



# AusBiz.

*AusBiz.* is the highly targetted and informative business magazine found on board Rex and Alliance airlines



*2021 Media Kit*

Reach over  
416,000  
readers  
per issue

# Introducing *AusBiz*.

Australian business magazine, *AusBiz*, is a highly engaging read in print and online that is targeted at the passengers onboard Rex and Alliance airlines.

From **mining** to **agribusiness**, to philanthropy, small business, investment and governmental issues, the magazine brings together news, stories, reports and investigative features that **inspire and inform**.

- The challenge facing any brand is creating the message and media mix that reaches and resonates with metro, regional and rural markets. Many media agency buyers invest in Five-Metro Media with the expectation that they have also squared away potential regional customers. Nothing could be further from the truth, according to Emma data, as a high proportion of regional consumers are either non- or light-consumers of mainstream media.
- Publishing ByChelle's skilled editorial team has created an environment in which information, ideas and innovations are shared among our millions of passengers.
- Advertising on airlines is a proven method to target the frequent flyer,

leisure and business traveller — who are decision makers and opinion leaders with high incomes. An aircraft cabin provides a captive environment where airline magazine advertising reaches the right audience at a receptive moment.--

**Passengers onboard Rex, and Alliance airlines are a captive audience to which your brand can speak. There are no distractions on the plane, as there is no Wi-Fi or entertainment screens on seatbacks.**

**Over  
416  
million  
readers**

Our research has shown that each magazine is read by at least 2 people, often by 3 people.

**2.5m**

passengers fly on Rex, and Alliance annually. That's a reach of 416,000 passengers per issue.

**81%**

of passengers are in the top socio-economic bracket.

**\$150k**

is the average income of passengers on Rex and Alliance.



Recent research shows that 80% of passengers that were surveyed had read *AusBiz* in the past month, and 91% in the past six months.

# Our Airlines.

**Rex and Alliance** airlines connect Australia's cities with **regional, rural and outback** business communities.



(Regional Express) is Australia's largest independent regional airline, carrying 500,000 passengers annually, connecting regional, rural and outback Australia to our cities. Rex operate a fleet of 90 aircraft, flying to more than 60 destinations across Australia. The Rex group comprises Regional Express, air freight and charter operator, Pel Air Aviation, and the Australian Airline Pilot Academy.



Alliance Airlines is Australia's leading air charter services operator, dedicated to providing services for the resources industry and inbound and domestic travel groups. Alliance Airlines specialises in servicing tourism, corporate, sporting, entertainment, media, education and government sectors, with 40 ports around the country carrying more than 2 million people annually.

With **100 destinations** and **2.5 million passengers** annually, **your brand** can be in front of **over 1.25 million people** across the country, **all year round**.



**Total Ports**

**100**

between Rex & Alliance airlines.

