

CAPTURED TRAVEL

Media Kit

10.9K

E-MAGAZINE
DISTRIBUTION

6.8K

WEBSITE
SUBSCRIBERS

10.7K

WEBSITE MONTHLY
VISITORS

13.3K

SOCIAL
FOLLOWERS

Captured Travel eMagazine

Captured Travel eMagazine is produced half yearly and is packed full of travel inspiration for people from all walks of life. It is accessible online via Issuu and sits on the Captured Travel Website in archives. It is emailed to a database of over 10.5K subscribers.

Digital newsletter

A monthly e-newsletter goes out to a subscriber base of over 6.8K subscribers. It ignites travel inspiration with engaging features, has the latest news and updates and deals to encourage travellers to book. Solus EDMs can also be distributed within the month.

Target market

Reaching over 10,000 highly engaged readers each month, Captured Travel Magazine offers advertisers a unique audience to showcase targeted products and services. Engage with influential, engaged, educated, affluent and professional audiences.

Audience

RETURN VISITORS - 33%
NEW VISITORS - 67%

TOP 4 COUNTRIES

1. AUSTRALIA
2. NEW ZEALAND
3. UNITED KINGDOM
4. USA

Advertising Rates

Advertising is a mix of typeset ads and paid content. Below prices are in AUD and are exclusive of GST. Please contact us for a tailor-made package to suit your needs. All advertising material is subject to the approval of the publisher, who reserves the right to veto any material.

Rates per e-magazine Issue

Front Cover	\$1000	200mm Wide x 265mm High + 3mm Bleed
<i>* Includes Cover Feature - Full Page</i>		
Back Cover	\$500	200mm Wide x 265mm High + 3mm Bleed
Inside Front	\$400	200mm Wide x 265mm High + 3mm Bleed
DPS	\$1000	2 x 200mm Wide x 265mm High + 3mm Bleed
Full Page	\$500	200mm Wide x 265mm High + 3mm Bleed
Half Page	\$250	200mm Wide x 132.5mm High
ROH	\$400	100mm Wide x 132.5mm High

All rates are exclusive of GST

Deadlines

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
January 2021	1 December 2020	10 December 2020
June 2021	1 May 2020	10 May 2020

Rates per e-Newsletter + Website (per month)

Leaderboard	\$1000	728px by 90px - JPEG or GIF - Link CTA
<i>* Includes Feature + Social</i>		
MREC Tile	\$100	300px by 250px - JPEG or GIF - Link CTA
Social Media Package	\$100	Instagram post + story, Facebook Gallery

BOOKINGS: Kate Webster | 0414187737 | contact@capturedtravel.com

CONTENT CALENDAR 2020

JULY

QUEENSLAND

AUGUST

AUSTRALIA

SEPTEMBER

NEW ZEALAND

OCTOBER

PACIFIC ISLANDS

NOVEMBER

**ECO-
FRIENDLY**

DECEMBER

**SUMMER
EDITION**

WEEKLY DEALS

Weekly Deals are a feature on the website and also appear on the monthly newsletter and if not timely, in the e-magazine.

Weekly Deals are published on a Tuesday on Captured Travel Website. Please email your deals to Kate Webster on kate@capturedtravel.com by no later than COB Friday before for consideration in this feature.