



# 2024 MEDIA KIT

Marketing across print, online, social and newsletters

*reX.*  
*TrulyAus AusBiz.*





Reach more  
than 1.2 million  
people every  
month

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 **Rex.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.

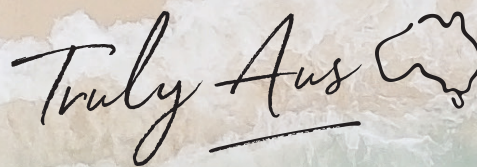
Each year more than **3.5 million people** travel on the Rex, Pel-Air and NJE networks. That's a captive audience of **more than 583,000 people per issue**, and our research has shown that the magazine is read at least twice, and often three times.

Our TrulyAus for Rex newsletters reach more than **850,000 Rex passengers per month**, and include AusBiz stories, sent to the same audience.

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 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 **14 million**  
people a year

Reach  
**583,000**  
passengers via  
TrulyAus  
magazine

**10,000 +**  
followers on  
Facebook

**40,000**  
followers on  
Instagram

**850,000+**  
subscribers to  
TrulyAus for Rex  
eDM: 15%  
open rate

**10,000**  
followers on  
Truly Aussie  
Made  
Instagram

**5,000+**  
entries for  
giveaways  
on TrulyAus

**850,000**  
subscribers to  
AusBiz. eDM  
15% open rate

**30,000+**  
visitors to  
rex.trulyaus.com  
per month





## Ecosystem

Reach  
**1.5 million**  
passengers a  
year on NJE

**3,000** AusBiz.  
subscribers

Reach  
**250,000** FIFO  
workers  
per issue

No other  
entertainment  
is available on  
the planes

Time spent on  
plane: up to  
**two hours**

Passengers  
are **95% male**,  
working week  
on, week off

Average  
salary of a  
FIFO  
worker  
**\$150,000**

NJE's 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.

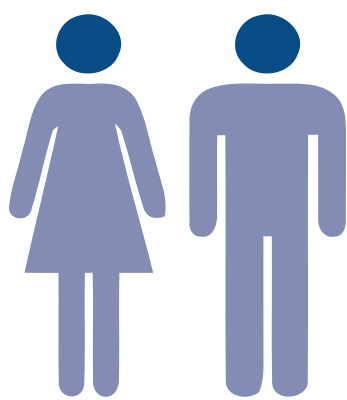




## Who flies on Rex, Pel-Air and NJE?

By having TrulyAus on three 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.

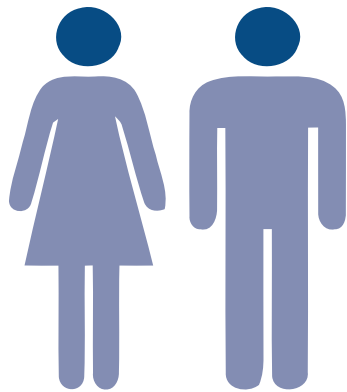
### REACH 3.5 MILLION PASSENGERS ANNUALLY



rex.

45%  
FEMALE

55%  
MALE



NJE NATIONAL  
JET EXPRESS

5%  
FEMALE

95%  
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.

