

we've never been  
more ready to  
**explore**



# Content from leading travel writers

Led by experienced head of content and travel Kate Cox and editor Sarah Maguire



**KATE COX**  
Head of Travel

Kate has held several senior positions in media, including editor of *The Sun-Herald*, *Sunday Life* editor and *Sydney Morning Herald* and *Age* features editor. She also ran the commercial content teams at Fairfax and Nine and was head of Food and Drink for Fairfax.



**SARAH MAGUIRE**  
Editor, Explore

Sarah has been a journalist for more than 25 years, working for Fairfax, News Corp and now ACM. With more than 10 years as travel editor across *The Sun-Herald*, *Sydney Morning Herald* and *The Age*, she was also the relaunch editor at QantasLink *Spirit*.

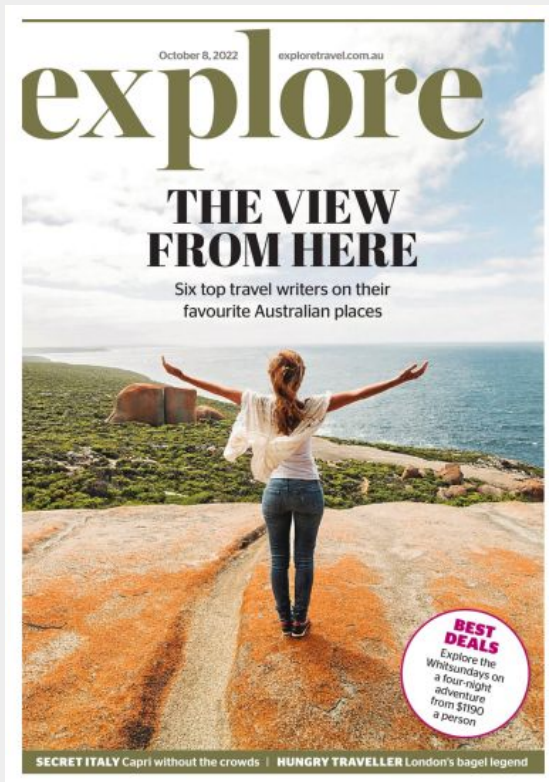


**AKASH ARORA**  
Deputy Editor, Explore

Akash has more than 10 years of experience in travel journalism, including in senior roles at *Gourmet Traveller* and *Qantas* and *Virgin* magazines. He loves travel and has lived and worked in four global cities: London, New York, New Delhi and Sydney.

They can be reached at [editor@exploretravel.com.au](mailto:editor@exploretravel.com.au)

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**Engaging travel content for an untapped audience. Travel stories our audience want to read, delivered how they want to read it.**



67% have travelled in the last 12 months. (ix114)



They are 37% more likely to have travelled 3 or more times in the last 12 months.



They're more likely to have travel planned. 58% have travel plans for the next 12 months (ix107).

**PRINT: 366,950**  
**Published weekly on**  
**Saturday in 14 publications**

**[www.exploretravel.com.au](http://www.exploretravel.com.au)**  
**Explore EDM: 30,000\***  
**ACM's digital network: 2.1m**

Source: Roy Morgan Single Source, Apr 22 - Mar 23, P14+ - ACM dailies (Sat) weekly audience. Explore is published in print every Saturday in Bendigo Advertiser, Central Western Daily (Orange), Daily Liberal (Dubbo), Illawarra Mercury (Wollongong), Newcastle Herald, The Advocate (Burnie), The Border Mail (Albury), The Canberra Times, The Courier (Ballarat), The Daily Advertiser (Wagga Wagga), The Examiner (Launceston), The Northern Daily Leader (Tamworth), The Standard (Warrnambool), Western Advocate (Bathurst).

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# Explore content

From bucket list to book now, Explore has regular must-read columns highlighting domestic holidays, short breaks, events, news and trends



## WHAT'S NEW: SPOTLIGHT

Dedicated to all of the latest travel deals, hotel news, cruise updates, resort openings, new products, tours and coaches, airlines and more. These bite-sized news pieces highlight what's new and opening internationally and domestically.



