

# BRAND KIT

Create brand demand where  
there's travel demand

2025



01

Qantas audiences  
value travel over  
everything else

“New travel experiences” is the

NO.1

*luxury for Qantas audiences^*

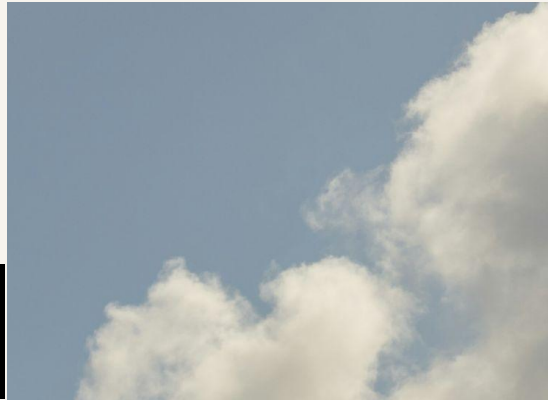
02

# DEMAND IS RISING...

28M+ passengers each year,  
+8% compared to FY23\*

*Qantas audiences are*  
**170%**

more likely to travel for **leisure**  
than the general population^



*And*

**270%**

more likely to travel for **business**  
than the general population^





Travel improves how we feel...

97%

of Australians feel happier  
when they have a trip planned^

Planning travel allows over

3 IN 4

to feel more control^

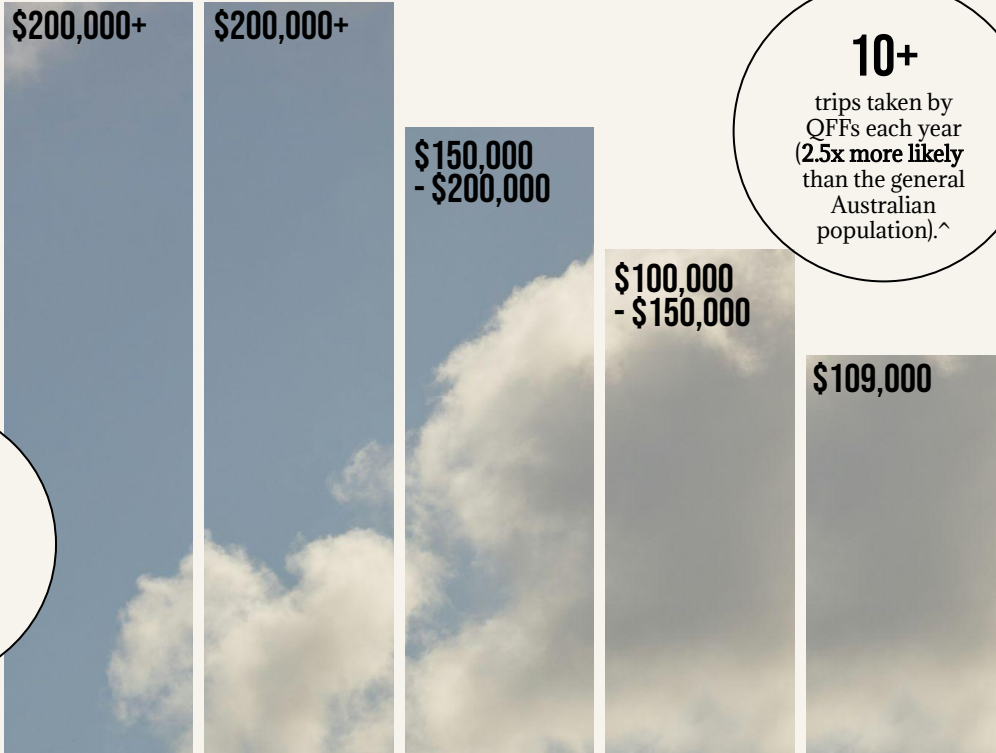


# THE MOST-VALUABLE AUDIENCES TRAVEL REGULARLY

Each Qantas Frequent Flyer tier has a higher average income than that of the general Australian population.

