



Escape media kit

Escape.com.au

Escape is the essential tool for anyone wanting to travel.

Escape to a NEW location

Escape is about catering to reader dreams. People love to travel. They love to hit the road and explore new destinations.

Escape is about making travel decisions easier. It is about understanding reader's wants and needs and delivering them the information required to make the journey as easy, and memorable, as possible.

Escape brings the World as well as the State's 'Backyard' to The Sunday Times readers, with local and international sections covering the world at large from News Limited's vast team of writers and editors.

As a full-colour, trimmed and stapled magazine, **Escape** draws the attention of readers and encourages them to pull the magazine away from the main paper, resulting in a longer shelf life for your advertising message.





The Best Travel Editorial in Australia

Led by national Travel Editor, Brian Crisp the new look **Escape** looks at the best national and international destinations while continuing to provide local Western Australian content – bringing readers the best of both worlds!

Brian Crisp, previous Editor of The Sunday Times, brings an in-depth understanding of Western Australian readers. Plus, we now have hundreds of travel journalists across the country, providing **Escape** readers with the best travel editorial in Australia.

New elegant & inspiring style

The Escape magazine has a more elegant look and style, with an upmarket feel to give readers an even better ‘escape’ from daily life each Sunday.

More information and advice

We have introduced a weekly cruise column, reviews of travel gadgets, and a question and answer column aimed at making travel as easy as possible. Plus, our readers will be able to walk in the footsteps of our great writers who will visit the destinations they report on.

Strong focus on value

As value is becoming increasingly important to our readers, we have a comprehensive two page deals section catering for all market segments.

Strong integration

Escape explodes into life online with PerthNow, delivering industry news, practical ideas and planning tools in an innovative and integrated way that adds value for our audience. Browsers can research and plan travel activities whilst keeping up-to-date with real, current travel news.

Strong WA content

Escape is dedicated to providing strong WA content. There are opportunities to feature information on weekend getaways and overnights, longer stays, or just day visits to tourist attractions in the West. We also promote holiday options overseas that commence from WA.

If you have an interesting travel story, product or deal, or a lead on an issue which influences the industry, contact Brad Elborough, on (08) 9326 9435 or elboroughb@sundaytimes.news ltd.com.au

With first-class editorial, elegant and inspiring page layouts, **Escape** offers advertisers supreme advertising positions and opportunities.



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The Go directory

Travel challenge South Australia

Each week we invite three competing companies to give us their best deals for a particular holiday. The result is great offers for our readers.

6 Great walks
Pick up the weekend and explore new through some top scenery

15 Mystical Morocco
From desert dunes to bustling cities

21 Celebrity escape
2011's most interesting celebrities in the North East of Queensland

Editor's note

WA deals

Karma Chalets \$350 **Quest On James \$236** **Heritage Lodge \$199**

Holiday money
Check the latest rates of exchange here

Country	Rate	Country	Rate
Australia	1.00	USA	1.00
Canada	0.75	UK	0.75
France	0.70	Japan	100.00
Germany	0.70	South Africa	6.00
Italy	0.70	Switzerland	0.70
Spain	0.70	USA	1.00
USA	1.00	UK	0.75

RED HOT HOLIDAY OFFERS FROM PERTH'S BIGGEST HOLIDAY DISCOUNTER
WITH OVER 10 EXPERIENCED CONSULTANTS

BALI BEST PRICES IN PERTH! 5 NTS Fr **\$379**

14 NIGHT ASIAN FLYCRUISE (Highly Rated Cruise Line - 5 Star) 5 NTS Fr **\$599**

PHUKET BEST PRICES IN PERTH! 5 NTS Fr **\$599**

ASIAN FLYCRUISE (New - Early December) (Highly Rated Cruise Line - 5 Star) 4nts **\$779** 7nts **\$1099**

BOOK ONLINE 24 HOURS - 7 DAYS or call **MON-FRI 9am-6pm, SAT 9am-3.00pm, 9426 9999**

holidayplanet.com.au (Country 1300 729 819)

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Margaret River
Coral Coast

Australian attitudes to travel

AustraliaScan identifies 2 key insights:

1 Travel is still high on priority list for consumers.*

2 Although travel intentions have softened, people are still saving for holidays.*

We know shifts have occurred with our readers, but only 3% have cancelled holidays in response to the Global Economic Crisis.**

*Synovate Focus Groups June 2007; **News Limited Online Escape Travel survey May - June 2009 (n=12,009)

