

2023

MEDIA KIT

Marketing across print, online, social and newsletters


reX.
Regional Express
Our heart is in the country

TrulyAus

PEL-AIR ⁺

AusBiz.

NJE NATIONAL
JET EXPRESS



TrulyAus is the inflight magazine for Rex airlines, Pel-Air Aviation and National Jet Express (NJE).

All content from the magazine can be found online at TrulyAus.com and AusBizMedia.com

TrulyAus is dedicated to sharing stories about Australian places, Australian products and businesses, and Australian people doing great things.

AusBiz. (the business magazine within TrulyAus) focuses on Australian industries, covering agriculture, mining, business, technology, finance, charity, environmental issues and education.

Pacific Inspiration is a special feature in TrulyAus, dedicated to showcasing the Pacific Islands. Its online publication is **TrulyPacific.com**.

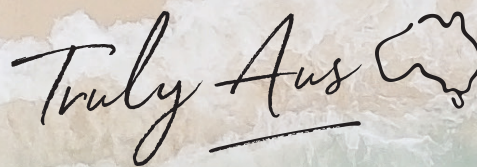
Each year more than **3.3 million people** travel on the Rex, Pel-Air and NJE networks. That's a captive audience of **more than 550,000 people per issue**, and our research has shown that the magazine is read at least twice, and often three times.

Our readers are some of the highest earners in Australia – decision makers, politicians, and 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.

TrulyAus and AusBiz. are targeted platforms upon which to market your brand or region.

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



Ecosystem

Reach more
than 4 million
people a year

Reach
of 550,000
passengers
through
TrulyAus

10,000
followers on
Facebook

40,000
followers on
Instagram

600,000
subscribers to
TrulyAus eDM
30% open rate

10,000
followers on
Truly Aussie
Made

Around 5,000
entries for
giveaways
on TrulyAus

11,500
subscribers to
AusBiz. eDM
28% open rate

100,000
readers of
TrulyAus.com
per month



Ecosystem

3.3 million
passengers a
year fly Rex, Pel-
Air and NJE

Reach
550,000
passengers
per issue

Reach
150,000 FIFO
workers
per issue

Average
salary of a
FIFO
worker
\$150,000

90% male,
working week
on, week off

Time on plane:
up to
two hours

11,000 AusBiz.
subscribers

NJE's nine jets fly to: Ballerina, Adelaide, Moomba, Barrow Island, Karratha, Meekatharra, Perth, Darlot, Granny Smith, Canberra, Sydney, Alice Springs, Darwin, Uluru, Hobart and Paraburdoo. The airline offers charter services mainly in Western Australia and South Australia and it also offers scheduled passengers services on behalf of QantasLink throughout the country, including Queensland, Victoria, Western Australia, Northern Territory, Sydney and Canberra.

Rex airlines, Pel-Air Aviation and National Jet Express (NJE)

Rex airlines is Australia's largest independent regional airline, and TrulyAus is the longest continually running inflight magazine in Australia. It was formerly called True Blue.

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

Pel-Air Aviation 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.

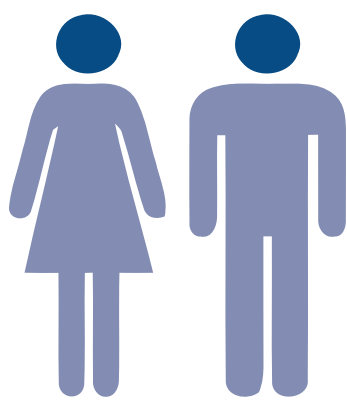
National Jet Express (NJE) is Australia's premium FIFO network – previously called Cobham Aviation.



Who flies on Rex, Pel-Air and NJE?

By having TrulyAus on three different airlines, we reach an incredible array of leisure and business travellers. They are regional and metro business professionals, regional and metro leisure travellers and the affluent, well-educated and well-travelled professionals of the mining and resources sector. Rex, Pel-Air and NJE 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 lifestyle, homes and businesses.

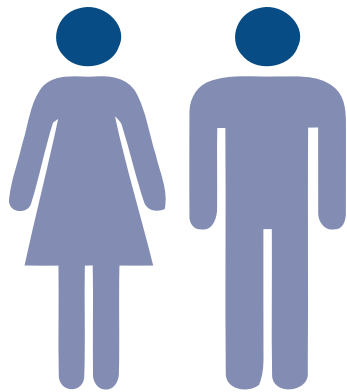
REACH 3.3 MILLION PASSENGERS ANNUALLY



rex.

