

OUR australia MAGAZINE



AUSTRALIA TRAVEL MAGAZINE
Profiling Australia across all seasons

Media Kit 2026

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.

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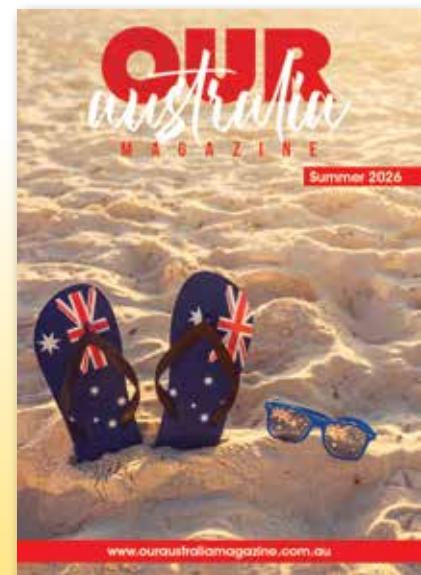
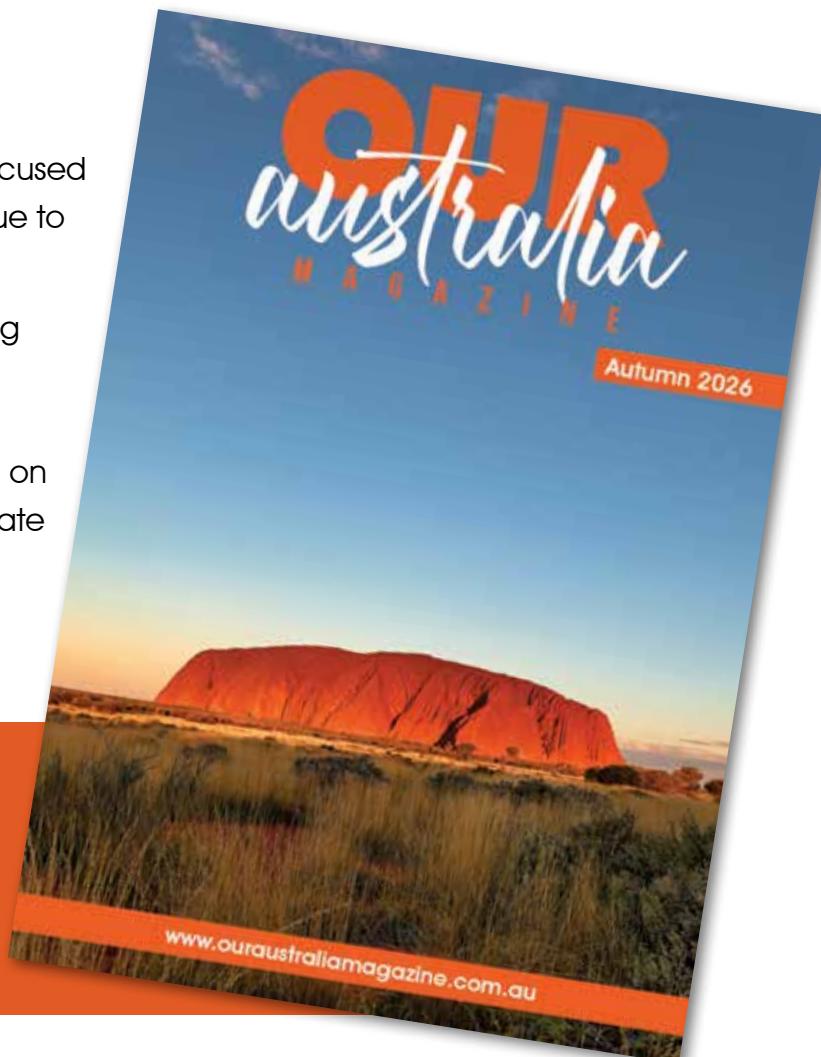
OUR CONTENT

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

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 supporting 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	-

OUR DIMENSIONS

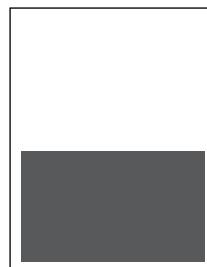
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Trim Size: 297mm h x 420mm w

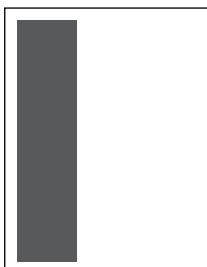
Full Page with bleed

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

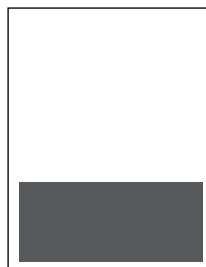
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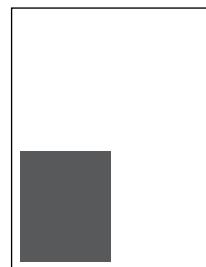
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Third Page Vertical
267mm h x 61mm w



Third Page Horizontal
87mm h x 190mm w



Quarter Page
130mm h x 92mm w

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.



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