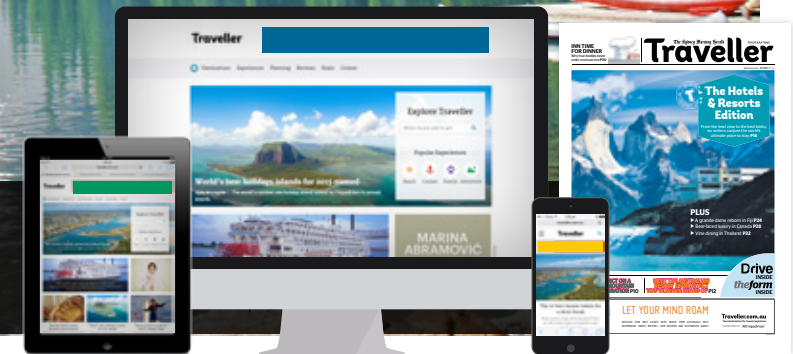


# Traveller

2017

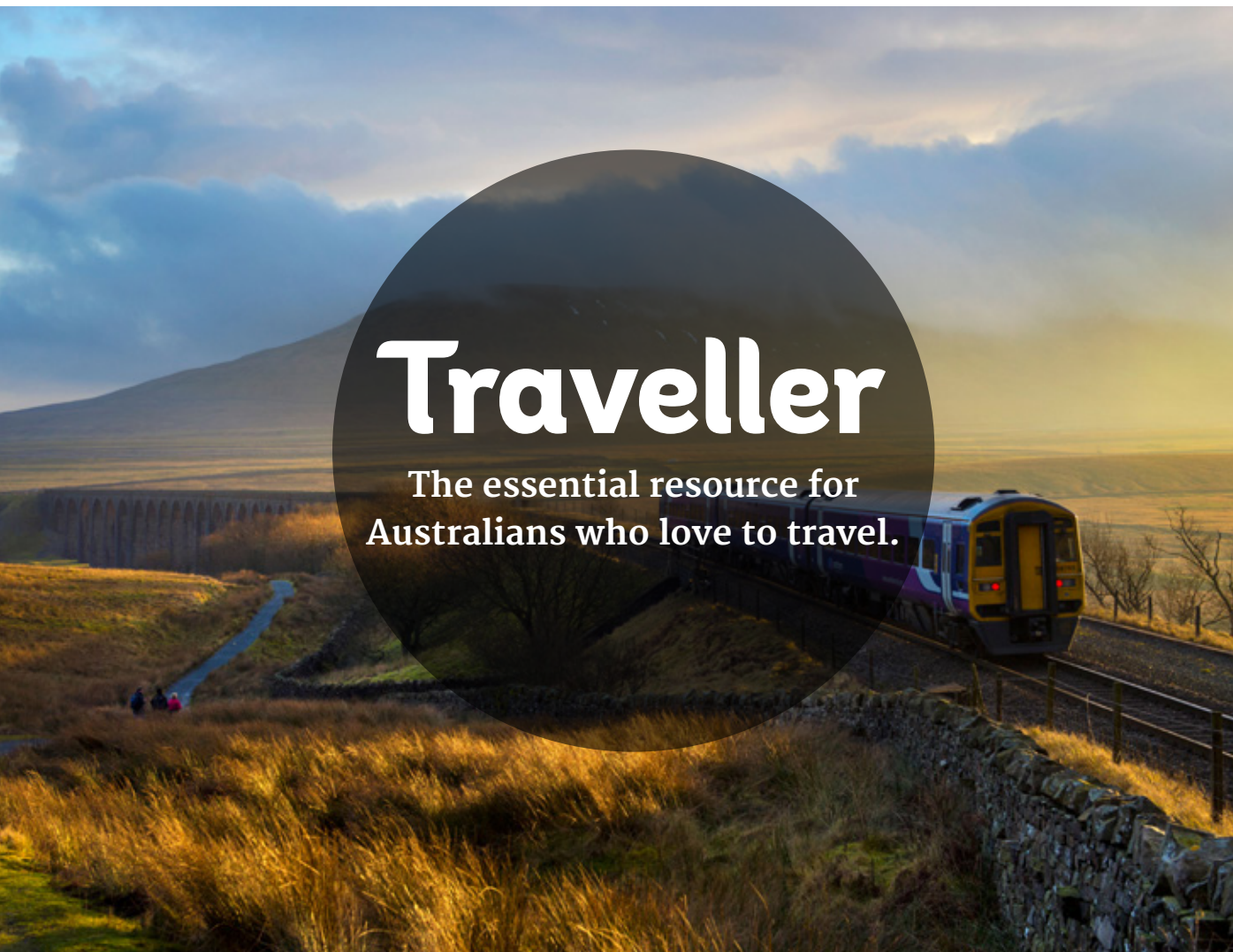
The Sydney Morning Herald **sundayage** THE AGE The Sun-Herald **Traveller.com.au**



