



# OUTthere

MEDIA KIT 2012



Custom magazine of the year



Regional publication of the year

Runner Up



# OUTthere magazine

**Introduction** *OUTthere* is the in-flight magazine for Australia's largest regional airlines, Rex (Regional Express), Skywest, Airlink, Airnorth and Skytrans (from June 2011). *OUTthere* is the only monthly, nationally distributed magazine in Australia that focuses solely on regional business, regional lifestyle and regional tourism. *OUTthere* encourages Australians to discover the wonders of their own country. It also addresses the challenges and opportunities facing regional business operators through the *CountryBIZ* section.

**Editorial** The magazine style is engaging and relaxed and features extensive news and reviews on desirable regional locations, profiles of prominent Australians, accommodation, real estate, and the best of regional food and wine destinations. *OUTthere* also incorporates *CountryBIZ*; the only magazine with national distribution that deals solely with matters of interest to the regional business operator. *CountryBIZ* is focused on regional business development and investment, sustainability, regional recruitment and always contains editorial features that are aimed squarely at the regional business and agribusiness operator. According to the Australian Bureau of Statistics, more than 43 per cent of all businesses in Australia are regionally based.

**Why advertise** People in regional Australia have as much disposable income to spend on life luxuries as those in cities. A study commissioned by Regional Marketing found that while average weekly household earning in regional areas were slightly lower compared with metro areas, higher basic living costs in cities leave both groups with the same discretionary weekly income. The study found the growth of sales of new cars has been greater in regional Australia than in metro areas over the past three years. Regional households spend more on domestic holidays; the same on luxury items such as audio-visual equipment and up-market home appliances as metro households. Regional households spend more on superannuation and life insurance.

**In-flight advertising** Frequent fliers' level of engagement with in-flight magazines is very high. Research shows 80 per cent of frequent fliers have read or looked through an in-flight magazine in the past month and 91 per cent have read or looked through an in-flight magazine in the past six months. Frequent fliers tend to be busy professionals who devote less time to traditional media and are more likely to use on-demand media devices that may limit commercial exposure. *OUTthere*, unlike other in-flight magazines, places traditional advertising in front of these elusive consumers at a time when they have no other media distractions, making this situation highly attractive to many advertisers.



## Country Business

Editorial focuses on regional business and communities, and the agribusiness sector, providing advice, expert opinions and current news in the following areas:

- agribusiness and mining;
- small to medium business enterprise;
- regional development; and,
- sustainability and the environment.



## Food & Wine

Each issue *OUTthere* takes a look at news, trends and new technology within the exciting Australian food and wine industry. A regular food and wine feature gives a solid round-up of the best local produce on offer within a particular region and a regular 'Kitchen Confidential' feature profiles a successful chef and takes a look at their restaurant.



## Destinations

*OUTthere* explores several of the thousands of great holiday destinations around Australia every issue. With a focus on regional locations, *OUTthere* features a driving holiday, an in-depth look at a specific destination including activity, food and wine highlights, and destinations relevant to each airline's area of operation.

## Readership

- 2.82 million regional business and leisure travellers annually.
- Plus an additional one million business charter passengers per year.
- More than 73 per cent in senior management or business owners.
- Between 25 and 55 years of age.
- 69 per cent in the top socio-economic bracket.
- More than 40 per cent earning \$90K and above.
- 70 per cent travel more than 11 times of year.
- 82 per cent of respondents currently planning a holiday in Australia.

## Distribution

Reaching more than 220,000 passengers every month.

**REX** is Australia's largest regional airline. The Rex Group currently links 33 major regional destinations to the state capitals and carries more than 1.6 million passengers per year.

**SKYWEST** Airlines is the major regional airline in WA and links 18 major regional destinations with Perth, Darwin and Bali and carries more than 780,000 passengers per year. Skywest is the transportation lifeline to all of WA's booming mining centres as well as many exciting tourist destinations. In addition to their scheduled flights, Skywest provides charter services to the mining industry and business community with clients such as Rio Tinto, BHP and Newcrest.

**AIRNORTH** operates 190 services weekly across the Top End and its demographic of passengers from government, tourist, oil and gas industries, agriculture and mining sectors underpins business across the Northern Territory. Airnorth carries more than 250,000 passengers per year on scheduled and charter flights to communities, domestic and international destinations.

**SKYTRANS** services regional North Queensland, providing professional aviation services to some of the most remote parts of the country. The company is constantly expanding its route network, recently upgrading its fleet to the DHC-8 36-seat aircraft. Skytrans also offers extensive charter services throughout Australia and the South West Pacific from its bases in Cairns, Darwin, Brisbane and Perth.