45%
FEMALE

55%
MALE



NJE NATIONAL
JET EXPRESS

10%
FEMALE

90%
MALE

\$150,000

THE AVERAGE INCOME OF OUR PASSENGERS
IS AROUND \$150,000 A YEAR, HOWEVER MORE THAN
20% OF OUR PASSENGERS EARN OVER \$180,000

rex.

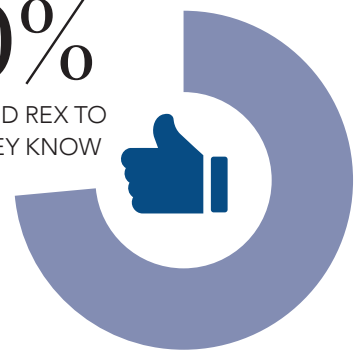


45%
LEISURE

55%
BUSINESS

80%

RECOMMEND REX TO
PEOPLE THEY KNOW



35-55

IS THE AVERAGE AGE
OF OUR PASSENGERS

Tee off an adventure IN OUTBACK QUEENSLAND



ISLAND AWAKENINGS
Offshore Indigenous experiences

GEELONG & BELLARINE
Seaside fun for the whole family

WACKY WONDERS
The tin horses of the Wheatbelt



What kind of stories appear in TrulyAus and AusBiz? We are glad you asked...

Travel articles

Our travel features are filled with local characters and 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

TrulyAus 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 & Farming

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

Business, Finance & Tech

Covering news in business, 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.

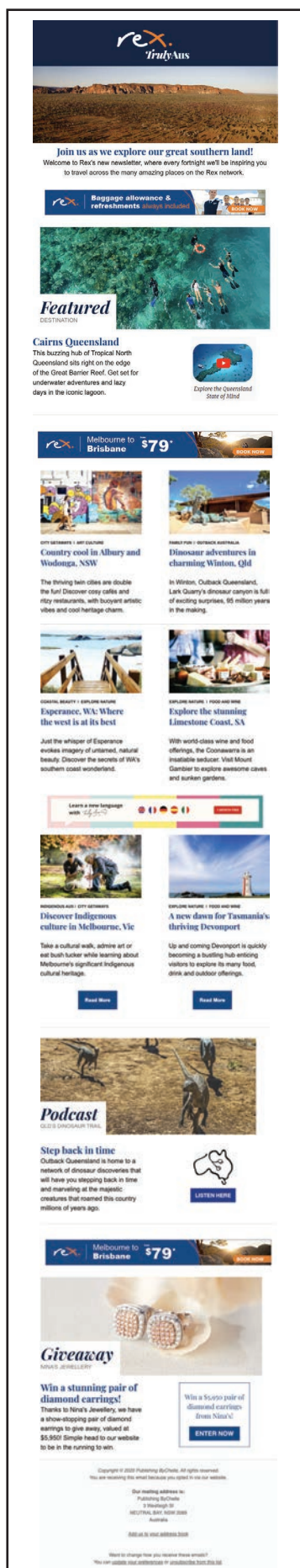
WHERE OUR PASSENGERS ARE FLYING



Members of the Rex Group



EXAMPLE EDM



TrulyAus

DIGITAL MARKETING

As well as our print reach, you can target a highly engaged audience of Aussie travellers through TrulyAus.com, social media and newsletters.

TrulyAus has a highly engaged audience of Rex, NJE and Pel-Air passengers and other travellers available for direct, targeted marketing.

We reach **50,000+ followers across Facebook and Instagram**, our TrulyAus newsletter reaches **580,000 subscribers**, and we have around **100,000 visitors a month** to TrulyAus.com.

Our fortnightly newsletters include a mix of travel features, podcasts, giveaways and Rex flight deals.

We create digital native content with cut-through, allowing businesses and tourism bodies to land smack bang in the inboxes of business and leisure travellers across Australia.

