

CAPTURED TRAVEL

Media Kit

10.9K

E-MAGAZINE
DISTRIBUTION

6.8K

WEBSITE
SUBSCRIBERS

10.7K

WEBSITE MONTHLY
VISITORS

15.3K

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	\$2000	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
February 2024	20 January 2024	27 January 2024
December 2024	20 November 2024	25 November 2024

Rates per e-Newsletter + Website (per month)

Leaderboard	\$1000	728px by 90px - JPEG or GIF - Link CTA
<i>* Includes Feature + Social</i>		
MREC Tile	\$250	300px by 250px - JPEG or GIF - Link CTA
Social Media Package	\$100	Instagram post + story, Facebook Gallery
Online Feature	\$300	Includes up to 3 links + social media share

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



CONTENT CALENDAR 2024

JANUARY

SUMMER
ESCAPES

FEBRUARY

CRUISE
*E-MAG ISSUE

MARCH

WELLNESS

APRIL

ADVENTURE

MAY

ROAD TRIPS

JUNE

WINTER
WONDERLAND

JULY

ISLANDS

AUGUST

NEW ZEALAND

SEPTEMBER

EUROPE

OCTOBER

LUXURY

NOVEMBER

AUSTRALIA'S
BEST

DECEMBER

ECO TRAVEL

WEEKLY DEALS

Weekly Deals feature on the website and monthly newsletter. They are published on a Tuesday, so please email your deals to the editor on kate@capturedtravel.com by no later than COB Friday before for consideration in this feature.