The essential resource for Australians who love to travel



# Boarding Traveller



Itinerary



*inspirational writing*



*breathtaking photography*



*up-to-the-minute information*

**“Tourists don’t know where they’ve been, travellers don’t know where they’re going.”**

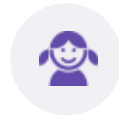
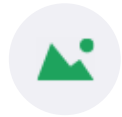
– Paul Theroux

Whether it’s trekking in Burma – or lazing by the pool in Bali – *Traveller* provides inspiration for your next holiday and the tools to turn dreams into reality. With a line-up of Australia’s most experienced and respected travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice.



**Traveller.com.au**

# Destinations



## Traveller.com.au

*Traveller.com.au* inspires travellers during the dreaming and planning phase of their journeys.

With rich travel imagery and a unique mix of expert guides from Australia's best travel journalists and user reviews from TripAdvisor, *Traveller.com.au* is the starting point for those seeking advice and inspiration on travel experiences.

*Traveller.com.au* is for discerning Australians who love to travel and aspire to do it more, and do it better.

## Traveller on Saturday

*Traveller on Saturday* in *The Sydney Morning Herald* and *The Age*, is aimed at a well-travelled audience who are not afraid to get off the beaten track and want to understand the cultural context of the places they travel.

With intelligent stories about unique destinations as well as authentic experiences in 'must-see destinations', *Traveller on Saturday* seeks to inspire our audience by taking them on a journey beyond the every day.

## Traveller on Sunday

*Traveller on Sunday* in *The Sun-Herald* and *The Sunday Age* is a relaxed read packed full of ideas for holidaymakers with one burning question: where next?

With exhaustive coverage of popular destinations in Australia, Asia Pacific, Europe and North America, *Traveller on Sunday* is an entertaining and easily digestible read with practical ideas and advice for busy people – and their families – planning their next break.

# Meet the crew

## EDITORIAL TEAM

A wealth of experienced travel writers and contributors underpin *Traveller* both in print and online.

“There’s a near vocational dimension to travel editing and writing..”



**ANTHONY DENNIS**  
National Travel Editor

Anthony is one of Australia’s most experienced travel and tourism editors and writers as well as being the author of two travel books.

Anthony is a former deputy editor of *The Sydney Morning Herald* as well as former editor of the *Australian Travel + Leisure* magazine. He was also the Australia–New Zealand correspondent for *Travel + Leisure* US.

“There’s a near vocational dimension to travel editing and writing.” he says. “To be able to inspire Australians to follow in your footsteps and those of others is not only an extraordinary privilege it also represents an enormous responsibility.”



**CRAIG PLATT**  
Managing Editor, Traveller.com.au

Craig is one of our most experienced digital editors having had responsibility for Fairfax Media’s travel sites and digital products since 2007.

With more than 15 years of experience in digital media, Craig is passionate about bringing a unique perspective on travelling to our online audience, utilising the vast potential of new media.



**JANE REDDY**  
Deputy National Travel Editor

Jane’s focus is on *Traveller*’s print editions, published in *The Sydney Morning Herald*, *The Age* and *The Sun Herald*. She has a decade of experience as a writer and editor for *Traveller* and most recently was a writer and producer for the title’s digital site. She has been a journalist for 20 years and a traveller for even longer.



# Meet the crew

## COLUMNISTS



**BEN GROUNDWATER**  
Everywhere Man

Ben has been travelling his entire life, and writing about it for the past 10 years. His favourite aspect of life on the road are the people he meets along the way. “From fellow travellers to the guy driving the rickshaw through the backstreets of Delhi, everyone has a story to tell.” The author of the travel memoir *Five Ways to Carry A Goat* writes a column for *Traveller* on Sunday, the “Backpacker” blog for *Traveller.com.au*, and contributes feature articles.



**LEE TULLOCH**  
The Luxe Nomad

The founding editor of Harper’s Bazaar Australia, Lee lived in New York and Paris for many years before returning to Sydney in 2002 but travels frequently to satisfy an inherent restlessness and unquenchable curiosity about the world. “In order to travel well, you need to be prepared to get lost,” she says. As well as writing the Luxe Nomad column in *Traveller* on Saturday, Lee is also Travel Editor at *Vogue Living* and has an online travel magazine, *Mr and Mrs Amos*. She is also the author of five novels.