KEY FIGURES

580,000
subscribers
to TrulyAus newsletter

100,000+
web visitors
to TrulyAus.com every month

35%
open rate
is our average on newsletters

50,000
followers
on Facebook and Instagram

3.3 MILLION
passengers
on Rex, Pel-Air and NJE airlines annually

Packages with additional exposure across TrulyAus.com and our range of social channels can be customised to maximise value for money. Many of our clients choose a mix of print, online coverage, inclusion in our newsletters, and social media posts and/or video to amplify their message. We also create podcasts for tourism bodies, which can include local businesses.

To discuss rates and possible inclusions in a package, please get in touch.

TrulyAus

NEWSLETTER TO REX PASSENGERS

580,000

Our TrulyAus newsletters reach more than 580,000 readers every fortnight.

Land straight in our readers' inboxes

Our TrulyAus eDMs bring the best of Australia to our 580,000 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.

Join us as we explore our great southern land!
Welcome to Rex's new newsletter, where every fortnight we'll be inspiring you to travel across the many amazing places on the Rex network.

Baggage allowance & refreshments always included

Featured DESTINATION
Cairns Queensland
This buzzing hub of Tropical North Queensland sits right on the edge of the Great Barrier Reef. Get set for underwater adventures and lazy days in the iconic lagoon.
Explore the Queensland State of Mind

Melbourne to Brisbane \$79*

CITY GETAWAYS | ART CULTURE
Country cool in Albury and Wodonga, NSW
The thriving twin cities are double the fun! Discover cosy cafés and ritzy restaurants, with buoyant artistic vibes and cool heritage charm.

FAMILY FUN | OUTBACK AUSTRALIA
Dinosaur adventures in charming Winton, Qld
In Winton, Outback Queensland, Lark Quarry's dinosaur canyon is full of exciting surprises, 95 million years in the making.

What does it cost to get involved?

Size	1 newsletter	3 newsletters	6 newsletters
Standard story	\$3,500	\$3,000	\$2,500
Hero story	\$7,000	\$5,000	\$4,000
Advertisement & story	\$10,000	\$8,000	\$6,000

AusBiz.

AusBiz. is a highly engaging business magazine that is targeted at the passengers onboard Rex, Pel-Air and NJE. 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 bring together news, stories, reports and investigative features that inspire and inform our passengers.

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



KEY FIGURES

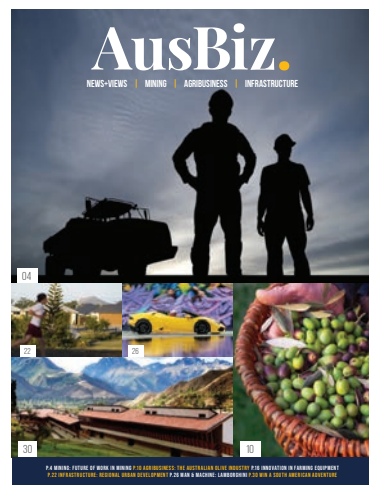
11,500
subscribers
to our newsletters

28%
open rate
for newsletters

3,500
visitors to
AusBizMedia a month

10,000
followers on
Facebook, Instagram & LinkedIn

3.3 MILLION
passengers
on Rex, Pel-Air and NJE 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 & PRODUCERS

The difference between ordinary produce and great produce lies with the people who create it. Whether it's 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 Aussies doing great things.

