



MEDIA KIT 2016

Life & Leisure
THE SOPHISTICATED TRAVELLER

OVERVIEW

LIFE & LEISURE THE SOPHISTICATED TRAVELLER MAGAZINE

Life & Leisure *The Sophisticated Traveller* magazine showcases the finest travel writing and photography, from home, the Asia Pacific region and the rest of the world. It is published quarterly and hosted by Australia's most respected daily business newspaper *The Australian Financial Review*.

Drawing on the expertise of our seasoned staff and other top travel writers, *The Sophisticated Traveller* delivers the range and quality of travel editorial that our readers seek, with a global scope.

The Sophisticated Traveller provides a high-end travel environment to cater to our high net worth audiences' travel interests.



REGULAR COLUMNS

SEAT 1A

Seat 1A is our opening page. It asks 8 quick questions of a celebrity or identity in terms of where they are travelling, why, and their favourite holiday haunts.

ON THE MOVE

Looks at new product, be it hotels or cruises, along with a range of deals on offer. Your one glance luxury travel guide, On the Move also keeps readers updated on travel fashion, apps and guidebooks - plus any other new product relevant to a great holiday.

DESTINATION

Hones in on particular destinations, tours and activities with a focus on the new or iconic destinations seen through fresh eyes.

BUSINESS TRAVELLER

A double page spread with all the business traveller's needs, including our Tech Traveller column (by AFR Technology correspondent John Davidson) and the Pointy End (top news from first and business class by AFR Aviation writer Jamie Freed), with lounges, frequent flyer programs and wine lists among the topics we update each quarter.

ROOM WITH A VIEW

Towards the back of the book, Room with a View profiles new hotels, penthouse suites and cruise cabins... we also often profile interesting museums and the like - anything with a view!

TRAVELLERS TALE

Travellers Tale closes the book. A very special, heartfelt story by an experienced traveller.



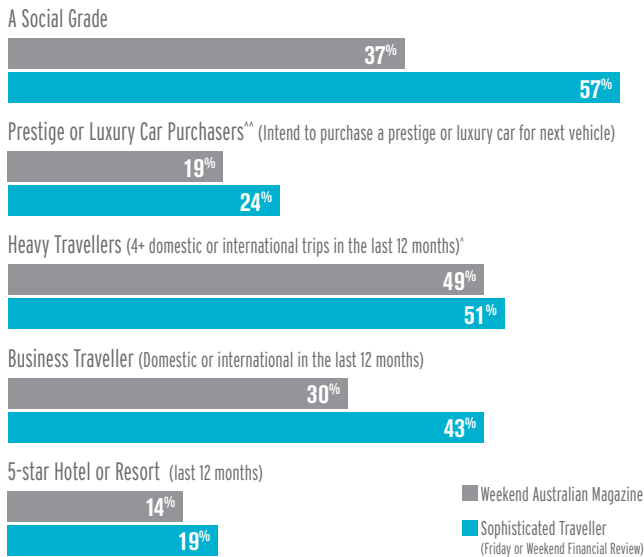
READER PROFILE

MALE 69%*
 FEMALE 31%*
 AVE SALARY \$220k^
 AVE AGE 43yrs^
 REACH OF C-SUITE 31%^
 AVE NET WORTH 1.37M^

AVE READERSHIP:
 200,000*
 Friday or AFR Weekend

CIRCULATION:
 119,886**
 Friday + AFR Weekend

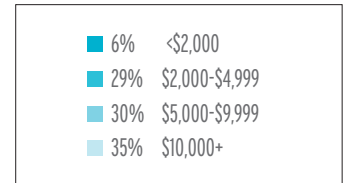
EXPENDITURE & TRAVEL *



FASHION/ACCESSORIES ^

Readers are **53%** more likely than the average senior executive to intend to purchase a luxury watch in the next 12 months
 Readers are **41%** more likely than average to intend to purchase fine jewellery
36% of readers intend on taking a luxury holiday (spend \$2000+ per person) in the next 12 months

HOW MUCH DO YOU INTEND TO SPEND ON YOUR NEXT HOLIDAY? (PER PERSON) ^



Source: *emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending June 2015 (host readership: Life & Leisure Friday or Saturday Last 4 Weeks) **Source: ABC June 2015 ^Business Leaders Australia Survey 2015

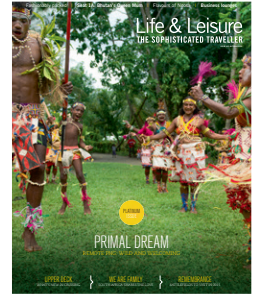


THE SOPHISTICATED TRAVELLER FEATURES

AUTUMN ISSUE: THE PLATINUM LIST

On sale: 5th & 6th February

The first of our four editions of *The Sophisticated Traveller* creates excitement for the year ahead. We start each year with a Platinum List: 70 great reasons to travel. This year's list will kick off with an in-depth look at Rio, the 2016 Olympic city - along with nine other fantastic events being held in 2016, including the Sydney Biennale. Our 2016 Platinum list has an exotic flavour with stories from Ecuador, Chile and mouthwatering cruise options in Myanmar. Our platinum list also looks at: great technology/app travel items for 2016; green/eco travel options; exciting new developments for key airlines; Australia's best retro hotels; the new cruise options for 2016 - and a list of ten things new to the world's most loved ski fields.