Platinum One members take an average of **69 flights annually** ~

**10+** trips taken by QFFs each year (**2.5x more likely** than the general Australian population).^



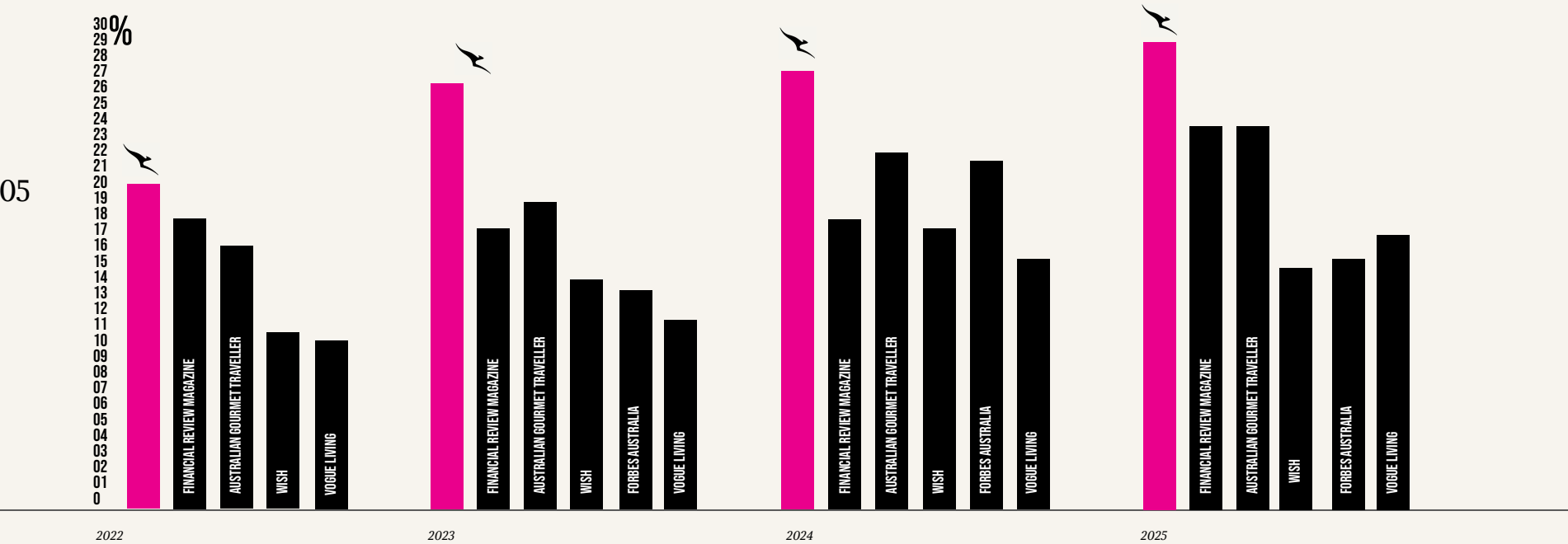
Platinum/  
Platinum One\*      Gold\*      Silver\*      Bronze\*      Australian Population^

Source: ~Qantas data June 2024, ^Roy Morgan, June 2025 \*Travel Insider Survey, 2024