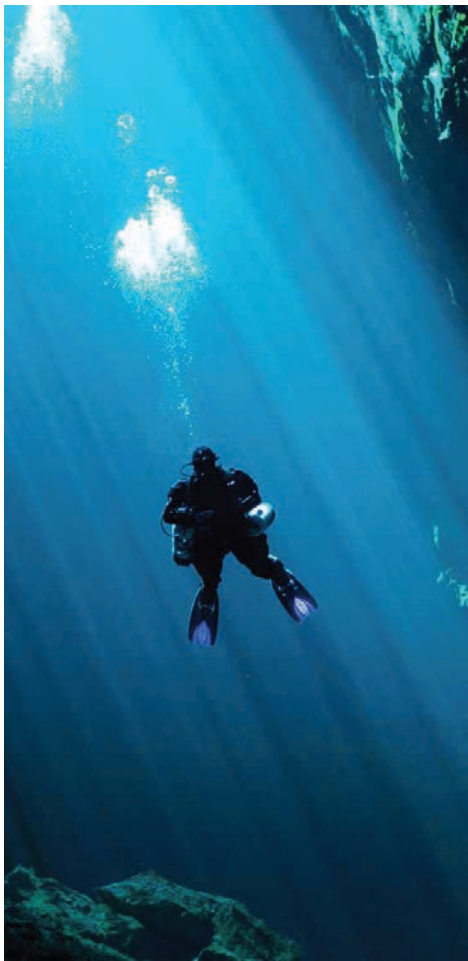
FINANCE & INVESTMENT

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

Word of your region or brand can reach more than 550,000 people through our bi-monthly TrulyAus magazine (which is on all Rex, Pel-Air and NJE planes as well as in Rex lounges in Sydney, Melbourne and Adelaide). We also reach more than 600,000 people online at TrulyAus.com and AusBizMedia.com, and through social and newsletters.

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

Food and Wine

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 1868 James Umphreston purchased the land including the sinkhole, and in 1884, 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 Kilahey 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 tipple 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 it 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. ▶



LEFT TO RIGHT: KILAHEY SINKHOLE, UMPHRESTON SINKHOLE, THE VICTORIA Fossil CAVE AT NARACOORTE CAVES

RECEIVED JAN 2018 51



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

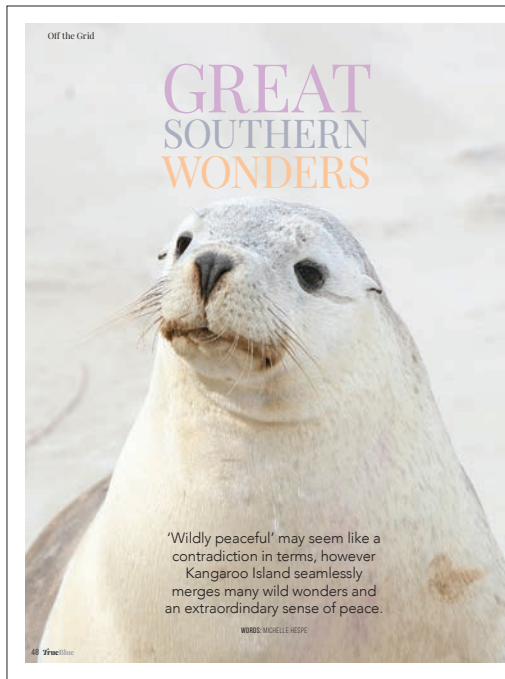
southaustralia.com/places-to-go/limestone-coast/

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.

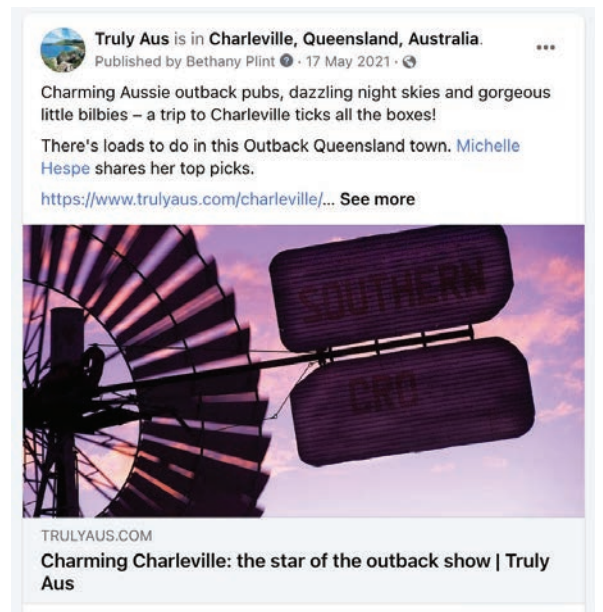


REACH

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.com permanently.



CASE STUDY 3: MURWEH SHIRE COUNCIL & 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, and the campaign reached more than 500,000 people.

COVER STAR

For Charleville, we utilised the front cover of True Blue, a feature, social and online content.

Pacific Inspiration

47

REASONS TO TRAVEL IN

PAPUA NEW GUINEA

Papua New Guinea is the destination of a lifetime: culturally rich and incredibly diverse, with a wealth of things to see and do. Why not answer that call for adventure and intrigue? On the country's 47th Independence Day anniversary, check out the top 47 things to do in PNG and put some of them on your travel bucket list.