WINTER ISSUE: SKI & WINTER HIDEAWAYS

On sale: 6th & 7th May

When the winter chill hits, *The Sophisticated Traveller* likes to snuggle up by cosy, marbled fireplaces with a glass of the finest red and a kindle. In 2016, *The Sophisticated Traveller* will bring you action on and off the slopes, from the best ski options in Vail (including a look at the newly unveiled Park City/Canyons tie up), Crested Butte and Telluride. We also get the inside run at leading resorts in Chile and Austria. Of course, we don't neglect what's new in our backyard - from Fall's Creek and Perisher to our New Zealand cousins, who know their ski luxe inside out. Naturally, we also offer readers plenty of fare on short hop/warm Asia destinations, from Bali to Japan, not neglecting a few options for the European summer.



SPRING ISSUE: CRUISING + WATER SPECIAL

On sale: 5th & 6th August

With cruise week launching from the first week of September in Australia - and more Australians cruising than ever before (we are officially the world's fastest growing cruise market with record numbers of major liners visiting Australia over the summer period), *The Sophisticated Traveller* gets on board first all the most beautiful liners, yachts - and even a couple of speed boats. We bring readers the very latest news on new ships; new cruise itineraries; the top restaurants and day spas at sea - along with the best ship pools and deck chairs. In short, we get you ship shape. Destinations include Australia, the South Pacific, Asia and Europe - both river and ocean cruising.



SUMMER ISSUE: GRAND JOURNEYS + ONCE IN A LIFETIME TRIPS

On sale: 7th & 8th October

For our final edition of the year, with the long six-week break stretching ahead, *The Sophisticated Traveller* focuses on grand journeys in the great tradition - from Europe to Canada. Whether your passion is trains, self drive or cruise, ST has you covered. Naturally, there are also plenty of ideas for competitively priced luxury family getaways for the northern hemisphere ski season, in a nod to the increasing number of Australians blasting off for a white Christmas and/or some ski action in the USA, Canada or Japan. Oh - and there are also plenty of great ideas for relaxing at home for our readers anticipating a relaxing stay-cation!



THE SOPHISTICATED TRAVELLER ADVERTISING RATES & DEADLINES 2016

FREQUENCY	CASUAL	4x	8x	12x	16x	20x	24x
DISCOUNT	Casual	5%	10%	15%	20%	25%	30%
Full Page	\$19,434	\$18,462	\$17,491	\$16,519	\$15,547	\$14,575	\$13,604
Full Page incl GST	\$21,377.40	\$20,308.20	\$19,240.10	\$18,170.90	\$17,101.70	\$16,032.50	\$14,964.40
DPSC	\$35,000	\$33,250	\$31,500	\$29,750	\$28,000	\$26,250	\$24,500
DPSC incl GST	\$38,500.00	\$36,575.00	\$34,650.00	\$32,725.00	\$30,800.00	\$28,875.00	\$26,950.00
Junior Page	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Junior Page incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Half Page Vertical or Horizontal	\$10,220	\$9,709	\$9,198	\$8,687	\$8,176	\$7,665	\$7,154
Half Page Vertical or Horizontal incl GST	\$11,242	\$10,679.90	\$10,117.80	\$9,555.70	\$8,993.60	\$8,431.50	\$7,869.40
Third Page Vertical or Horizontal	\$5,845	\$5,553	\$5,260	\$4,968	\$4,676	\$4,384	\$4,091
Third Page Vertical or Horizontal incl GST	\$6,429.50	\$6,108.30	\$5,786.00	\$5,464.80	\$5,143.60	\$4,822.40	\$4,500.10
Quarter Page Vertical or Horizontal	\$4,384	\$4,165	\$3,946	\$3,726	\$3,507	\$3,288	\$3,069
Quarter Page Vertical or Horizontal incl GST	\$4,822.40	\$4,581.50	\$4,340.60	\$4,098.60	\$3,857.70	\$3,616.80	\$3,375.90

PREMIUM POSITIONS	LOADS
1st Inside Front Cover	20%
2nd Inside Front Cover	15%
Right Hand Page	10%
Front Half	10%
Front Half Right Hand Page	15%
Outside Back Cover	10%

*Junior page availability is limited. Please check with representative before booking.

ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax will only accept material via electronic transmission. Fairfax operates new advertising quality assurance measures for the *Financial Review* publications. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication.

For further information please contact your Fairfax Media representative or refer to website www.fairfax.com.au/specs or contact the Advertising Production Unit: 1300 666 326

ISSUE	FEATURE	ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
AUTUMN	Platinum List	Friday 5-Feb-2016	Friday 8-Jan-2016	Friday 15-Jan-2016
WINTER	Winter	Friday 6-May-2016	Friday 8-Apr-2016	Friday 15-Apr-2016
SPRING	Cruising	Friday 5-Aug-2016	Friday 8-Jul-2016	Friday 15-Jul-2016
SUMMER	Grand Journeys	Friday 7-Oct-2016	Friday 9-Sep-2016	Friday 16-Sep-2016 w

Rates include colour and effective 1 January - 31 December 2016 Rates are subject to change.

BOOKING PROCEDURE: Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of Fairfax Media representative and follow through with amended confirmation in writing.

CANCELLATION PROCEDURE: Cancellations must be made verbally and confirmed in writing 6 weeks prior to publication date and 8 weeks prior for premium positions. Please note the cancellation number quoted by the Fairfax Media representative and their name. Bookings taken inside cancellation deadline are non-cancellable

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