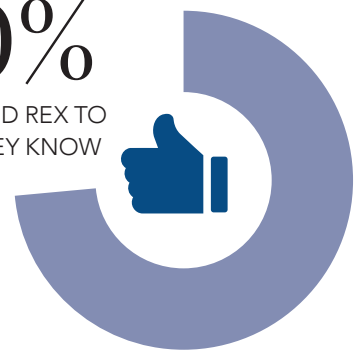


45%  
LEISURE

55%  
BUSINESS

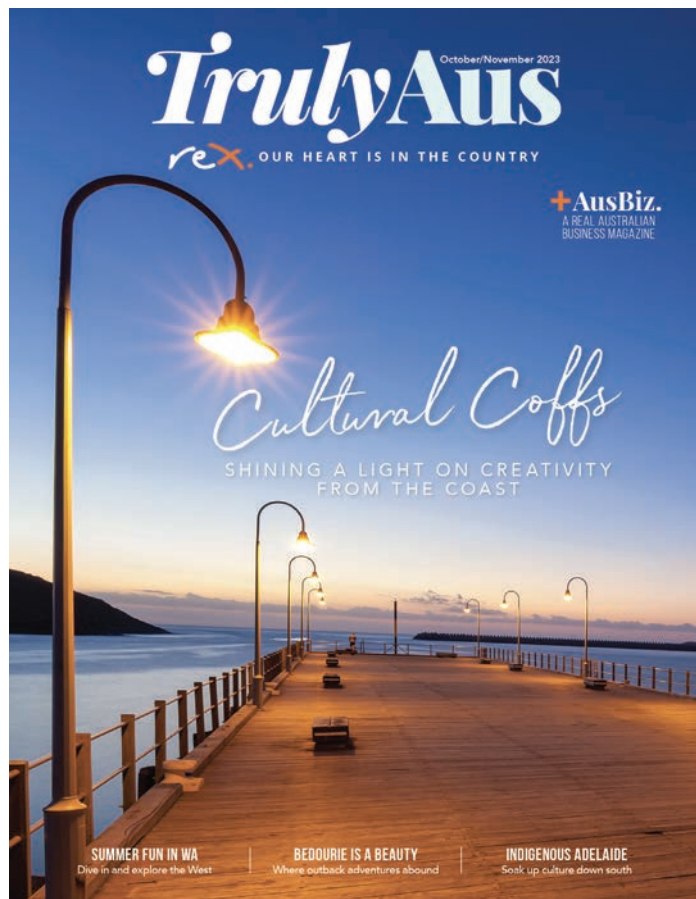
80%

RECOMMEND REX TO  
PEOPLE THEY KNOW



35-55

IS THE AVERAGE AGE  
OF OUR PASSENGERS



## What kind of stories appear in TrulyAus and AusBiz?

### 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 while reading TrulyAus and AusBiz

Reach more than 1.2 million people every month

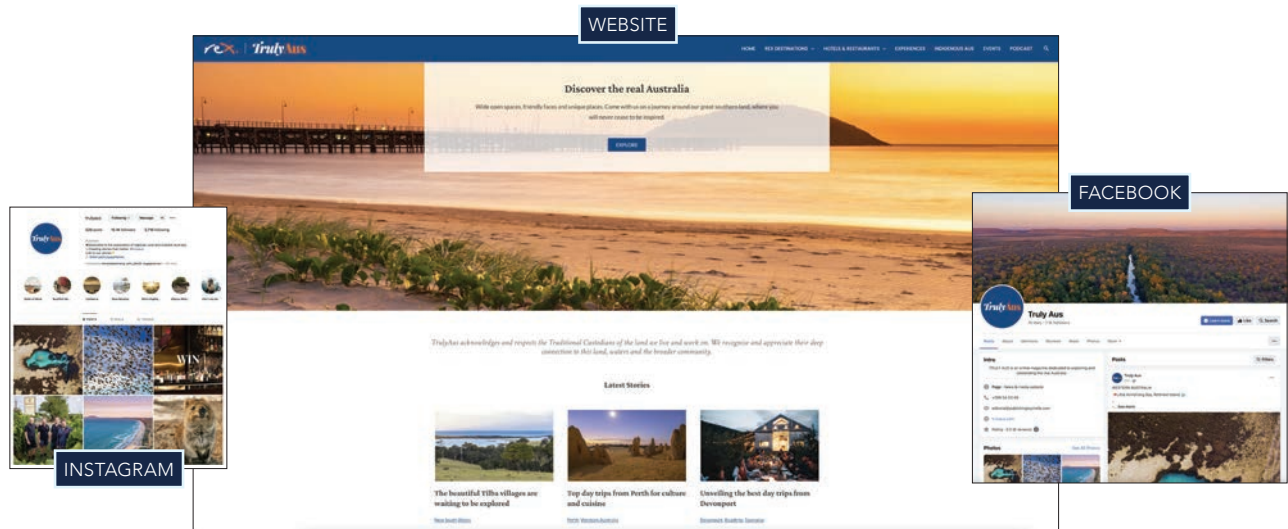




# TrulyAus

## DIGITAL MARKETING

We target a highly engaged audience of travellers through Rex.TrulyAus.com, social media and **TrulyAus for Rex newsletters**. We reach **50,000+ followers** across **Facebook** and **Instagram**, our TrulyAus **newsletter reaches 850,000 subscribers**, and we have around **30,000 visitors a month** to Rex.TrulyAus.com. Our weekly, geo-targeted newsletters include a mix of travel features, podcasts, giveaways and Rex flight deals. We create meaningful, vibrant 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

**850,000**

subscribers  
to TrulyAus for Rex newsletters

**30,000+**

web visitors  
to Rex.TrulyAus.com monthly

**15%**

open rate  
is our average on newsletters

**50,000**

followers  
on Facebook and Instagram

**3.5 MILLION**

passengers  
on Rex, Pel-Air and NJE airlines annually

Packages with additional exposure across Rex.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 many local businesses. To discuss rates and possible inclusions in a package, please get in touch.

# TrulyAus

## NEWSLETTER FOR REX PASSENGERS

**850,000**

Our TrulyAus for Rex newsletters reach more than 850,000 readers every fortnight.

### Land straight in our readers' inboxes

Our TrulyAus for Rex newsletters bring the best of Australia to our 810,000 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 Rex.TrulyAus.com and we utilise social media to offer further exposure.