# AND WE CONSISTENTLY OUTPACE OUR COMPETITORS

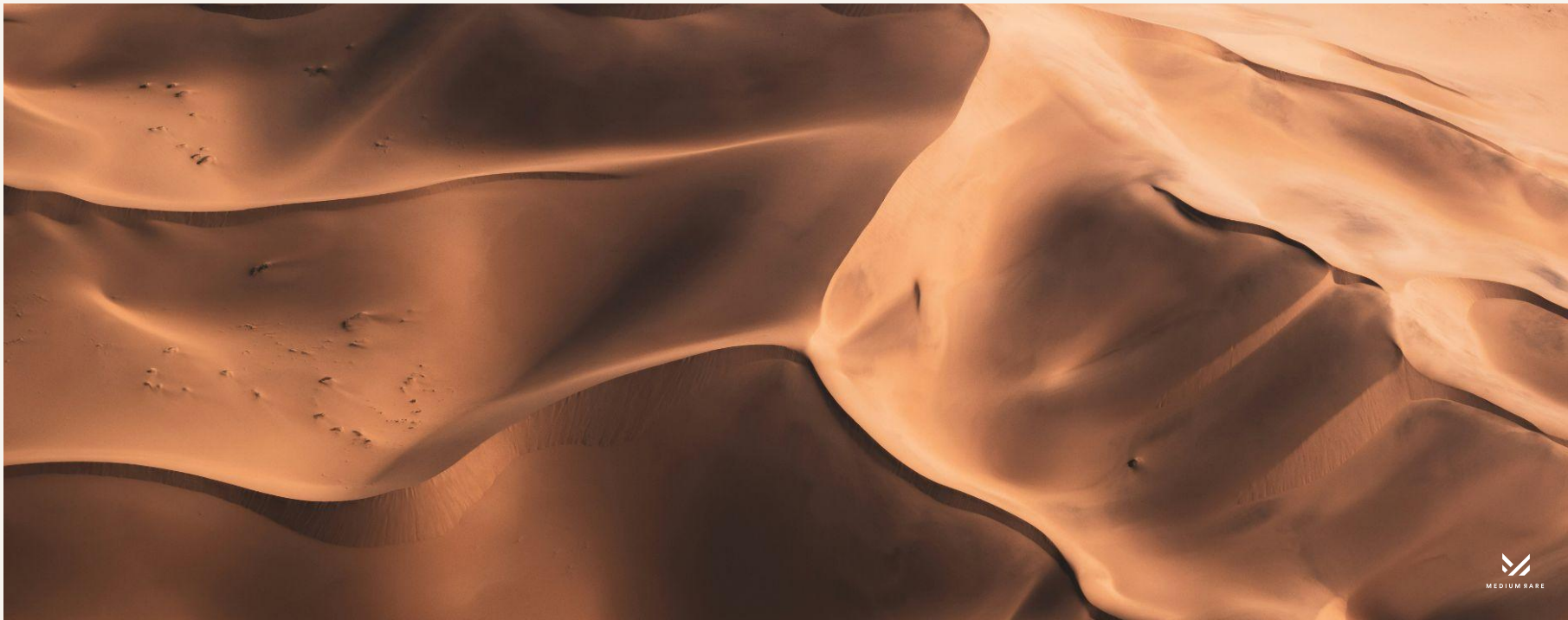
HOUSEHOLD INCOME OF \$250K OR MORE



Source: Roy Morgan, June 2025, Household income \$250k or more

# WE DELIVER IMMERSIVE CONTENT THROUGH THE ENTIRE TRAVEL PLANNING JOURNEY

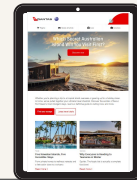
06





# INFLUENCE TRAVELLERS ACROSS A MULTI-CHANNEL ECOSYSTEM

**14.3 MILLION+**  
*Brand Connections*



**Qantas magazine**  
captivates active travellers  
when they are receptive to  
new inspiration.

Our travel content transports  
readers to the most incredible  
destinations here and  
overseas, while our business  
pages connect readers with  
the most influential business  
leaders in the country.

**538,000\***  
monthly readers

**Travel Insider  
website**  
creates ease during research  
by guiding travellers on  
"where", "what" and "how".

As the inspirational arm  
of qantas.com, Travel Insider  
has emerged as Australia's  
most trusted and visited  
source of travel information,  
trends and inspiration.

**209,540 \*\***  
Average unique users  
per month^

**@qftravelinsider  
Instagram**  
sparks curiosity among  
avid travel fans to seek  
further information.

Travel Insider's Instagram  
uncovers the best of travel  
and hidden gems worth  
exploring right now.

**81K +**  
Instagram Followers^

**Qantas Travel  
Insider EDM**  
drives plans and bookings  
among qualified travel  
intenders.

A curated edit of the most  
compelling stories, articles  
and galleries from the  
Travel Insider website.

**Sent to  
4.2M +**  
subscribers twice  
a month\*\*\*

**Platinum One**  
creates meaningful connections  
with our high-net-worth travellers.

Exclusive access to Platinum One  
Qantas Frequent Flyers via:

- **Keepsake editions** delivered  
to their homes in June and  
December.
- **Custom event experiences**  
in which Platinum One guests  
are selected based on their  
interest in your category.

