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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 ARORADeputy 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





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 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).



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.

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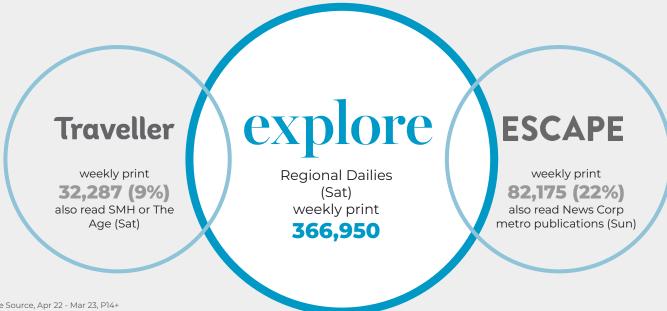




Why Explore will deliver travellers

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.





explore AUDIENCE

366,950

EXPLORE WEEKLY PRINT (SATURDAY ONLY)

23,000

EXPLORE DIGITAL AUDIENCE

SUPPORTED BY:

2.5 Million

ACM MONTHLY PRINT AUDIENCE

2.1 Million

ACM MONTHLY DIGITAL AUDIENCE

Explore in ACM Daily network

ACM network coverage

Source: Roy Morgan Single Source, Apr 22 - Mar 23, P14+ - ACM dailies (Sat) weekly audience. ^Live Audiences GA4

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The Plaza, New York If each no dearth of trop-yea-in-years tracks hotels in the fig Apple, but if the Plaza, which acceptes a prime spatin Michown, eight used to the Central Park, on the city's logoritary Fifth Average. Space is everything in New York and over the small-est room at The Plant - the surforgettable.

setting at House Alone h Lost In Acus York agoils quests with 44 aguate mores of real estate, planta sing-sized bods, mood-pear-elled closess and ensures with gold-plantal tags. But if the budget permits, upgrade to Patagonid soite. Countriby Oscar-scholing Australian continue and set designer Catherine Martin, it pays homage to the bygone gliczy Catshy et a, with classing light through and scriting wallpapers. Negtlezesycom.

Indian's Motor Landon day here in the early noughties, Clandge's

The places to be

We have rounded up five of the world's most iconic hotels, worthy of your bucket list. By Akash Arora.

popular 1956. Located in the locat of Local researced puests, local Charlie Chaplin to don's Maytals, the art deca most release on Coro Chand, and checked is for one right designed by C.W. Surphers: the architect and dain't leave for 34 years until her death. behind Hamotic and, to this day, impreses . Even if you've not staying at the Ritz, there's guests with its striking red Komen stone facade and a souring lobby with shimmering — early (at all tom) to nob a spot at the highly gloss sources defing back to the jorz ago of the 1920s and 30s, clarifiges result

Apottos schire can ideas, hash izsess and countyinds with tricking faun-When I dream of afterlife in beasen, the action always takes place in the Fasts Sitt," Francis Herningsony and arrosts. usins... There are many peaceful formaces within this started noted where you can scale From Winston Churchill who stayed at One look at the hotel's fromcoed colorigants up its timeless degrees. But are forecasting this look latter looking the 1918 election gibbed mirrors and you'll arrow why. Looted is the ongest bothly-complete with souring to Kate Massacha actionated her 20th htribsquare its 17th century laced a must click chandeliers, where you can enjoy afternoon not relater this basel is bester to a to the southing as undreade by a fixe. addresses in the British capital over street. Space of prostigious suites named after their collist. Afterwards, make you will at home

in one of the suites - even the smallest one are high specious at 46 square cortes and boost form-metre-bisis collines, form-poster beck and gleaning marble ensuites. It at don't forcet to have a drink at Lour Box - the hirthplace of the Singapore Siting, region.

Taj Lake Palace, India You will have to take a boat to this

conjects bard, located in the widdle of Lake Pichola in the circ of Udarpur, represented for historie prisons and colourfucurrulised in the 1903 James Bond flick Octopusy, you may rever went to get on the hear again to leave the property. Built in the 17 tos as the summer setroat of the lang of Moson, the hotel is an intrinsit normalized micrare-perfect pools, terrares with sweepen water views and transions from a familied with dark took furniture and the attackers Indian siles. There are a marrher of excellen hotel, son, but none more excatate than the of specificar sensor stone, nethodols over



Explore – Travel Tuesdays

Be a part of the launch of Explore every Tuesday placed in EGN in the 14 daily publications commencing May.

Place your brand in your local paper on Tuesday for awareness and action after a weekend. Tuesday is a big day for people booking their next getaway so let's give them inspiration and offer to book now.

Weekly reach of 242.993

Explore is distribute Tuesday Appearing in The Canberra Times, Newcastle Herald, Illawarra Mercury, Bendigo Advertiser, The Border Mail, The Standard (Warrnambool), The Courier (Ballarat), The Daily Advertiser (Wagga Wagga), Western Advocate (Bathurst), The Examiner (Launceston), The Advocate (Burnie), Central Western Daily (Orange), The Northern Daily Leader (Tamworth), Daily Liberal (Dubbo)

Explore - Travel Tuesday is published in print every Tuesday in Bendigo Advertiser, Central



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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.























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

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





















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