



Traveller

THE ESSENTIAL RESOURCE FOR AUSTRALIANS WHO LOVE TO TRAVEL

Traveller reaches over **3 million** Australians each month.

FREQUENT TRAVELLERS

Domestically: 4 times /yr
Internationally: 1.7 times/yr

HIGH INCOME

52% more likely to
earn \$100k+ pa

23% more likely to
stay in **5 Star accom**
when travelling OS

52% more likely to
fly business class
when travelling

OUR AUDIENCE IS SEEKING AUTHENTIC AND NEW EXPERIENCES

There is minimal duplication (30%) between Travellers print and digital audiences.

PRINT AUDIENCE

25% more likely
to have **taken a**
cruise in past 12mths

55% more likely
to go to the
theatre/concerts
while OS

DIGITAL AUDIENCE

33% more likely
to choose a holiday
around the **food**
experience

23% more likely
to stay in a
luxury resort

Source: emma conducted by Ipsos MediaCT: People 14+ fore the 12 months ending August 2016 Nielsen Digital Ratings Monthly, August 2016: People 2+ (Computer), People 18+ (Smartphone/ Tablet)

TO FIND OUT ABOUT THE ADVERTISING PACKAGES AVAILABLE ACROSS THE TRAVELLER PORTFOLIO PLEASE SPEAK TO YOU FAIRFAX MEDIA SALES REPRESENTATIVE.