**Join us as we explore our great southern land**

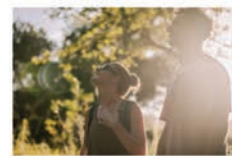
Enjoy these inspirational travel stories about the many amazing places on the Rex network. We've also added some great business stories so that you can keep abreast of interesting things happening right across Australia.



#### Macleay Valley charm

Located just 40 minutes north of Port Macquarie, the Macleay Valley Coast is a laidback holiday destination for those seeking peaceful towns with country charm.

[READ MORE](#)



**SPECIAL FEATURE | LUXURY RESORT**

#### Enjoy limitless luxury on the gorgeous Gold Coast

From the stunning lagoon to the world-class conference centre, there's something for everyone at JW Marriott Gold Coast Resort & Spa.

[READ MORE](#)



**CITY GETAWAYS | EAT & DRINK**

#### 5 mouth-watering restaurants in Melbourne

These super-cool Melbourne restaurants will remind you why this city is lauded as one of the top foodie destinations in the country.

[READ MORE](#)



**EXAMPLE ADVERTISEMENT**

What does it cost to get involved?

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



# 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

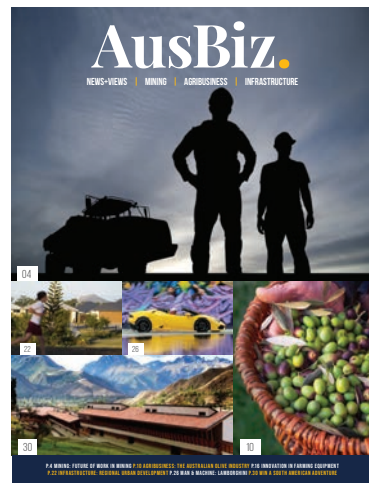
**3,000**  
subscribers  
to our newsletters

**15%**  
open rate  
for newsletters

**5,000**  
visitors to  
AusBizMedia a month

**10,000**  
followers on  
FB, Insta & LinkedIn

**3.5 MILLION**  
passengers  
on Rex, Pel-Air and NJE annually



# AusBiz. CONTENT

Articles in AusBiz. magazine span a diverse range of industries, and all articles are written by top writers and reporters 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.

