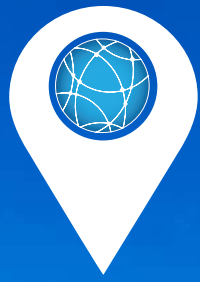


EXPLORE

DISCOVER

EXPERIENCE



your
travel
magazine

THE LAND-SUPPLY SECTOR'S
CONSUMER-FACING PUBLICATION

MEDIA KIT 2019/20



CATO

Council of Australian Tour Operators



DIRECTLY CONNECT with MORE THAN 115,000 Australian Travellers who have OPTED-IN to receive TRAVEL PLANNING INFORMATION



That's right, **Your Travel Magazine's** database is made up entirely of travellers actively looking for inspiration, ideas and packages before deciding on their next holiday.

The fully-responsive and interactive **QUARTERLY DIGITAL MAGAZINE** is the perfect vehicle to get your promotions and editorial messages in front of this hyper-targeted, ready-to-book audience.

Produced for the **Council of Australian Tour Operators (CATO)** by Australia's specialist travel content company, **Well Travelled** and distributed by **Leads Corp**, **Your Travel Magazine** is the perfect B2C complement to CATO's trade publication, **Ground Control**.

“We are very excited to be able to showcase the depth and breadth of the land-supply sector directly to active travellers.

Your Travel Magazine builds on the success of **Ground Control** giving CATO Members and affiliates a complete B2C and B2B marketing solution.

Advertising rates have been purposely set to ensure businesses of all sizes can have their promotions and key messages presented to these high-value audiences. There are also discounts available to companies that advertise in both CATO publications.

I invite you to participate in **Your Travel Magazine**”.

