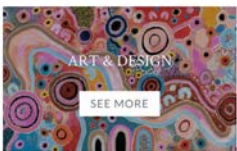


Featured Designer

This month's featured Australian designer is Mim Cole, a Gulumoerrgin/Larrakia, Wardaman, Karajarri and mixed-race artist from Darwin.

Mim's recent collaboration with Catherine Manuell Design is part of The Aboriginal Women Artists Project and supports the Indigenous art code - maintaining standards in ethical trade for Indigenous art and artists.

[READ MORE](#)



Woohoo Body Crew

Woohoo All Natural Deodorants are the best thing that will ever happen to your armpits. They're the healthy, toxin-free alternative to anti-perspirant deodorants that will keep you fresh all day long.

[Tell me more](#)



Nina's Jewellery

Inspired by the rugged landscapes and natural wonders of Western Australia, The Kimberley Collection by Nina's Jewellery is crafted from Australian gold and Australian Argyle pink and champagne diamonds.

[Tell me more](#)



Nakie

Introducing the world's first recycled hammock. Each double hammock saves 37 plastic bottles from ending up in landfill. With plenty of colours to choose from, you'll be the coolest kid at camp.

[Tell me more](#)

20,000
visitors
to trulyaus.com every month

10,000
NEW visitors
to trulyaus.com every month

12,500
subscribers
to the Truly Aus newsletter

25%+
open rate
for our fortnightly newsletter on average

50,000+
followers
across our social channels

Truly Aus 

NEWSLETTER


12,500
Our Truly Aus newsletters reach more than 12,500 readers every fortnight.

Land straight in our readers' inboxes

Our Truly Aus EDMs bring the best of Australia to our 12,500 subscribers.

Whether we're covering breathtakingly beautiful towns, quintessentially country regions, or great things to do and see in Australian cities, we always strive to create highly engaging, rich content that resonates with our passengers and readers.

Our team can create content from scratch, or be guided by our clients. After the content has appeared in our newsletters, it can then be placed online at TrulyAus.com and we utilise social media to offer further exposure.


Truly Aus 

Welcome to Truly Aus

It's a pleasure bringing the best of Australia to you, whether its breathtakingly beautiful coastal towns, quintessentially country regions, or incredible people. While many **Truly Aus** stories start their lives in the inflight magazines for Airnorth, Alliance or Rex airlines, we're delighted to bring them to you **online** and in this newsletter, showcasing the best of regional, rural and outback Australia. I hope you find inspiration to discover more of our own spectacular country.

This week we explore our favourite **eco tours and sustainable stays** across Australia, and wander **wonderful Kangaroo Island**. You should also check out our story on Tasmania's King Island. Be warned, a visit may **steal your heart**.


Thank you for signing up for the Truly Aus newsletter. Enjoy the read and **drop us a line** any time, we love hearing from you.
Michelle Hespe, Publisher



The top 10 eco-tours and sustainable stays in Australia

From exclusive eco-tours to sustainable luxury retreats, we've selected the best eco accommodation in Australia to explore and stay, without costing the earth.


[READ MORE](#)



Exploring King Island, Tasmania

Beef, cheese, golf, incredible vistas and a warm welcome.

[Explore more »](#)