## TECH & INNOVATION

The people and companies working in tech sectors across Australia are some of the best in the world. From savvy products for small businesses and new equipment for ag and mining, to how AI is affecting Australian industries, we cover all things tech and innovation.

## FINANCE & INVESTMENT

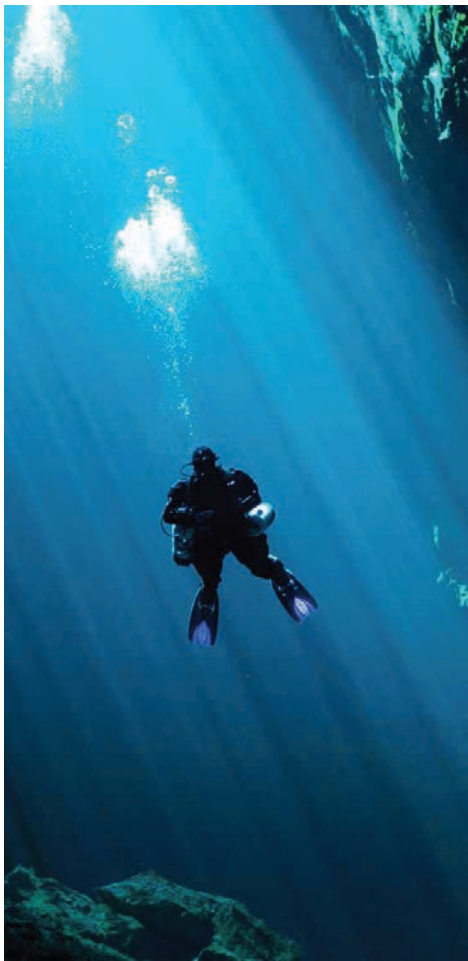
From tips on tax, to places ripe for investment, and what's happening with the banks of Australia, our writers have their fingers on the pulse – and many interesting tales to tell.

## 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.







Reach more  
than 1.2 million  
people every  
month

## WORKING TOGETHER ON AUTHENTIC CONTENT TO SHOWCASE REGIONS, TOWNS AND CITIES

Word of your region or brand can reach more than **600,000 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 **880,000 people online** at [Rex.TrulyAus.com](http://Rex.TrulyAus.com) and [AusBizMedia.com](http://AusBizMedia.com), and through our social channels 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 *TrulyAus*

Food and Wine

### Looking below the surface

I'm feeling rather like Alice in Wonderland as I descend into the startling verdant gardens of Umpherson 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 Umpherson 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 Killybeg 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: KILLYBEG SINKHOLE, UMPHERSON 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/](http://southaustralia.com/places-to-go/limestone-coast/)

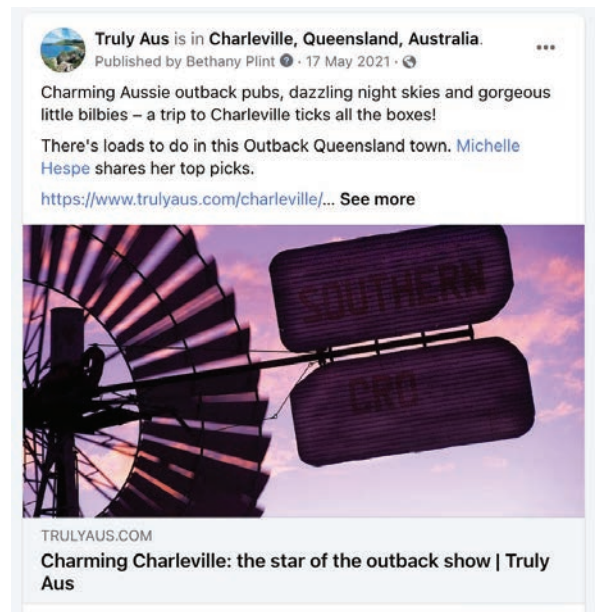
**435,000**

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 *TrulyAus*. It reached more than 550,000 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 and an online feature that was included in our popular *TrulyAus* newsletters.