THIS PAGE:
Exploring of Ruks Island Retreat, New Ireland Province.
Image: Misha Tiedje, PNG Tourism Promotion Authority

42 Youthful

1

Challenge yourself by trekking the famous 96 kilometre Kokoda Trail. Short treks are also available from Oweri Corner to Ioribaiwa Village. Visit the Kokoda Track Authority website for a list of licensed tour operators.

2

Snorkel, kayak or go scuba diving at Kimbe Bay with tours by Walindi Plantation Resort. The bay is home to more than 96 per cent of the Indo-Pacific region's coral species.

3

In August and September every year, experience a spectacular highlands festival, such as the Enga Show, Goroka Show or Hagen Show.

4

Take the Twin Peaks challenge in Simbu and the Western Highlands. Climb the highest mountain in Oceania at 4,509 metres, Mount Wilhelm, then tackle Mount Giluwe at 4,367 metres.

5

How about some off-grid surfing in Namatama, New Ireland Province? Stay at the peaceful Rubo Plantation Retreat where nothing else matters except you and the ocean.

6

Heat things up at Mount Tavurur with a historical volcano tour in Rabaul, East New Britain. Eat a delicious fresh wild fowl egg boiled at the Matupit Hot Springs.

7

If you love things naturally wild and weirdly wonderful, then you need to see the national bird – the Ragiana bird-of-paradise – in full display at the Varirata National Park.

8

Support local artisans, and buy PNG-crafted products handmade with love at the PCM City Markets held every second Saturday and Sunday of the month at the National Museum & Art Gallery.

9

The Sirunki Agro Farms in Enga Province provides the sweetest tasting experience ever for strawberry and honey lovers.

10

Explore the founding of a nation at the Haus Independens museum in Downtown, Port Moresby.

11

Experience the best of Kawa hospitality at the Unua Bay Retreat, Polapok Island in the Autonomous Region of Bougainville. Go island hopping and water skiing while you're there.

12

The pristine waters and dazzling beaches of the Duke of York Islands in East New Britain await. Book a homestay with the friendly DOY islanders.

13

For thespians who love drama, see some of PNG's best actors hit the stage at the Moresby Arts Theatre.

14

If you are a aficionado or didimer at heart, you will love the Morobe Show in November. See amazing rodeo-style events and browse various stalls showing off some of the best crops in this part of the region.

15

There is nothing like seeing Port Moresby's Fairfax Harbour at night on board Sportfishing PNG's MV K20 yacht – especially if you love the finer things in life.

16

Pay homage to a bygone era at Biapaka War Memorial in East New Britain which holds timeless stories of heroism and sacrifice that should never be forgotten.

Pacific Inspiration

17

For the topographical landmarks in the country, the Bluebird Highway in New Ireland Province offers panoramic views of the island. The highway is a 100km stretch of tarmac road that winds through the island's rugged terrain.

18

The island of the Bluebird Highway is a 100km stretch of tarmac road that winds through the island's rugged terrain.

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Pacific Inspiration

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Youthful

Pacific Inspiration

43

WELCOME BACK!

Pacific Inspiration

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YOUR ULTIMATE ADVENTURE DESTINATION AWAITS YOU IN PAPUA NEW GUINEA

Pacific Inspiration

45

www.papuanewguinea.travel

CASE STUDY: PAPUA NEW GUINEA

This stunning collaboration included a five-page feature in the Oct/Nov 2022 issue of True Blue on the top 47 things to do in Papua New Guinea. It was supported by Papua New Guinea Tourism Promotion Authority, and the campaign reached more than 330,000 people. The feature was also supported by a single-page advertisement and a feature on TrulyPacific.com.

rex.
Regional Express
Our heart is in the country

TrulyAus

PEL-AIR

AusBiz.

NJE NATIONAL
JET EXPRESS

For more info contact: Michelle Hespe
E: publisher@trulyaus.com M: 0425 325 202

Media Kit 17

TrulyAus

TRULY 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.

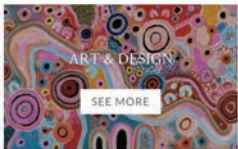


Featured Designer

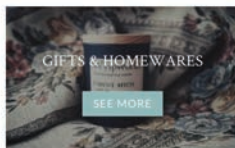
This month's featured Australian designer is Mim Cole, a Gulumoerrgin/Larrakia, Wardaman, Karajarri and mixed-race artist from Darwin.