## FOOD: THE HUNGRY TRAVELLER

Food is an integral part of the travel experience, and each week we highlight an unforgettable food experience, be it a restaurant, a classic dish, a tour, a market, a cooking class, an off-the-beaten track discovery, or a crazy food trend.

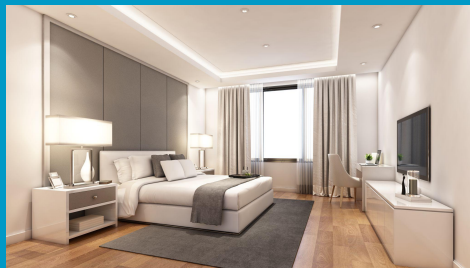


## FOCUS: AUSTRALIA

We go deep into every corner of Australia to find all the best things about the myriad destinations on our doorstep. Our travel experts' knowledge gives our audience the inside running on the best places to eat and stay, the must-do's, and more.

# Explore content

Explore has so many engaging features showcasing what's new, exciting, unique and trending in travel - by the nation's most quality travel writers for Australia's biggest regional audience



## **CHECK-IN: HOTEL REVIEWS**

Accommodation can make or break a holiday, and our team of travel writers will review hotels and resorts across the globe, and at every price point, from the best budget sleeps to flat-out luxury stays..



## **IN THE KNOW: TIPS & ADVICE**

Explore provides the latest information and answers the pressing questions on need to know topics for travellers. These include destination advice, travel insurance, flight reviews, trends and more.



## **DREAM TO BOOK: TWO WAYS TO GO**

Our duelling columnists Amy Cooper and Mal Chenu spearhead this fun and informative feature that highlights two travel options - from international and domestic destinations to food and wine, city experiences, luxury escapes and more.

NEWCASTLE  
**HERALD**

*The Canberra Times*

ILLAWARRA  
**MERCURY**

**Bendigo Advertiser**

*The Courier*

*The Daily Advertiser*

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The **EXAMINER** 

*The Border Mail*

**Central Western Daily**

Daily  
**Liberal**

 **The Advocate**

**THE STANDARD**

*Western Advocate*

The Northern Daily  
**LEADER**

Explore Travel appears  
every Saturday in 14 titles  
with a weekly reach of  
**366,950**

Source: Roy Morgan Single Source, Apr 22 - Mar 23, P14+ - ACM dailies (Sat) weekly audience.

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# Why Explore will deliver travellers

**72%** of ACM Dailies (Sat) audience **do not engage** with SMH or The Age (Sat) or News Corp metro publications (Sun).

Only **9%** of Explore audience read Traveller and **22%** read Escape each week.



Source: Roy Morgan Single Source, Apr 22 - Mar 23, P14+  
- weekly print audience.

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# explore AUDIENCE

**366,950**

EXPLORE WEEKLY PRINT  
(SATURDAY ONLY)