## CASE STUDY 2: MURWEH SHIRE COUNCIL & CHARLEVILLE

TrulyAus and Murweh Shire Council teamed up to promote the Outback Queensland town of Charleville and surrounds. We utilised the front cover of *True Blue* (now *TrulyAus*) 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 600,000 people.

### COVER STAR

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

# 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](http://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.



**30,000**  
visitors  
to [Rex.TrulyAus.com](http://Rex.TrulyAus.com) every month

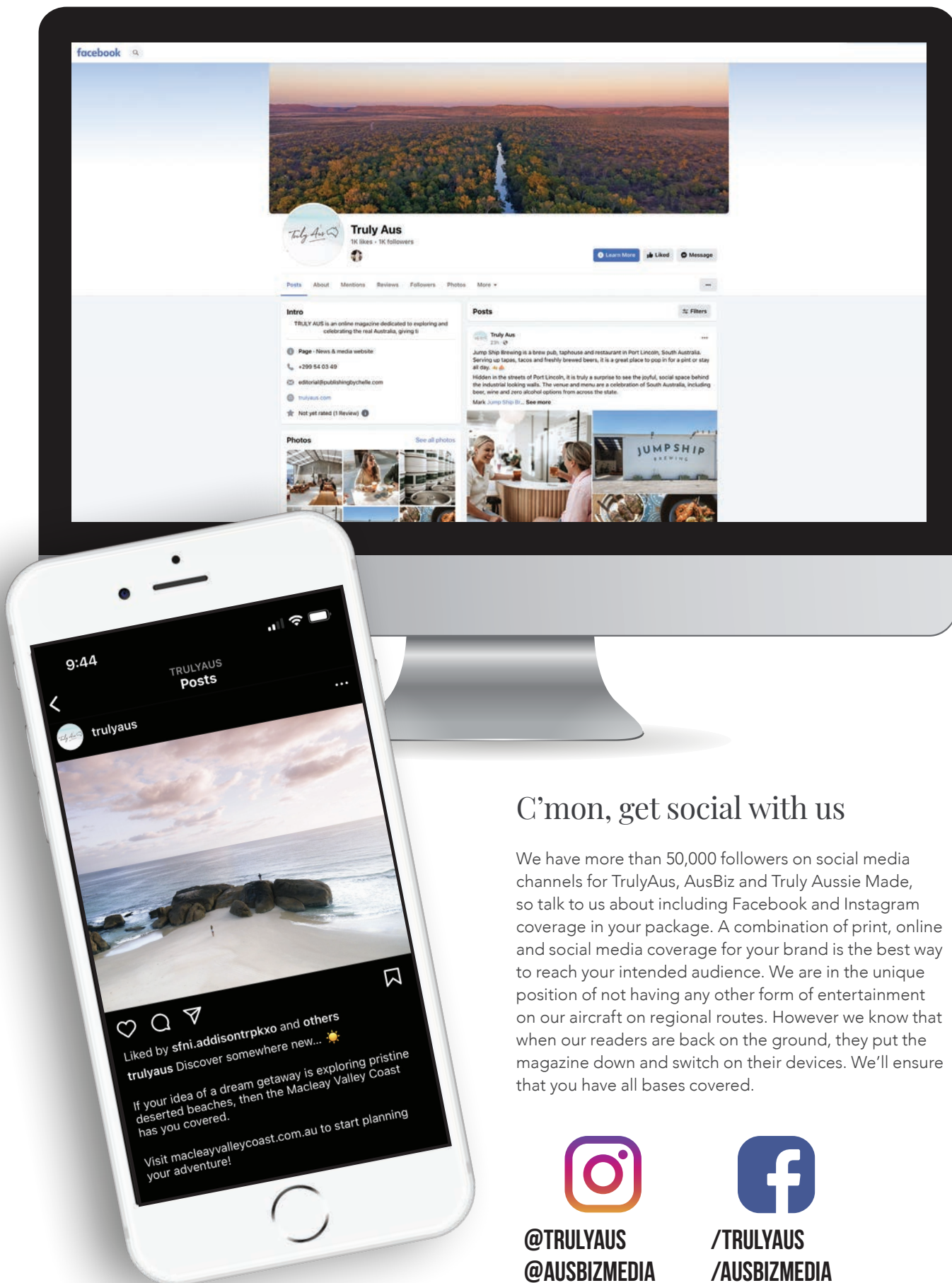
**10,000**  
NEW visitors  
to [Rex.Trulyaus.com](http://Rex.Trulyaus.com) every month