**Passengers**

**50%**

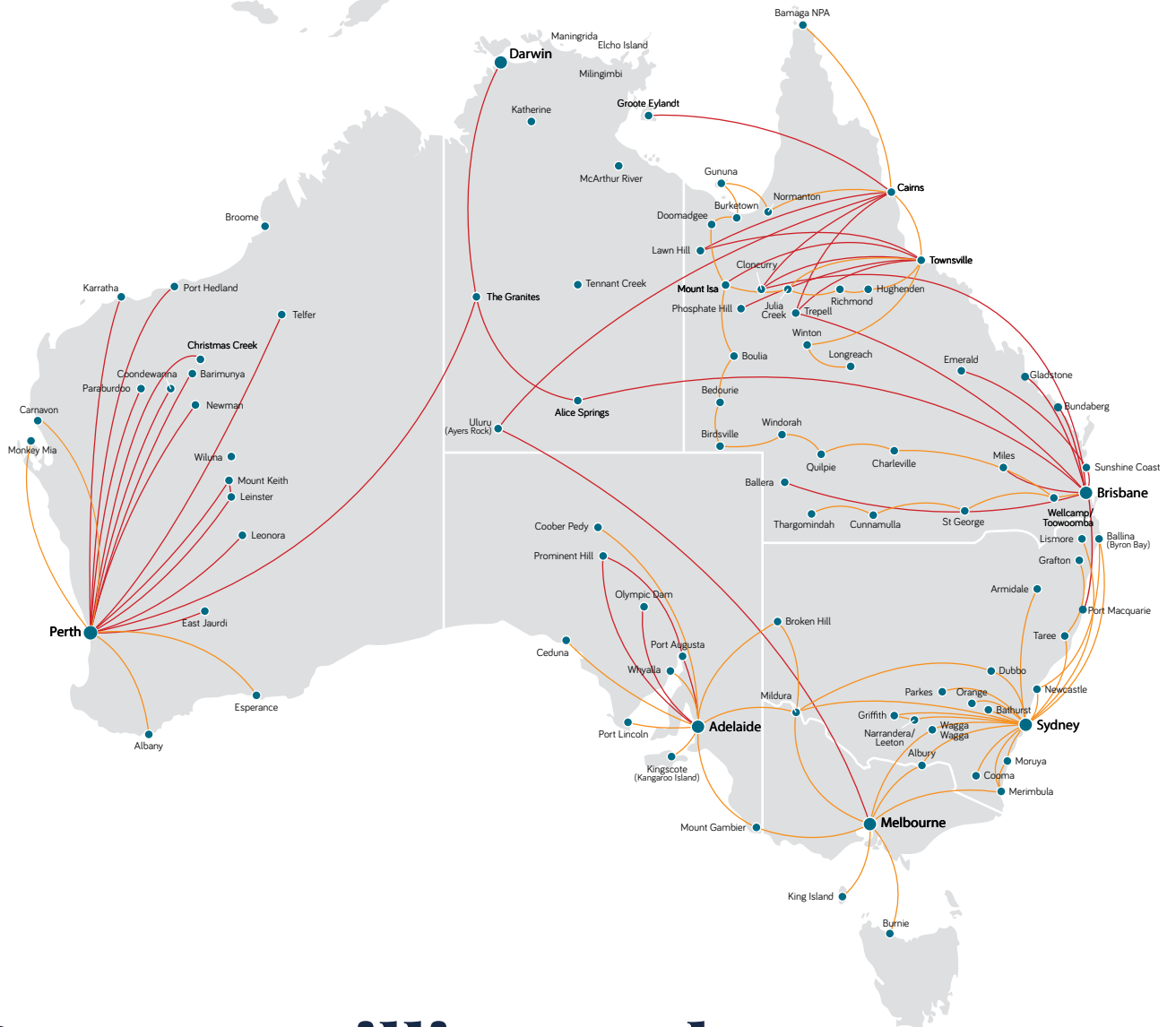
of Rex passengers are top decision makers.

**80%**

of our passengers travel for work.

Your brand and services can be showcased before an entirely **captive audience** with the inflight magazine as the **only** entertainment. Reach at least 416,000 decision makers with an **average income of \$150k**.





# Over 1.25 million readers

Combined, Rex and Alliance airlines service 100 ports.

*AusBiz*. is an inflight business magazine carried on two Australian airlines: Rex and Alliance airlines.

Each year, the airlines carry a combined total of more than 2.5 million captive and engaged passengers.

These people – most of them travelling for business – are entertained during their journey thanks to the ONLY business inflight material provided onboard – *AusBiz*. in *Alliance* magazine, and in Rex's *True Blue* magazine.

All three airline partners have a unique cover, front section (featuring information about the airline) and a travel and entertainment section. In the case of *Alliance* magazine, we also cover international destinations.

This unique magazine model means that our advertising clients can advertise in one or other of our magazines, OR they can choose to advertise in BOTH magazines, when their advertisement or feature is placed in *AusBiz*.



# Passenger Profile.

Passengers of **Rex** and **Alliance** are a clearly defined and attractive audience.