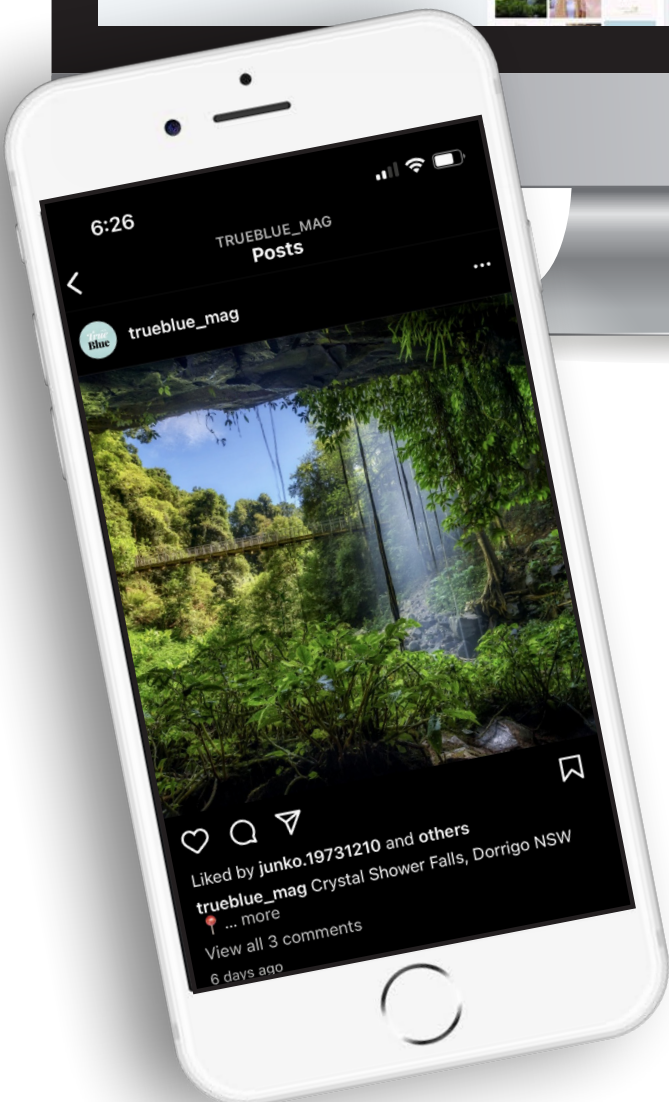
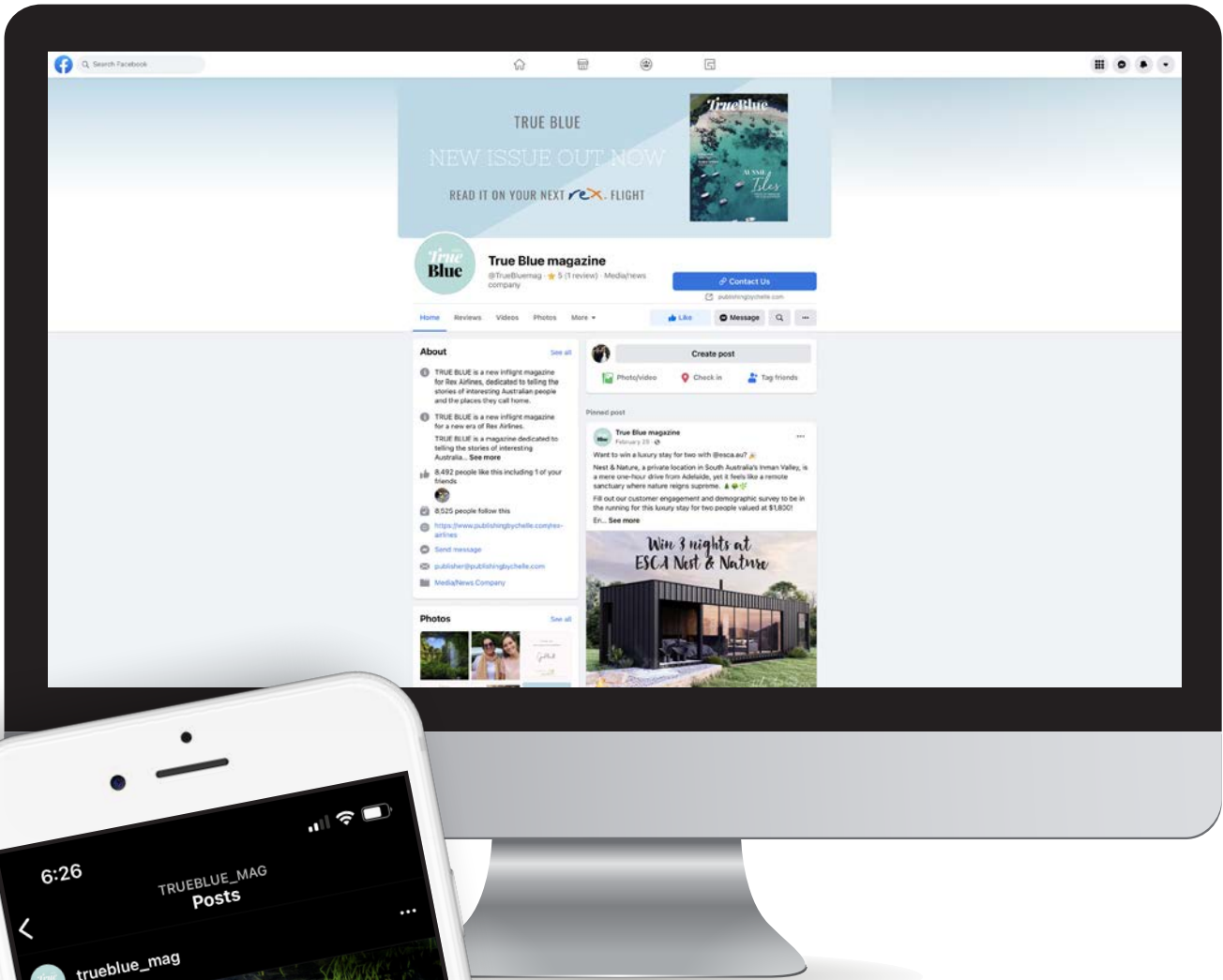
Laura Dance Festival, Cape York, Queensland

Indigenous Australian dance and culture in Quinkan Country.

[Read the story »](#)

What does it cost to get involved?

Size	1 newsletter	3 newsletters	6 newsletters
Solus EDM	\$5,000	\$3,500	\$3,000
Hero story	\$2,000	\$1,800	\$1,500
Standard story	\$1,500	\$800	\$600



C'mon, get social with us

We have more than 50,000 followers on social media channels for *True Blue*, *AusBiz*, *Truly Aus* and *Truly Aussie Made*, so talk to us about including Facebook and Instagram coverage in your package. A combination of print, online and social media coverage for your brand is the best way to reach your intended audience. We are in the unique position of not having any other form of entertainment on our aircraft on regional routes. However we know that when our readers are back on the ground, they put the magazine down and switch on their devices. We'll ensure that you have all bases covered.