**SALLY MACMILLAN**  
The Cruise Director

A relatively recent cruise convert and long-term journalist who has a serious sailing habit, Sally relishes the opportunities that travelling offers. “It’s all about the people you meet and the stories everyone has to tell that illuminates the experience,” she says. Sally has edited *Cruise Passenger* magazine for four years, and writes the weekly cruise column and cruise-travel related features for *Traveller* on Sunday, and *Traveller.com.au*.



**MICHAEL GEBICKI**  
The Tripologist

A Sydney-based travel writer and photographer, Michael has been writing travel articles since 1982. “The freedom and the sense of the unexpected that travel brings are still powerful motivators, and writing about it gives me a license to poke around in odd corners of the world,” he says. He writes the Tripologist column for *Traveller* on Sunday every week as well as the “Everybody Asks” column in *Traveller* on Saturday (both appear on *Traveller.com.au*) and also contributes feature articles.



**TRACEY SPICER**  
Mama Holiday

Tracey is a journalist, columnist, radio broadcaster, TV news anchor, and media trainer. An inveterate traveller, she has written about her adventures in Morocco, Hong Kong, Samoa, Abu Dhabi, India, the U.S. and Australia with her family previously. “One of my favourite quotes is from author Hodding Carter, ‘There are two lasting bequests we can give our children: one is roots, the other is wings’” she says. “I believe in the universality of life. However, I did question that belief when I saw my son kiss a monkey in Marrakesh. Fortunately, it all turned out OK.”



**BRIAN JOHNSTON**  
Cruise Specialist

Brian Johnston is one of Australia’s leading and most experienced travel writers editing *Traveller’s* weekly cruising column, *The Shipping News*. Each Saturday, Johnston delivers the latest news in cruising, with an expert emphasis on the growing luxury, river and expeditionary segments of the cruise market.

# Our Intrepid Audience



Audience snapshot

## Key Stats

### Audience

Print & online\* 2,721,000

Print\* 1,972,000

Online\* 973K^

### Of our traveller audience...

2.39 MILLION OR 88% are planning to travel within the next 12 months. (ix: 108)

2.21 MILLION OR 81% have taken a domestic trip within the last 12 months. (ix: 107)

1.04 MILLION OR 38% have taken an overseas trip within the last 12 months. (ix: 126)

1.83 MILLION OR 67% like to experience new & exciting places when travelling. (ix: 105)

848,000 OR 31% enjoyed 4 or more trips away within the last 12 months. (ix: 119)

**T**raveller is for discerning Australians who love travelling and aspire to do it more and do it better. They are educated, curious and have the discretionary income to spend. They want to know more about the world around them and value travel as a way of enriching their life and broadening their minds. Whether they're lounging by the pool in Bali or trekking in Burma they want quality travel experiences.

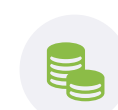
## Meet the locals



GENDER SPLIT  
**Male 53/47**  
Female



SOCIAL GRADE A  
**907,000 (33%)**  
ix 159



AVG. PERSONAL INCOME  
**\$97,531~**  
+20% higher than avg. pop.



4/5 STAR ACCOMM.  
**1.01 million**  
ix:117

# Traveller.com.au



## DESTINATIONS - INTERNATIONAL

The Destinations section features over 480 international destinations with content covering the breathtaking experiences and unique activities to guide the travel making decision.



## DESTINATIONS - DOMESTIC

The domestic area of the Destinations section is everything you need to know about Australia. Immersed in all of Australia's national beauty, this section provides a comprehensive guide for every type of getaway across 260 destinations.



## DEALS

If you're after the hottest deal, turn to the Deals section in *Traveller*, curated and updated weekly by our editorial team to provide the best travel packages on offer.



## PLANNING

The planning section is home to all the best tips and advice you need to know before you go, the latest travel gadgets, travel news and travel photos. Everything you need to plan your next adventure.



## REVIEWS

The reviews section provides our audience with our expert reviews for accommodation and airline travel. This section hosts over 2,200 accommodation reviews and airline reviews covering entertainment, food, comfort and service. Through our partnership with TripAdvisor our audience can access user reviews to help them make the most informed choice.