**80,000**  
copies delivered to Platinum One  
and Platinum members

**Signature  
experiences  
and content**  
immerse audiences in the world of  
travel through *Qantas* magazine and  
Travel Insider's editorial expertise.

Our signature experiences and  
content engage with different  
traveller segments:

- **Think.** C-suite business  
travellers
- **Trip Around The World**  
Passionate and loyal travellers
- **Brand Partnerships** Curious  
Australian travellers

# ACCESS PREMIUM TRAVELLERS

## C-Suite Business Travellers

Qantas magazine readers are nearly twice as likely to be C-Suite executives\*

Qantas magazine readers are 85% more likely to be business decision-makers\*

## Passionate and Loyal Travellers

9 in 10 readers are interested in experiencing further travel^ Qantas magazine readers are 2.5x more likely to book trips more frequently than the Australian population^

## Most Premium Travellers

Platinum One members are 5x more likely to be in the top affluence band compared to the Australian population~

84% of Platinum One members travel in the First or Business cabins~

## Curious Australian Travellers

Qantas magazine readers are 1.2x more likely to look for new experiences than the Australian population\*

There are more than 16.4 million Qantas Frequent Flyer members^^

# ***QANTAS*** MAGAZINE

Captivate active travellers  
when they are receptive  
to new inspiration

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## From the editor

“The year ahead brings fresh enthusiasm for travel, a renewed appetite for quality journalism and a continued evolution for *Qantas* magazine and *Travel Insider*. Worldly and well-travelled, our audiences continue to seek out meaningful and memorable destinations and experiences. More than ever, our role is to inspire through rich storytelling and trusted recommendations – from the place to dine and the wine to sip to the designer to know and the business insights to be across. While some of our most loved and successful properties, such as *Epic Stays*, *Food & Drink* and *Destination Next*, will be returning, 2025 will bring some exciting new initiatives. I’m thrilled to invite you along for the journey.”

**Genevra Leek**  
Editor-in-Chief  
*Qantas* and *Travel Insider*



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*Qantas* magazine reaches  
Australia's most premium  
audiences and they're  
spending *more* time with  
our content.

538,000

readers\*

\$188,820

average household income\*  
And nearly 4x more likely to have  
a personal income of  
\$300,000-plus

+10% INCREASE

in readers spending up to 1 hour  
reading *Qantas* magazine^

85% MORE LIKELY

to be a Business Decision-Maker and nearly 2x more  
likely to hold Capital-Suite positions compared  
to the general Australian population.\*

# QANTAS MAGAZINE INSPIRES BRAND ACTION BEYOND TRAVEL

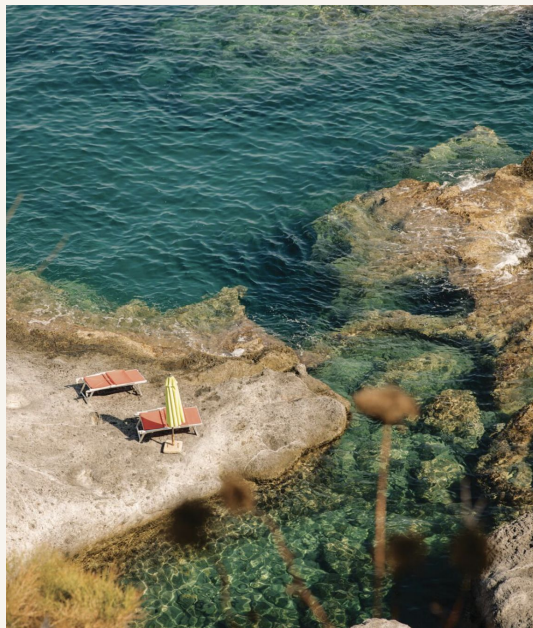


**+19% INCREASE YOY**

readers seek additional information about brands seen in *Qantas* magazine

**+111% INCREASE YOY**

readers take *Qantas* magazine off the aircraft and read it elsewhere



**+22% INCREASE YOY**

readers consider a purchase or booking after reading *Qantas* magazine



# QANTAS MAGAZINE EDITORIAL PILLARS



## The List

From the can't-miss events to the hottest venue opening, plus the hotel to know, short break to book, neighbourhood to explore, drive to have and timepiece to covet.



