

A close-up photograph of a koala sitting on a tree stump. The koala has brown fur, a white chest, and large, fluffy ears. It is looking directly at the camera with a calm expression. The background is a soft-focus green, suggesting a forest setting.

# OUR *australia* MAGAZINE

**AUSTRALIA TRAVEL MAGAZINE**  
Profiling Australia across all seasons

**Media Kit 2026**

**[www.ouraustraliamagazine.com.au](http://www.ouraustraliamagazine.com.au)**

# OUR READER PROFILE

**OUR AUSTRALIA MAGAZINE** is the perfect travel guide for

- Families
- Couples
- Backpackers
- Adventure Seekers
- Campers
- Caravaners
- Boaties
- Luxury Lovers
- Business Trippers
- International Visitors and more!

There's something for everyone in **OUR AUSTRALIA MAGAZINE** - your one-stop guide to Australia.

- Distributed four times each year to inform travellers of the uniquely Australian experiences available whilst travelling through the country.
- Full colour photographs and editorial encourage travellers to visit the various regions featured and experience the attractions, services and products.
- Editorial content showcases regions throughout Australia and offers ever-changing seasonal features. From activities to events to dining out and must-do's.

[www.ouraustraliamagazine.com.au](http://www.ouraustraliamagazine.com.au)



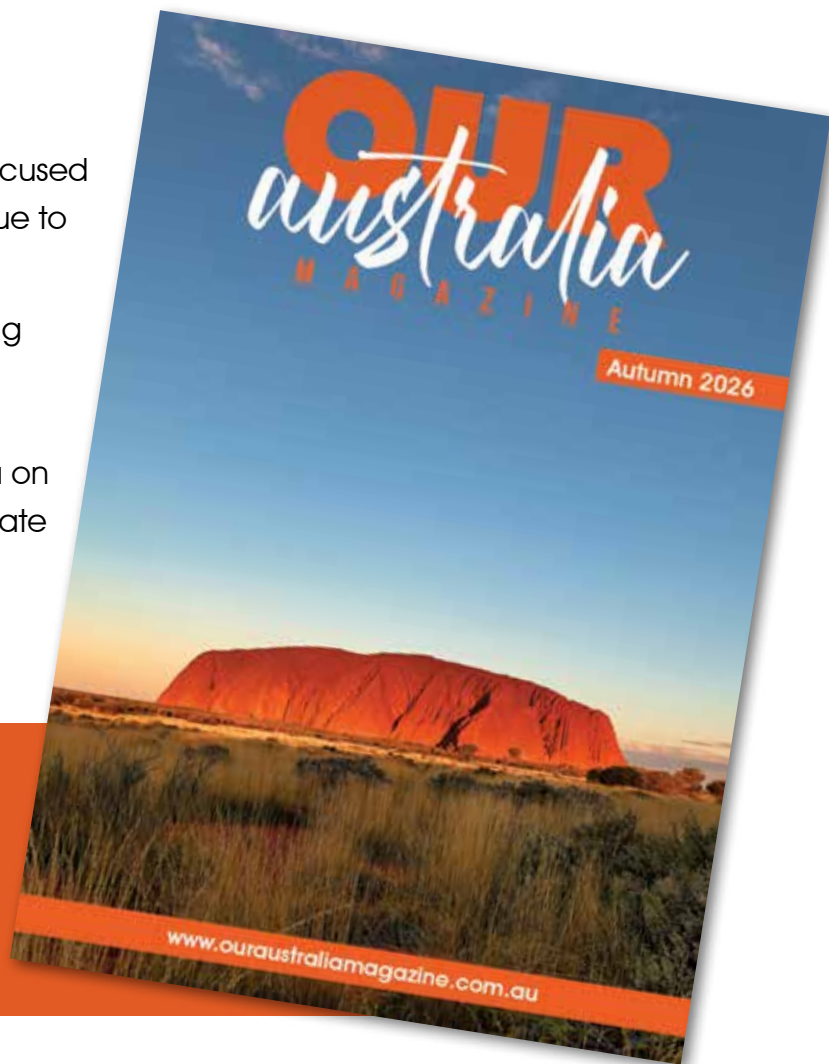


# OUR CONTENT

**OUR AUSTRALIA MAGAZINE** content will be focused on seasonal experiences and activities unique to Australia.

Take a trip down memory lane while exploring some of Australia's historical treasures. Let us tantalise your tastebuds with a few foodie favourites. Or strap yourself in as we take you on a whirlwind adventure sure to get your heartrate pumping.

Our Australia, your choice.