## EXPERIENCES

The Travel Experiences environment allows the audience to gain travel inspiration based on holiday types. These experiences inspire your next holiday whether you are after the lap of luxury, the perfect family vacation or your next big adventure. For simple navigation, *Traveller.com.au* features user friendly experience icons throughout the site to assist in planning the perfect holiday.



 **Inside Traveller**



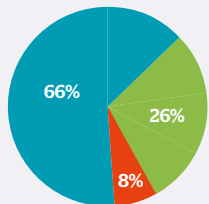
For travellers ready to discover, uncover and experience the world, *Traveller* on Saturday is full of intelligent stories about unique destinations to inspire our audience's next adventure.

**RANTS & RAVES**  
**You're Talking about**

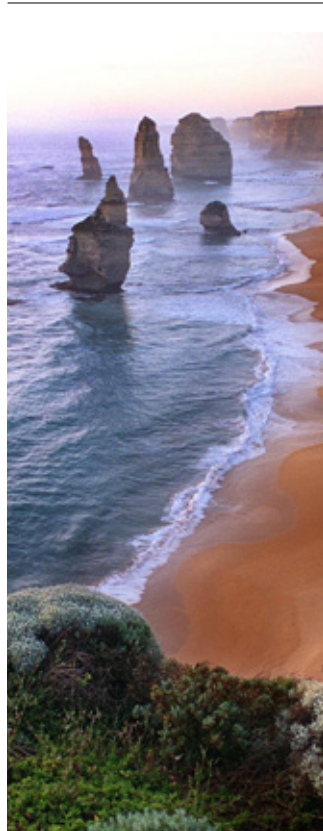
Our letters page includes a snapshot of what our audience is talking about online, a Travel Tweet of the Week and the results of a weekly travel poll.

**The Poll**

What's your preferred form of holiday transport?



■ Train ■ Plane ■ Ship



**FEATURES**

Saturday features provide in-depth information for the more adventurous and exotic destinations, both at home and abroad.



**FLIGHT TEST**

Our popular flight review column critiques everything from the food to entertainment, and has been expanded and given a fresh new design.



**THE BIG PICTURE / CLIQUE**

*Traveller's* weekly reader photography competition, has now expanded in partnership with Clique - Fairfax Media's popular amateur photographers club, meaning even more photography enthusiasts will be able to enter and be in the running for fabulous prizes, including an international trip for two.



**THE TRIPOLOGIST**

One of Australia's most experienced travel writers, Michael Gebicki has the answers for readers befuddled by travel dilemmas.



**BARGAINS OF THE WEEK**

We feature the best travel deals and bargains.



**THE SHIPPING NEWS**

A new weekly column with a focus on luxury and expeditionary cruising.



**WEEKEND AWAY**

This column provides readers with information on weekends in Australia, at a glance.



# Inside Traveller



Packed full of actionable holiday ideas, *Traveller* on Sunday is a relaxed and entertaining read for busy people – and their families – planning their next break.



## DEALS

Each week we'll present the hottest holiday bargains around. It's half a page of Go Now, Go Soon and Go Later.



## MAMA HOLIDAY

*With Tracey Spicer*  
Our family column has tips and advice for hitting the road with pint-sized travellers.



## FEATURES

With exhaustive coverage of popular destinations in Australia and the rest of the globe, our thoroughly researched feature articles will continue to provide plenty of practical information to plan your next break.

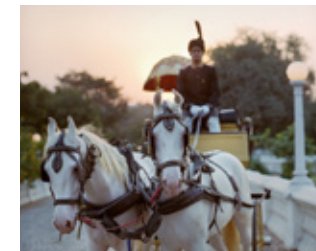
## CRUISE DIRECTOR

*With Sally Macmillan*  
Our double page cruising section includes a column by The Cruise Director Sally MacMillan, a ship review, deals of the week and a cruiser's take on their shore excursion.



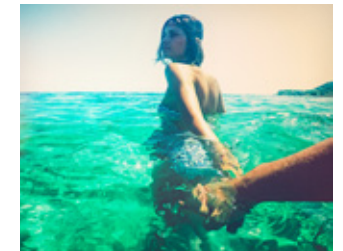
## EVERYWHERE MAN

*With Ben Groundwater*  
Travel blogger, author and global roamer Ben Groundwater shares his wry and insightful observations about life on the road.



## THE TRIPOLIGIST

*With Michael Gebicki*  
One of Australia's most experienced travel writers, Michael Gebicki has the answers for readers befuddled by travel dilemmas.



## TIP-O-METER

A new feature in which we call on readers to provide their best tips, discoveries and recommendations from their own travels.



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