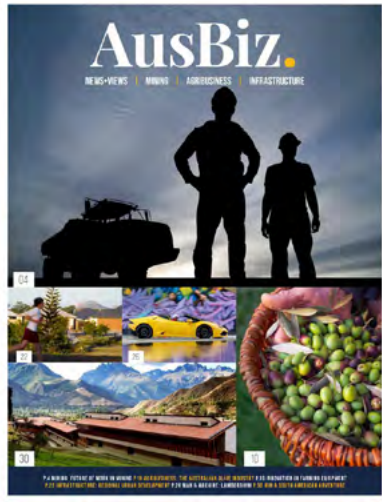
Targeting metro, regional, rural, and outback business professionals alongside leisure and adventure travelers, our airline magazines and *AusBiz*. are aimed at passengers with income profiles well above the national average.

Unlike passengers on the large national airlines, *AusBiz*.’s audience isn’t distracted with TVs and Wi-Fi. The magazines are the only entertainment.

- **More than 78% are business decision makers**
- **Readers average between 35-60 years of age**
- **81% are in the top socio-economic bracket (AB’s)**
- **The average income of readers is AUD\$150,000**
- **70% travel more than 11 times a year**



	Rex	Alliance
Gender - Male	49%	84%
Gender - Female	51%	16%
Age 50+	48%	21%
Age 35-49	32%	44%
Age 25-34	15%	30%
Average Income	\$130,687	\$160,939
Business/work	50%	97%
Travelled overseas recently	55%	41%
Times flew overseas recently	4.81	6.41
Planning domestic holiday	93%	91%
Planning international holiday	96%	87%



**Agribusiness**



**Oil's ain't oils**

WE DELVE INTO THE EXTRAORDINARY RISE OF THE AUSTRALIAN OLIVE AND OLIVE OIL INDUSTRY.

Many stories have been told about the stellar success of the Australian wine industry – heretics of the New World who learned to make wine on par with those of European winemakers with centuries of experience as their forefathers. Yet very little is known about the Australian olive oil industry and the extraordinary trajectory of its growth.

"I'm old enough to remember the first Australian wines and I remember those wines weren't the best – but now our winemakers are employed in France. So we looked at the wine industry and saw the only way for Australian olive oil to become a heavyweight in the industry was to make a really pristine product and develop the world's toughest standards for testing," says Robert Armstrong of Alto Olives in the Abercrombie wilderness of NSW, one of hundreds of Australian farmers who in a single generation took a niche product sold at markets and kiosks to supermarket shelves and restaurants all over the world.

"Australia didn't just enter the olive oil trade," observed judges at the New York International Olive Competition. "It reinvented it and sent shockwaves through the industry."

**From humble beginnings**  
Olive oil has been one of the pillars of the Mediterranean diet since the days of Ancient Greece and Rome, loved

10 **auzbiz**

# AusBiz. content

The articles in **AusBiz.** span a diverse range of **issues and industries,** and all articles are written by **top journalists, reporters and writers** with interesting and informative opinions.

## 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.



# Advertising Rates.

Each advertisement in **AusBiz.** runs for **two months**, reaching over **1.25 million readers** on board **Rex** and **Alliance** airlines.

What does it cost to get involved?

**AusBiz.**

Size	1 Issue	3 issues	6 issues	Ad Production
DPS	\$10,500	\$9,500	\$8,500	\$800
Full Page	\$7,000	\$6,250	\$5,000	\$450
Half Page	\$3,500	\$2,800	\$2,500	\$250

**rex.**

Size	1 Issue	3 issues	6 issues	Ad Production
DPS	\$8,500	\$7,200	\$6,500	\$800
Full Page	\$5,000	\$4,200	\$3,500	\$450
Half Page	\$2,500	\$2,200	\$2,000	\$250
Quarter Page	\$1,400	\$1,200	\$1,000	\$150
Ad Directory	\$550	\$500	\$450	N/A
Inside Front Cover	\$6,500	\$5,500	\$4,500	\$450
Inside Back Cover	\$5,500	\$4,500	\$4,000	\$450
Outside Back Cover	\$8,000	\$7,500	\$6,500	\$450