**23,000<sup>^</sup>**

EXPLORE DIGITAL AUDIENCE

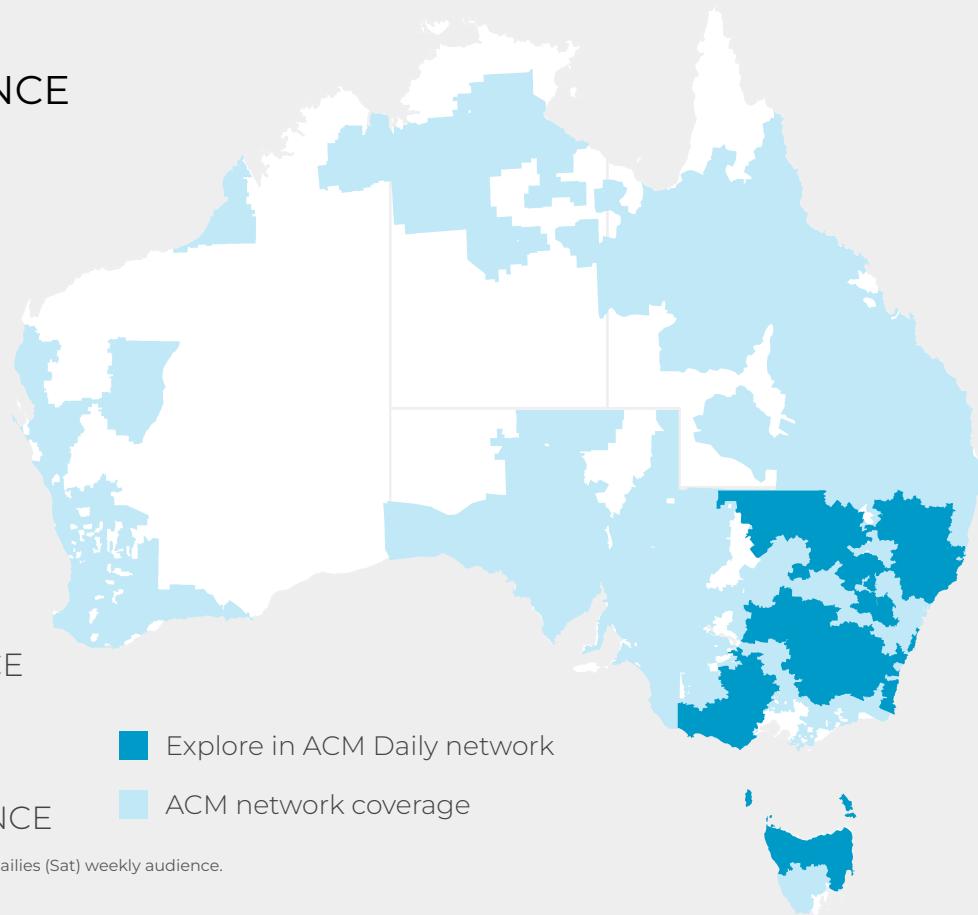
SUPPORTED BY:

**2.5 Million**

ACM MONTHLY PRINT AUDIENCE

**2.1 Million**

ACM MONTHLY DIGITAL AUDIENCE



Source: Roy Morgan Single Source, Apr 22 - Mar 23, P14+ - ACM dailies (Sat) weekly audience.

<sup>^</sup>Live Audiences GA4





# explore

Explore highlights exciting adventures and inspiring travel ideas to inspire our readers to visit their new favourite travel destinations.

With destinations, deals and advice, Explore transports readers around Australia and around the globe.



Social Grade AB  
**53,000 15%**



Gender Split  
**49% Male | 51% Female**



Ave Household Income  
**\$112,000**



Trip Planned N12M  
**211,000 58% (ix107)**



Long Trip (3+ nights)  
Planned N12M  
**139,000 32% (ix104)**



5 Star (Last Trip)  
**24,000 6% (ix112)**



Taken a Trip P12M  
**249,000 67% (ix114)**



Domestic Trip P12M  
**231,000 63% (ix116)**



International Trip P12M  
**29,000 8% (ix101)**

# ACM

Engage with the broader ACM audience through local mastheads, sites and travel titles.

They're avid travellers with solid incomes and are keen to book and plan their next getaway.



Social Grade AB  
**829,000 19%**



Gender Split  
**49 Male | 51 Female**



Ave Household Income  
**\$122,000**



Trip Planned N12M  
**2,413,000 57% (ix106)**



Long Trip (3+ nights)  
Planned N12M  
**1,676,000 39% (ix108)**



5 Star (Last Trip)  
**291,000 7% (ix119)**



Taken a Trip P12M  
**2,715,000 64% (ix109)**



Domestic Trip P12M  
**2,529,000 56% (ix109)**



International Trip P12M  
**360,000 8% (ix110)**

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