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](#)



[SEE MORE](#)



[SEE MORE](#)



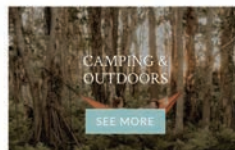
[SEE MORE](#)



[SEE MORE](#)



[SEE MORE](#)



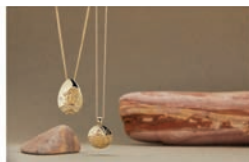
[SEE MORE](#)



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](#)

100,000

visitors

to TrulyAus.com every month

10,000

NEW visitors

to trulyaus.com every month

580,000

subscribers

to the TrulyAus newsletter

28%+

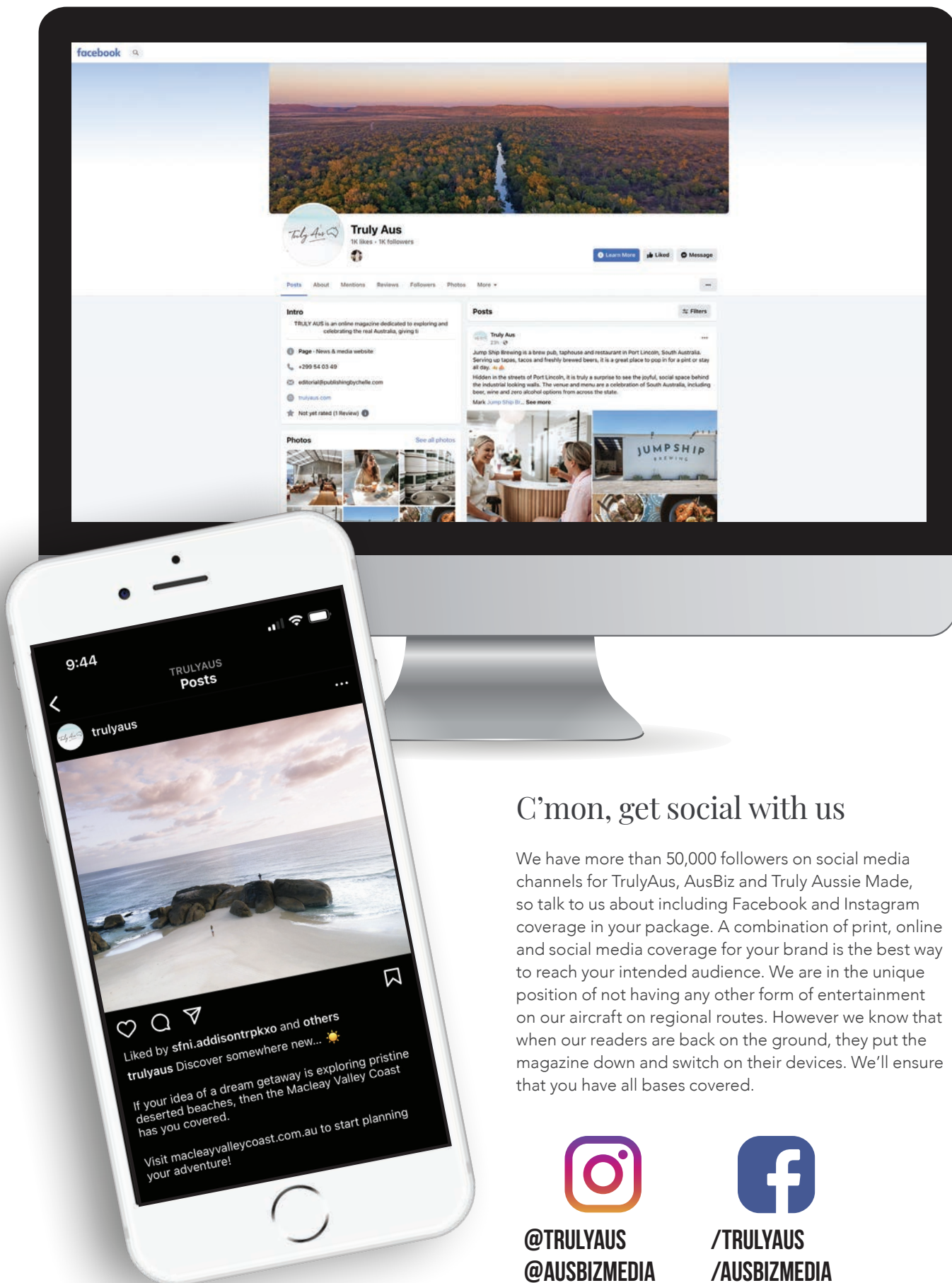
open rate

for our fortnightly newsletter

10,000+

followers

on Instagram



C'mon, get social with us

We have more than 50,000 followers on social media channels for TrulyAus, AusBiz 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.