**Alliance**  
AIRLINES

Size	1 Issue	3 issues	6 issues	Ad Production
DPS	\$7,500	\$6,500	\$6,000	\$800
Full Page	\$4,500	\$3,800	\$3,250	\$450
Half Page	\$2,300	\$2,000	\$1,900	\$250
Quarter Page	\$1,200	\$1,050	\$900	\$150
Ad Directory	\$550	\$500	\$450	N/A
Inside Front Cover	\$5,000	\$4,250	\$3,800	\$450
Inside Back Cover	\$4,500	\$3,750	\$3,250	\$450
Outside Back Cover	\$6,000	\$5,250	\$4,750	\$450

## 2021 Deadline Dates

Issue Date	Booking Deadline	Material Deadline	Magazines On Board
Mar/Apr 2021	Feb 9	Feb 11	Mar 1
May/June 2021	Apr 9	Apr 13	May 1
Jul/Aug 2021	Jun 9	Jun 11	July 1
Sep/Oct 2021	Aug 10	Aug 12	Sep 1
Nov/Dec 2021	Oct 19	Oct 15	Nov 1

# Advertising Specifications.

## We're here if you need us...

Now to the technical side. If this is not your specialty, don't hesitate to ask one of our friendly (and tech-savvy!) team how to best advertise your product. We can also have our designer work on advertisements for you, or guide you through the process, which can be daunting if its not something you have done before.

However, if this isn't your first rodeo, please use these specifications when creating your advertisement, and then we can check it out once you've sent it to us.



### 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](mailto:design@publishingbychelle.com)

*Supply:* Artwork can be sent via email to:  
[design@publishingbychelle.com](mailto:design@publishingbychelle.com)

### For more info contact:

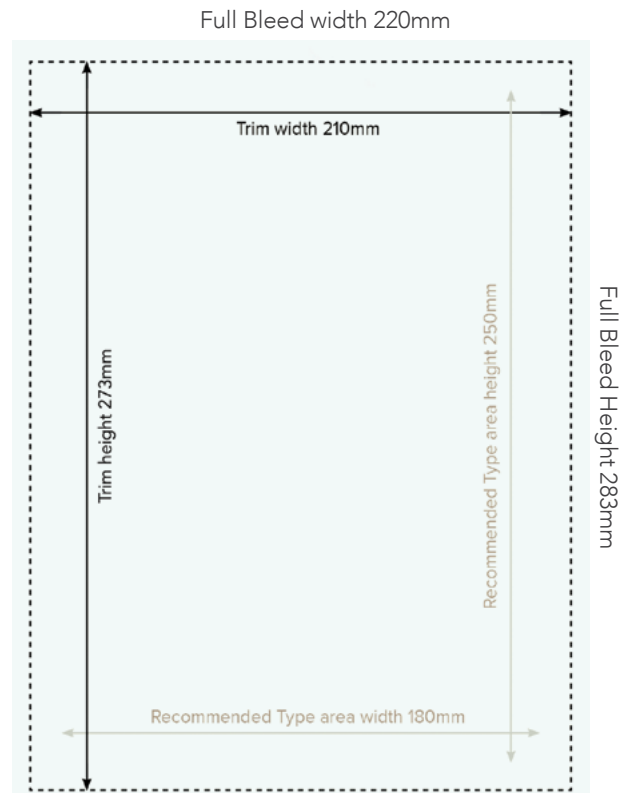
Michelle Hespe

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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

### Disclaimer

Whilst internal production processes may verify that material is within specification the onus is firmly on the trade house to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Fonts must be embedded and colours are to be CMYK only - any Pantone colours present in the PDF will be converted to CMYK before publishing and colour appearance may be different than expected. (We hold no responsibility for colour accuracy if PDFs contain Pantone colours or are submitted as RGB).

Publishing ByChelle reserves the right to refuse any material that does not meet the Publishing ByChelle specifications.