@TRUEBLUE_MAG
@TRULYAUS
@AUSBIZMEDIA



/TRUEBLUEMAG
/TRULYAUS
/AUSBIZMEDIA

RATES, PACKAGES & DEADLINES

We offer a mix of print, online, social and newsletters, so talk to us about your budget. Here are some guidelines for print, and we can build everything else into this.

Each issue of TRUE BLUE is on planes for two months, so your content will reach around 333,000 + passengers.

What does it cost to get involved in True Blue?

Size	1 Issue	3 issues	6 issues	Ad Production
DPS	\$7,500	\$6,500	\$6,000	\$800
Full Page	\$5,000	\$4,500	\$4,000	\$450
Half Page	\$2,500	\$2,200	\$2,000	\$250
Quarter Page	\$1,400	\$1,200	\$900	\$150
Front cover	\$12,000	N/A	N/A	N/A
Inside Front Cover	\$6,000	\$5,000	\$4,000	\$450
Inside Back Cover	\$5,500	\$4,500	\$3,500	\$450
Outside Back Cover	\$8,000	\$7,000	\$6,000	\$450

Digital	1 month	2 months	3 months	Ad creation
Online ad:	\$1.5k	\$2.5k	\$3k	\$200

2022 Deadline Dates

Issue Date	Booking Deadline	Material Deadline	Magazines On Board
June/July 2022	May 14	May 17	June 5, 2022
Aug/Sept 2022	July 16	July 19	Aug 5, 2022
Oct/Nov 2022	Sept 14	Sept 16	Oct 5, 2022
Dec/Jan 2023	Nov 15	Nov 18	Dec 5, 2022
Feb/March 2023	Jan 17	Jan 20	Feb 5, 2023
April/May 2023	March 15	March 17	April 5, 2023

MOVING FORWARD...DIMENSIONS & SPECS

For your print content, here's what we need from you. Or feel free to reach out and our tech-savvy and highly creative team can put your content together for you. We can also add QR codes to advertisements so that views are trackable.

We look forward to working with you, and putting your brand, company or destination in front of millions of Australians.

Format Guide

Publication size: 273mm x 210mm

Bleed: 5mm all around

Type area: 250mm x 180mm

Note: We recommend all copy used in your advertisement sits within these dimensions to allow for best readability and avoid being lost in the gutters of the magazine.

File Type: High resolution, print-ready PDF

Resolution: 300dpi minimum at 100% size

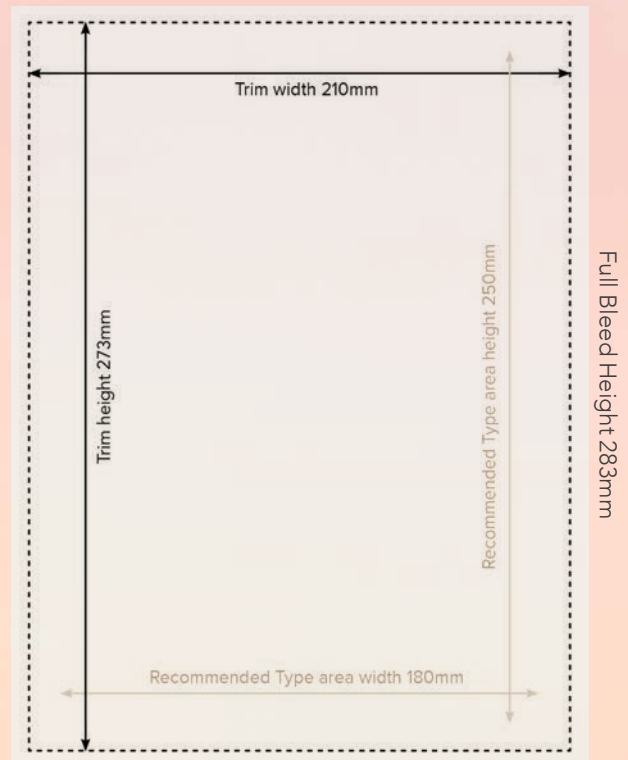
Colour: CMYK only - RGB and Pantone colours will be converted in-house to CMYK and may cause unexpected colour variations.

Printer marks: Trim marks ONLY

Send ads to: design@publishingbychelle.com

Supply: Artwork can be sent via email to: design@publishingbychelle.com

Full Bleed width 220mm



Ad Type	Ad size	Bleed size
Double-page spread (DPS)	273mm H x 420mm W	283mm H x 430mm W
Full Page	273mm H x 210mm W	283mm H x 220mm W
Half Page Horizontal	123mm H x 183mm W	n/a
Half Page Vertical	253mm H x 89.5mm W	n/a
Quarter Page	123mm H x 89.5mm W	n/a