## The Menu

This is the definitive round-up of the best bars and restaurants, world-class chef recommendations, regional highlights and trends you need to know about.



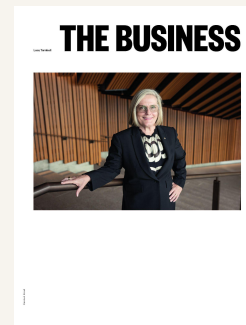
## The Journey

Encapsulating the awe, wonder and indulgence of world travel. Immerse yourself in some of the planet's most incredible destinations, from across Australia to the far reaches of the globe.



## The Look

Architecture, interiors, art, fine jewellery and fashion: these are the spaces we inhabit and the items that we surround ourselves with – and each one is created by design.



## The Business

Dedicated to the C-suites, we tap the heavy-hitters, thought leaders and movers and shakers of the corporate world to showcase the trends, insights and success stories.

# 2025 THEMES

## January 2025

Travel: *Transformations*

Signature Moment: *Australian Open*

## February 2025

Travel: *Australia Now*

Signature Moment: *Wine Regions*

## March 2025

Travel: *Follow The Leader*

Signature Moment: *Cruise Special*

## April 2025

Travel: *Adventure*

Signature Moment: *Touring*

## May 2025

Travel: *Short Breaks*

Signature Moment: *Western Australia*

## June 2025

Travel: *Epic Stays*

Signature Moment: *River Cruising*

Design: *Watch Special*

## July 2025

Travel: *Classics*

Signature Moment: *Tasmania*

Design: *Jewellery Special*

## August 2025

Travel: *Islands*

Signature Moment: *Brisbane*

## September 2025

Travel: *Unreal*

Signature Moment: *New Zealand*

## October 2025

Travel: *Eat & Drink*

Signature Moment: *Cruise Special*

Design: *Watch Special*

## November 2025

Destination Next Special Edition

## December 2025

Travel: *Down Time*

Signature Moment: *Arts & Culture*

Design: *Jewellery Special*



# TRAVEL INSIDER

Create ease for travellers by guiding research  
on “where”, “what” and “how”

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Qantas Travel Insider  
reaches and engages high-value  
traveller audiences

209,540

*unique visitors per month^*

2,662,270

*average page views  
per month^*

4.54 MINS

*average time onsite^*

\$149,790

*average household  
income\**

45%

*big spenders\**

26%

*AB quintile\**

# TRAVEL INSIDER HAS INCREASED ITS ROLE IN DRIVING TRAVEL PLANNING AND PURCHASES



**+46% INCREASE YOY**  
planning more holidays\*

Source: \*Travel Insider Survey, 2024, ^Adobe Analytics, TI to qantas.com referral visits & conversions, Jan - Dec 2023 vs. Jan - Dec 2024

**+167% INCREASE YOY**  
would consider the brand\*



**+1.6 MILLION**  
leads to qantas.com booking pages,  
**+43% YOY^**

# TRAVEL INSIDER EDITORIAL PILLARS



## Explore

Unpacking more than 40 destinations, from the latest openings to local knowledge and hidden gems, the perfect holiday starts here.



## Eat & Drink

Dedicated to bringing our audiences the hottest food, restaurant and drink trends from Australia and around the globe.



## Travel Tips

Expert reviews on must-have travel items, plus tailored destination guides from Qantas Frequent Flyers, this is the most trusted source for avid travellers.



## Trending

Keeps travellers in the know with the latest discoveries from Australia and around the globe..



## Experiences

From local short breaks to cruise itineraries, we feature the best choices for passionate travellers to see and do.