## AUTUMN EDITION

**DISTRIBUTED MAR/APR/MAY**

Food for the soul

Adventure and relaxation

Discover stunning scenery



## WINTER EDITION

**DISTRIBUTED JUN/JUL/AUG**

Cool down, slow down

Winter sports, ski, snow

Experience the Outback



## SPRING EDITION

**DISTRIBUTED SEP/OCT/NOV**

Feel refreshed

Exciting and new

Plan your next adventure



## SUMMER EDITION

**DISTRIBUTED DEC/JAN/FEB**

Heat up your holidays

The places we know and

love

**[www.ouraustraliamagazine.com.au](http://www.ouraustraliamagazine.com.au)**

# OUR STATE-SPECIFIC FEATURES

**OUR AUSTRALIA MAGAZINE** features will showcase some of the magical regions within the different States and Territories of Australia.

We share details on exclusive hot spots that will deliver fun, excitement, wonder and that sense of nostalgia. Everyone enjoys a holiday - locals and international tourists.

**OUR AUSTRALIA MAGAZINE**, with digital support, is your opportunity to promote those secret relaxation locations only the locals know about.

Whatever your preference we can produce a feature with sporting editorial content to promote your state or territory.





# OUR DISTRIBUTION

Our Australia Magazine, supported by digital marketing, will be distributed to all the States of Australia, targeting local and inbound international travellers. Approximate readership of 650,000 plus, including print and digital platforms.

Produced four times annually catering to the specific seasonal flow of tourists and holiday makers, Our Australia Magazine will include editorial features catering to the seasons.

- Major Tourism Outlets
- Car Rental Companies
- Australian Airport Terminals
- Accredited Visitor Centres
- 3, 4 & 5-star Hotels & Apartments
- Individual Tourist Attractions
- Caravan & Holiday Parks
- Regular Website & Digital Promotion



# OUR DEADLINES, RATES & DIMENSIONS

## OUR DEADLINES

SEASON	ISSUE #	CIRCULATION	DEADLINE*
Autumn 2026	1	Mar/Apr/May	01 Feb 2026
Winter 2026	2	Jun/Jul/Aug	01 May 2026
Spring 2026	3	Sep/Oct/Nov	01 Aug 2026
Summer 2026/2027	4	Dec/Jan/Feb	01 Nov 2026

## OUR ADVERTISING RATES + GST 10%

	STANDARD	4 ISSUES (PER ISSUE)
Quarter Page	\$1,795	\$1,625
Third Page	\$2,200	\$2,050
Half Page	\$2,895	\$2,550
Full Page	\$3,995	\$3,650
Double Page Spread	\$6,595	\$5,295
Back Cover	\$7,000	\$5,500
Inside Front Cover FULL PAGE	\$5,500	\$4,500
Front Cover (INCLUDES 2X FULL PAGE EDITORIAL)	\$12,000	-

### Technical Specifications

**Bleed:** At least 3mm on each side for applicable ads

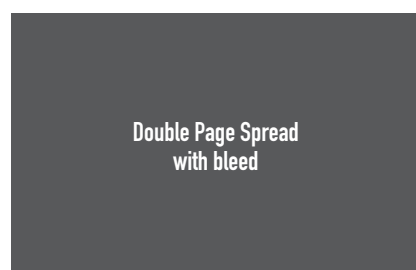
**File Types:** We accept PDF files, Tiffs or high resolution jpegs for supplied advertisements. Adobe Photoshop and Illustrator files are also accepted. We do not accept Publisher, Corel Draw or Microsoft Word documents for finished art.

**Tech Specs:** All artwork must be supplied at 300dpi (minimum) in CMYK colour. All text must be converted to outlines/paths for Illustrator or EPS files. If supplying text for advertisements to be typeset, please supply in MS Word or TXT file.

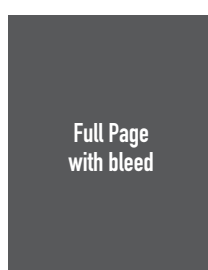
**Responsibility Waiver:** No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement.

**\*If we are designing your advertisement your material must be given to us at least one week before this deadline.**

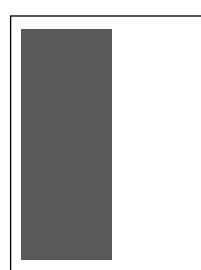
## OUR DIMENSIONS



Bleed Size: 303mm h x 426mm w  
Trim Size: 297mm h x 420mm w



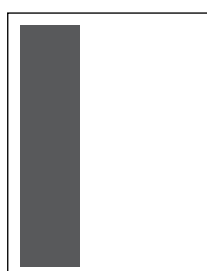
Bleed Size:  
303mm h x 216mm w  
Trim Size:  
297mm h x 210mm w



Half Page Vertical  
267mm h x 92mm w



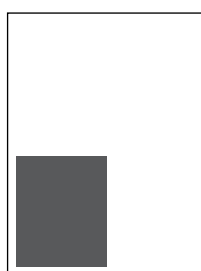
Half Page Horizontal  
130mm h x 190mm w



Third Page Vertical  
267mm h x 61mm w



Third Page Horizontal  
87mm h x 190mm w



Quarter Page  
130mm h x 92mm w



Our Australia Magazine