Brett Jardine
MANAGING DIRECTOR, CATO

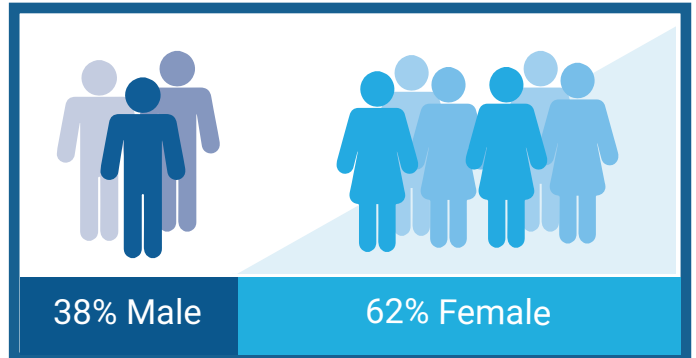


AUDIENCE PROFILE

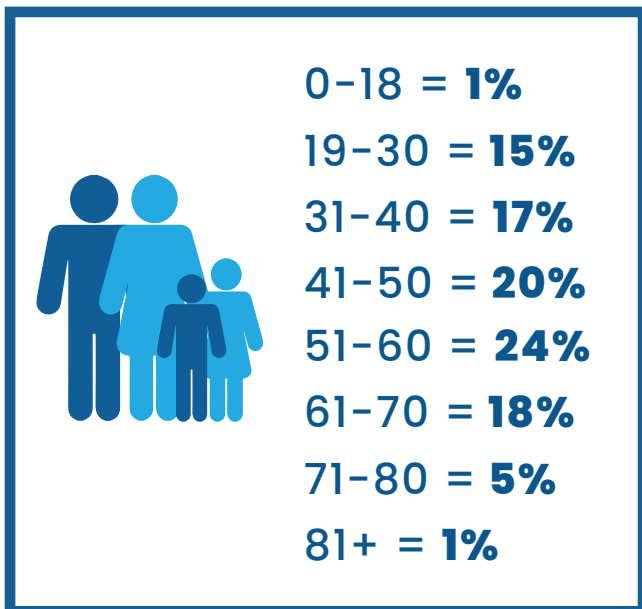
REACH



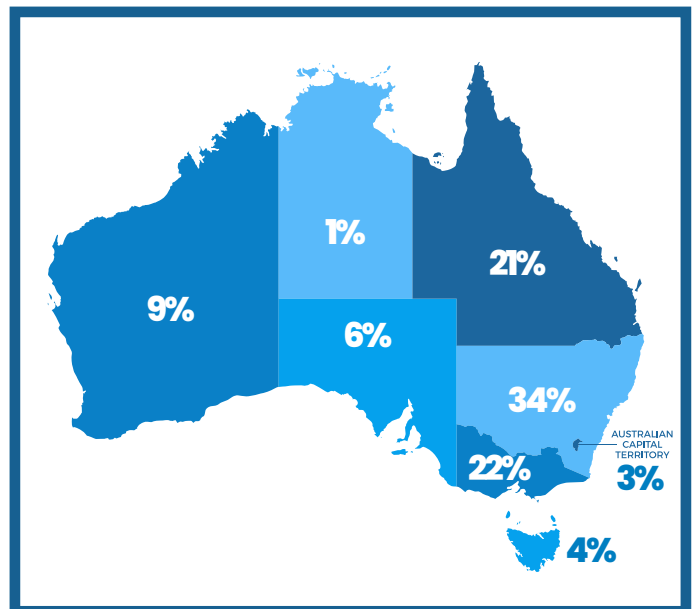
GENDER MIX



AGE



HOME STATE





ADVERTISING OPTIONS

- ***SEE BELOW** Companies that also advertise in *Ground Control* within a six month-period of advertising in *Your Travel Magazine* receive a 25% discount to the rates below.
- All prices are in AUD and ex-GST.
- For four-edition bookings, billing is quarterly.
- Bookings can be made for Editorial and/or Display advertising. Both can be supplied by members or created by the publishers upon completion of a Creative Brief. Two revisions included.

CATO MEMBER RATES	DPS	FULL PAGE	1/2 PAGE	1/4 PAGE
*FOUR EDITIONS (Per Edition)	\$2,000	\$1,200	\$700	\$400
*SINGLE EDITION	\$2,400	\$1,600	\$1,100	\$750
NON-MEMBER RATES				
*FOUR EDITIONS (Per Edition)	\$2,400	\$1,600	\$1,100	\$750
*SINGLE EDITION	\$2,800	\$2,000	\$1,400	\$1,000

DEADLINES 2019/20

	Booking	Material	Published
NOV	6-NOV-19	13-NOV-19	20-NOV-19
FEB	5-FEB-20	12-FEB-20	19-FEB-20
MAY	6-MAY-20	13-MAY-20	20-MAY-20
AUG	5-AUG-20	12-AUG-20	19-AUG-20

BOOKINGS: sales@welltravelled.com.au
ENQUIRIES: info@welltravelled.com.au

FORMATS & RESOLUTION:

Material to be supplied as finished CMYK print-ready artwork (in TIFF, EPS or Press Ready PDF) via Dropbox or email (info@welltravelled.com.au) to our dimensions and resolution specifications.

Images supplied must be minimum 300dpi. Logos and/or branding must be supplied in high resolution in either JPEG, EPS or AI files. Vector files preferred for logos and graphics.

Trim marks & bleed must be added to all artwork. A minimum of 5mm bleed on each edge is required on Full Page and DPS. All reverse lettering is to be no less than 10pt. Failure to meet artwork requirements may result in delays.

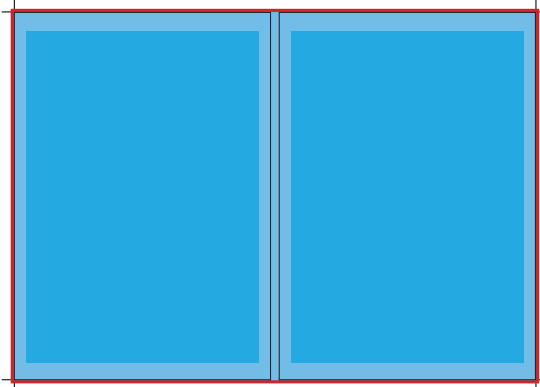
TERMS:

A Booking confirmation sheet will be issued by the Publisher to confirm booking/s. Cancellations MUST be made, in writing, 21 days prior to publication date. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and will entitle the Publisher to charge as per the Booking confirmation sheet Agreement.