## Lifestyle

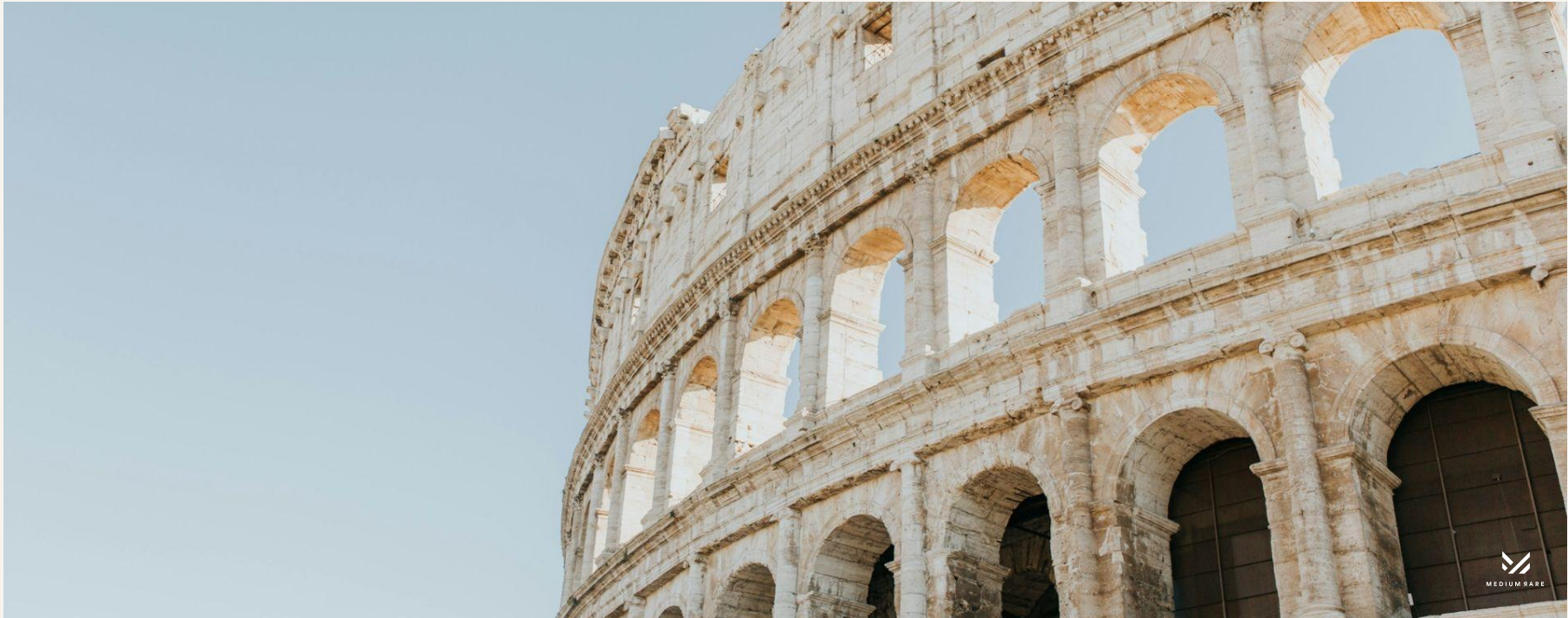
Business, people, style, tech, books, podcasts and more. This content keeps travellers up-to-date on essential national and global information.



# @QFTRAVELINSIDER

Sparks curiosity and  
inspires avid travel fans to  
seek further information

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@qftravelinsider Instagram  
content inspires awe