**850,000**  
subscribers  
to the [Rex.TrulyAus](http://Rex.TrulyAus) newsletter

**15%**  
open rate  
for our weekly 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 reaches around 3.5 million annually, or 583,000 passengers per issue.

What does it cost to feature in TrulyAus?

Size	1 Issue	3 issues	6 issues	Ad production
Double-page spread	\$10,000 (per issue)	\$8,000	\$6,000	\$800
Full page	\$6,000 (per issue)	\$5,000	\$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	\$7,000 (per issue)	\$5,000	\$4,000	\$450
Inside back cover	\$6,500 (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	\$300

Newsletters	Standard story	Hero story	Ad and story	Ad creation
850,000+ readers	\$2,500	\$4,000	\$5,000	\$300

2024/2025 Deadline Dates

Issue date	Booking deadline	Magazines on board
Feb/Mar 2024	January 22	February 5
Apr/May 2024	March 18	April 4
Jun/July 2024	May 20	June 5
Aug/Sept 2024	July 19	August 5
Oct/Nov 2024	September 20	October 5
Dec/Jan 2024/2025	November 20	December 5



## 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

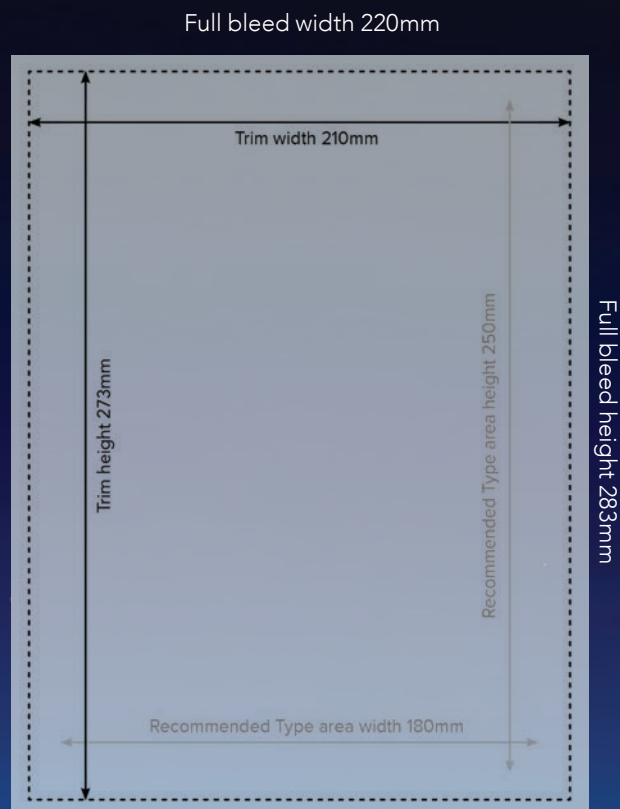
**Resolution:** 300dpi minimum at 100% size

**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](mailto:publisher@trulyaus.com)

**Supply:** Artwork can be sent via email to: [publisher@trulyaus.com](mailto: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