LOADINGS:

Page loadings: DPS before Contents page = +15%; earliest available RHP after Contents page (all sizes, based on booking confirmation date) = +10%; back cover = +15%

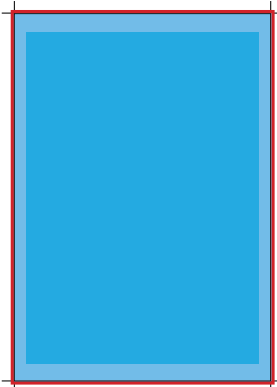
ARTWORK SPECIFICATIONS



DOUBLE PAGE SPREAD

Size type: Trim, Bleed & Crops
 Bleed details: 3mm on all sides
 Space Outside Trim: 10mm
 InDesign Offset: 4.7mm

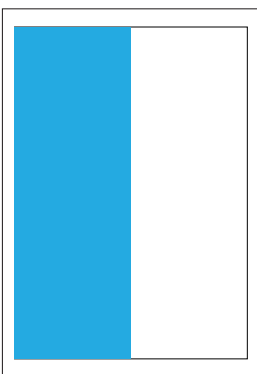
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■ Trim size:	297mm	x 420mm
■ Bleed size:	303mm	x 426mm
■ Type Area:	270mm	x 400mm
■ PDF size:	317mm	x 440mm



FULL PAGE WITH BLEED

Size type: Trim, Bleed & Crops
 Bleed details: 3mm on all sides
 Space Outside Trim: 10mm
 InDesign Offset: 4.7mm

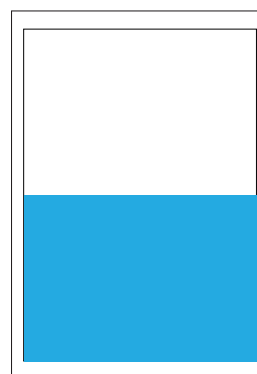
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■ Trim size:	297mm	x 210mm
■ Bleed size:	303mm	x 216mm
■ Type Area:	270mm	x 190mm
■ PDF size:	317mm	x 230mm



HALF PAGE VERTICAL

Size type: Type Area Only
 Bleed details: No Bleed
 Space Outside Trim: N/A
 InDesign Offset: N/A

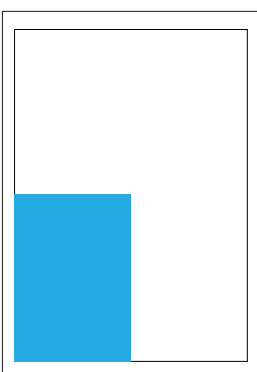
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■ Trim size:	297mm	x 93mm
■ Bleed size:	None	x None
■ Type Area:	270mm	x 93mm
■ PDF size:	317mm	x 93mm



HALF PAGE HORIZONTAL

Size type: Type Area Only
 Bleed details: No Bleed
 Space Outside Trim: N/A
 InDesign Offset: N/A

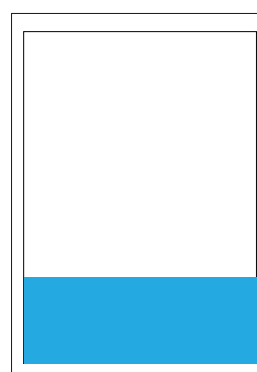
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■ Bleed size:	None	x None
■ Type Area:	133mm	x 190mm
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QTR PAGE VERTICAL

Size type: Type Area Only
 Bleed details: No Bleed
 Space Outside Trim: N/A
 InDesign Offset: N/A

	Height	Width
■ Trim size:	133mm	x 93mm
■ Bleed size:	None	x None
■ Type Area:	133mm	x 93mm
■ PDF size:	133mm	x 93mm



QTR PAGE HORIZONTAL

Size type: Type Area Only
 Bleed details: No Bleed
 Space Outside Trim: N/A
 InDesign Offset: N/A

	Height	Width
■ Trim size:	65mm	x 190mm
■ Bleed size:	None	x None
■ Type Area:	65mm	x 190mm
■ PDF size:	65mm	x 190mm