Readers use Escape to make decisions

Escape readers are INVOLVED

96% look at advertisements*

51% keep their copy for 6+ days*

95% use advertisements to help them compare available choices*

95% find advertisements contain useful travel and holiday information*

85% refer to the advertisements when planning a holiday*

86% have taken a holiday in the last 12 months.**

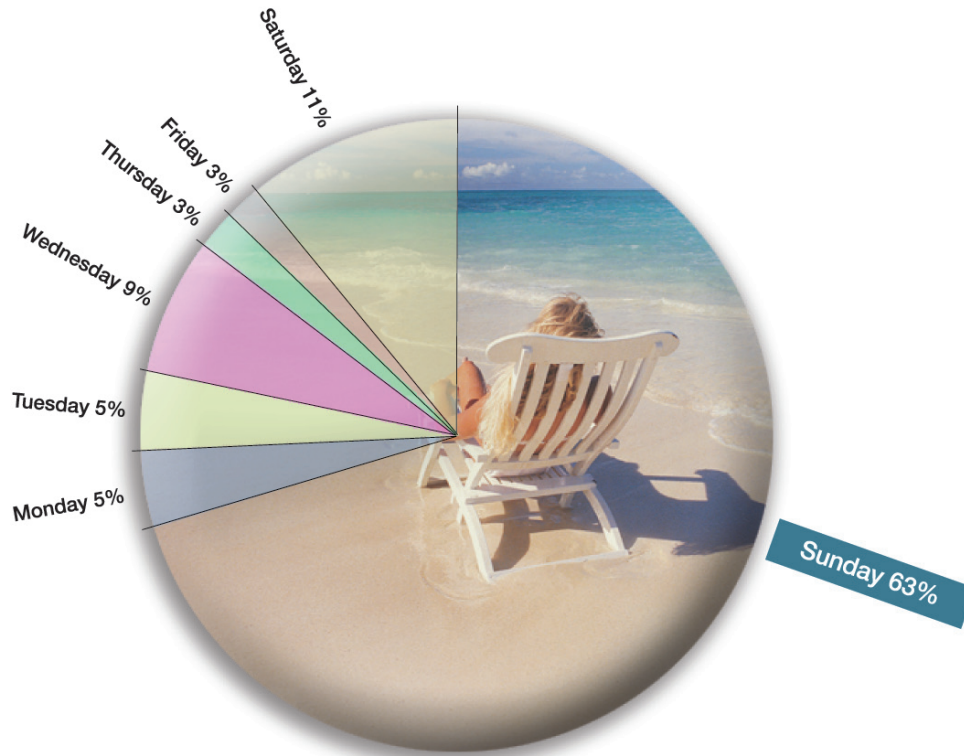
Almost half of our readers want to see more advertising for interstate and intra-state holidays in our travel sections.**



*Synovate Focus Groups June 2007; **News Limited Online Escape Travel survey May - June 2009 (n=12,009)

Sunday in WA

We asked our readers... Which day of the week do you think is best to think about, plan and research a holiday?*



Sunday is the day for planning a holiday.

On Sundays...**

61% of people spend quality time with their family, only 9% do this on Saturday.

50% of people have personal time for themselves, compared to 13% on Saturday.

81% of people like to relax and unwind, compared to 8% on Saturday.

60% of people have the opportunity to be spontaneous, compared to 23% on Saturday.

Connect and engage on Sunday.

Further to this consider The Sunday Times' exclusive readership.***

377,000 readers don't read The West on Monday.

400,000 readers don't read The West on Tuesday.

349,000 readers don't read The West on Wednesday.

378,000 readers don't read The West on Thursday.

343,000 readers don't read The West on Friday.

228,000 readers don't read The West on Saturday.

*The Sunday Times Reader Panel, Nov 2009; **Source: Synovate Uniqueness of Sunday Research Behaviour Study, October 2005, commissioned by The Sunday Times;

***Source: Roy Morgan Readership Survey, 12 months to June 2010.



Escape Technical Specifications

Escape column sizes

1	32mm
2	69mm
3	106mm
4	142mm
5	179mm
6	216mm
7	252mm

Column Depth 370mm

Single Gutter 10mm

Full Page Bleed Ad

Image Area Size
370mm deep x 252mm wide

Trim Size
390mm deep x 272mm wide

Bleed size
400mm deep x 282mm wide

Deadlines

Booking: 10am, 4 Days prior
Cancellation: 10am, 4 Days prior
Setting: Noon, 4 Days prior
Material: 10am, 3 Days prior

Contact

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NOTE: Column size and specifications are different for
Where to Stay, please check with your sales representative.

The Sunday Times It's all wrapped up in The Sunday Times.
perth **now** .com.au WA's No.1 news and entertainment website.