# Where we fly



## Distribution

	REX	SKYWEST	AIRNORTH	SKYTRANS	TOTAL
<b>NUMBER OF PASSENGERS</b>	1.7M	780,000	250,000	150,000	2.82M
<b>NUMBER OF PORTS</b>	35	18	17	23	93

Figures exclude mining charter service passengers, Rex Newcastle routes subject to regulatory body approval.

## Deadlines

Issue	Onboard date	Material
Jan/Feb Issue #91/#92	January 1, 2012	December 8, 2011
March Issue #93	March 1, 2012	February 8, 2012
April Issue #94	April 1, 2012	March 8, 2012
May Issue #95	May 1, 2012	April 6, 2012
June Issue #96	June 1, 2012	May 8, 2012
July Issue #97	July 1, 2012	June 8, 2012
August Issue #98	August 1, 2012	July 6, 2012
September Issue #99	September 1, 2012	August 8, 2012
October Issue #100	October 1, 2012	September 7, 2012
November Issue #101	November 1, 2012	October 8, 2012
December Issue #102	December 1, 2012	November 8, 2012

For more information contact Helen Glasson on

08 9381 3991 or 0413 566 197 or [helen@hoganmedia.com.au](mailto:helen@hoganmedia.com.au)



Rates effective from 1st April 2011

## National Rate 2.82m Pax p.a.

	Casual	3	6	9	12	Ad production
DPS	\$9570	\$8690	\$8140	\$7590	\$6600	N/A
FP	\$5900	\$5390	\$5060	\$4730	\$4180	+\$450
HP	\$3400	\$3080	\$2860	\$2750	\$2300	+\$250

## Rex 1.7m Pax p.a.

Monthly	Casual	3	6	9	12	Ad production
DPS	\$5200	\$4700	\$4400	\$4100	\$3600	N/A
FP	\$3200	\$2900	\$2700	\$2600	\$2200	+\$450
HP	\$1800	\$1700	\$1500	\$1500	\$1300	+\$250
QP	\$1000	\$900	\$900	\$800	\$700	+\$150

## Skywest 780,000 Pax p.a.

	Casual	3	6	Ad production
DPS	\$4700	\$4150	\$3960	N/A
FP	\$2900	\$2650	\$2450	+\$450
HP	\$1650	\$1450	\$1375	+\$250
QP	\$950	\$850	\$750	+\$150

### Preferred positions:

Back Cover -35% loading  
(for individual airline only)

Inside Front Cover  
- 20% loading  
(for individual airline only)

Right Hand Page  
- 10% loading

**Sponsorship  
Opportunities also  
available POA**

## Airnorth 200,000 Pax p.a.

Bi-monthly	Casual	3	6	Ad production
DPS	\$2450	\$2350	\$2150	N/A
FP	\$1650	\$1550	\$1350	+\$450
HP	\$1050	\$950	\$850	+\$250
QP	\$650	\$600	\$500	+\$150

## Skytrans\* 148,000 Pax p.a.

	Casual	3	6	Ad production
DPS	\$2450	\$2350	\$2150	N/A
FP	\$1650	\$1550	\$1350	+\$450
HP	\$1050	\$950	\$850	+\$250
QP	\$650	\$600	\$500	+\$150

All prices are GST exclusive

## Advertising Testimonials

Most of the enquiries to advertise or include editorial in *OUTthere* come from those who have flown Skywest and been impressed with the professional, attractive layout that appeals to both leisure and corporate travellers. We receive extremely positive feedback.  
*Lisa Cowell, Communications Officer, Skywest Airlines.*

I have been in marketing for 15-20 years and this is the best magazine I have read in its field.