@TRULYAUS
@AUSBIZMEDIA



/TRULYAUS
/AUSBIZMEDIA

RATES, PACKAGES & DEADLINES

We offer a mix of print, online, social, podcasts and newsletters, so talk to us about your budget and we can make it work. Here are guidelines for print, digital and newsletters. We can build other elements such as social and podcasts into a package.

Each issue of TrulyAus is on planes for two months, so your content will reach around 500,000 passengers.

What does it cost to feature in TrulyAus?

Size	1 Issue	3 issues	6 issues	Ad production
Double-page spread	\$9,000 (per issue)	\$7,000	\$6,000	\$800
Full page	\$6,000 (per issue)	\$4,500	\$4,000	\$450
Half page	\$2,500 (per issue)	\$2,200	\$2,000	\$250
Quarter page	\$1,500 (per issue)	\$1,200	\$1,000	\$150
Front cover	POA	N/A	N/A	N/A
Inside front cover	\$6,000 (per issue)	\$5,000	\$4,000	\$450
Inside back cover	\$5,500 (per issue)	\$4,500	\$3,500	\$450
Outside back cover	\$10,000 (per issue)	\$8,000	\$6,000	\$450

Digital	1 month	2 months	3 months	Ad creation
Online ad:	\$1,500	\$2,500	\$3,000	\$200

Newsletters	Standard story	Hero story	Ad and story	Artwork
580,000 readers	\$3,500	\$7,000	\$10,000	\$200

2023/2024 Deadline Dates

Issue date	Booking deadline	Magazines on board
June/July 2023	May 19	June 5
Aug/Sept 2023	July 21	August 4
Oct/Nov 2023	September 20	October 5
Dec/Jan 2023/2024	November 21	December 5, 2023
Feb/March 2024	January 19	February 5, 2024
April/May 2024	March 19	April 5, 2024

MOVING FORWARD ... DIMENSIONS & SPECIFICATIONS

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

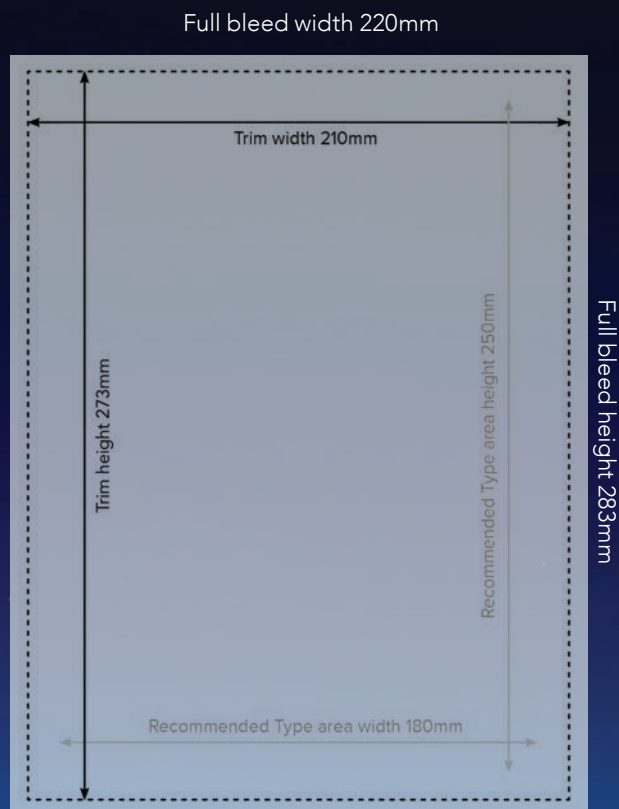
Resolution: 300dpi minimum at 100% size

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

Printer marks: Trim marks ON

Send ads to: publisher@trulyaus.com

Supply: Artwork can be sent via email to: publisher@trulyaus.com



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