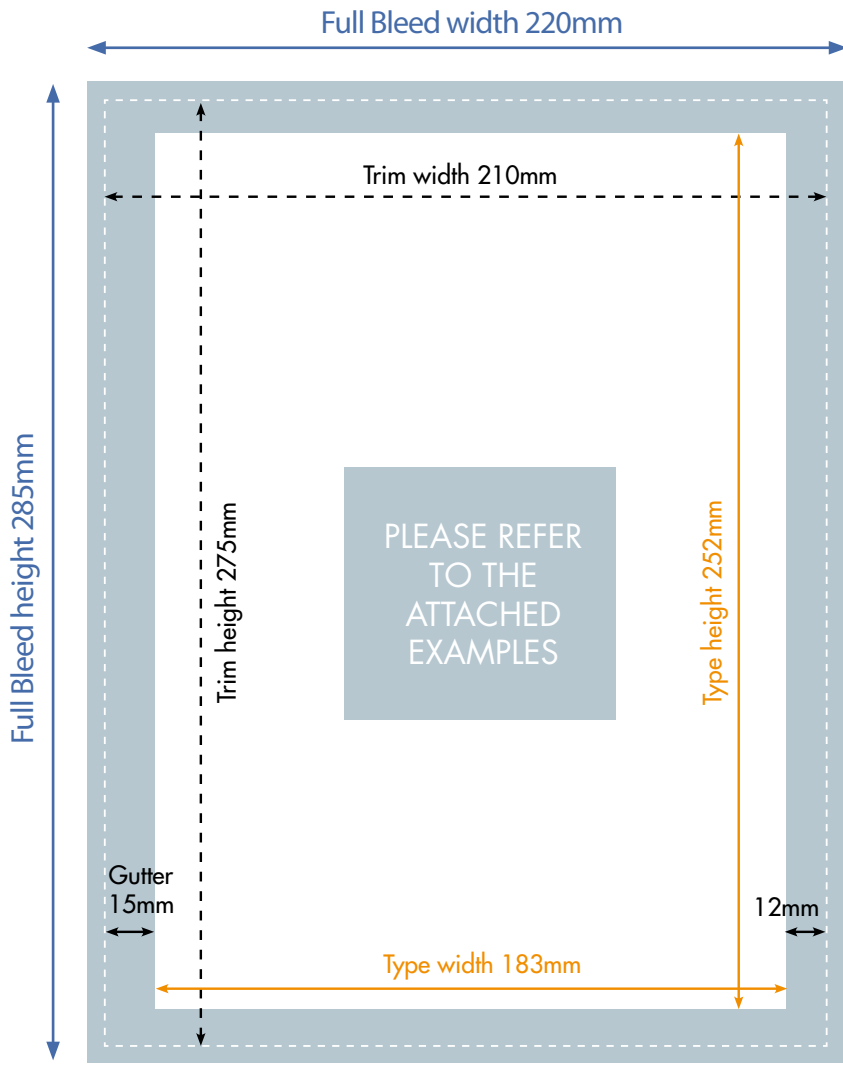
*Joanna Carson, Marketing Manager, NOV Mono Pumps.*

An excellent publication of the highest quality.

*Michael Lloyd, Brand Manager, Pernod Ricard Pacific (Chivas Regal).*

When promoting regional destinations, I have found few publications to be as relevant within the regional travel industry and I have the utmost respect for the journalists and their pursuit for quality content.

*Katie Lattice, Account Manager, Dani Lombard Public Relations.*



**MATERIAL SPECIFICATIONS**

Publication size: 275mm x 210mm.

- The magazine is published electronically and we would prefer artwork be supplied through [www.quickcut.com.au](http://www.quickcut.com.au)
- However, artwork can be supplied on CD or DVD. Files under 10MB can also be emailed directly to us.
- Artwork must be supplied in high resolution PDF. Ensure all colours are specified and set to CMYK format. Fonts are to be embedded in the PDF.
- Supply artwork with trim or registration marks for bleed advert type ONLY.
- Include a "read me" document with your files to communicate any special instructions.
- Clearly label supplied discs and proofs with your name, address, phone no. and job name.
- A colour proof or print in actual size must be provided as a guide to the final appearance of the advertisement. (No responsibility for colour accuracy)
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the gutter edge by a minimum of 3mm each side (total 6mm).

**AD SPECIFICATIONS**

Advert Type	Trim	Type	Bleed
Double page Spread	Must be supplied as two single Full Pages		
Full Page	275mm H x 210mm W	252mm H x 183mm W	285mm H x 220mm W
Half Page Horizontal	-----	124mm H x 183mm W	-----
Half Page Vertical	-----	255mm H x 89.5mm W	-----
Quarter Page	-----	124mm H x 89.5mm W	-----

**Send advertising material to**  
 Sydney Stevenson  
 T: 02 8962 2600 F: 02 8962 2601  
 E: [advertising@edgecustom.com.au](mailto:advertising@edgecustom.com.au)

**Please post artwork to**  
 Edge  
 Ad Co-ordinator  
 GPO Box 661, Manly NSW 1655

**Please deliver artwork to**  
 Edge  
 Ad Co-ordinator  
 51 Whistler Street, Manly NSW 2095

**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. Edge reserves the right to refuse any material that does not meet the Edge specifications.