81,000+

Instagram followers\*

Experts in engagement to drive action

Average  
engagement\*

3.73%

Compared to  
industry average^

1.2%

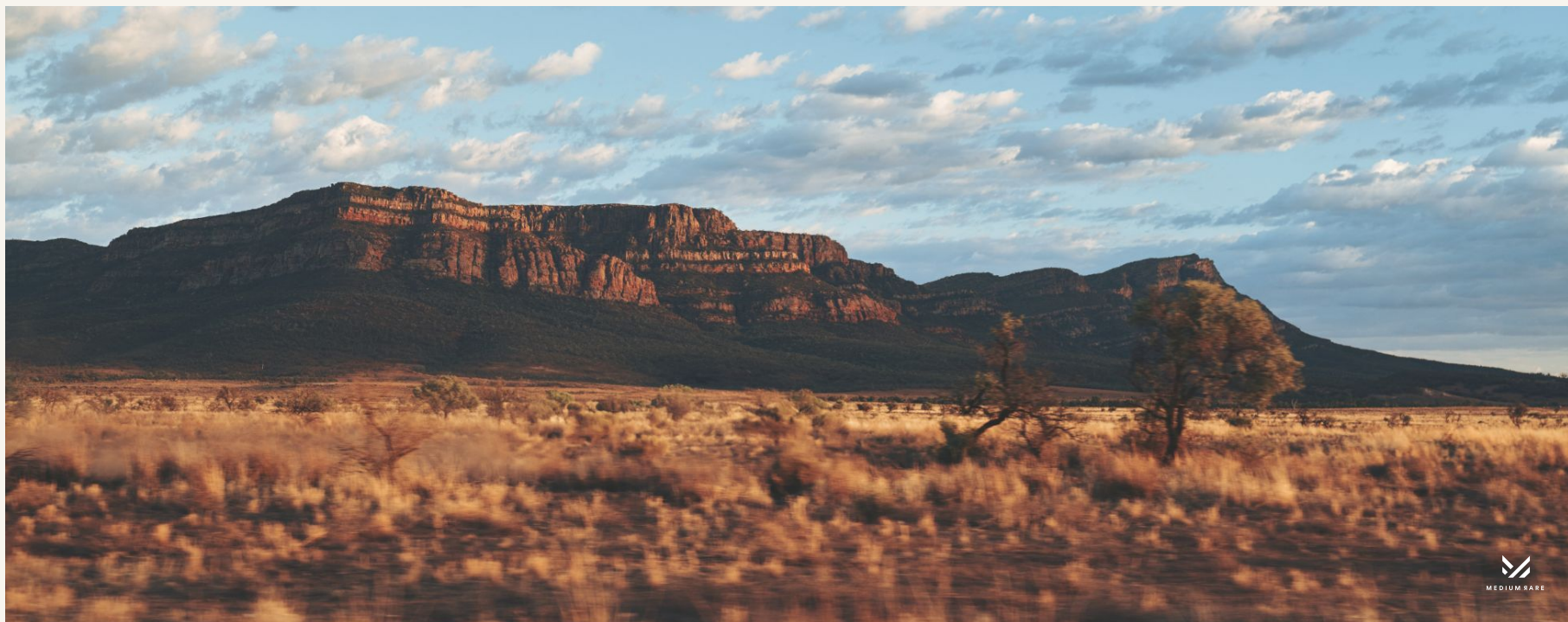


NEW:  
Paid partnerships  
on  
@qftravelinsider

# QANTAS TRAVEL INSIDER EDM

Drives plans and  
bookings for qualified  
travel intenders

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Qantas Travel Insider EDM  
curates unmissable Travel Insider  
recommendations

**4.2 MILLION +**

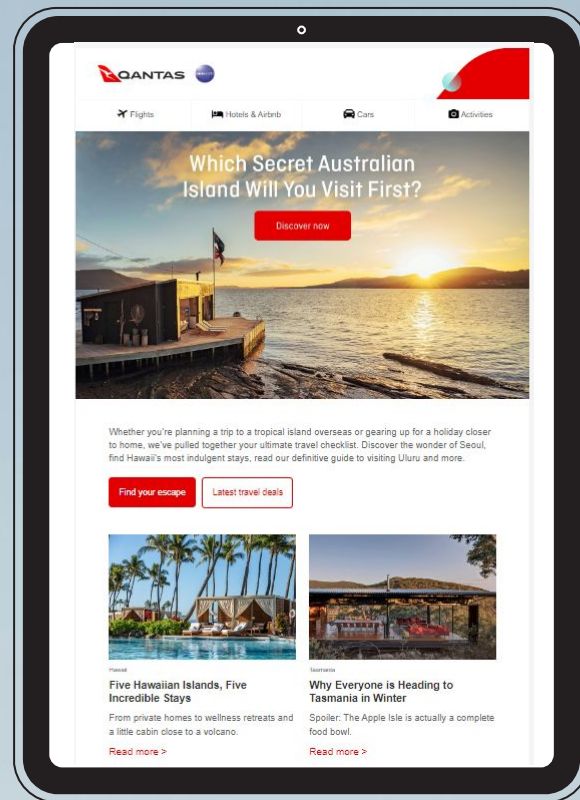
*subscribers\**

### *Exceptionally active database*

We segment EDM sends based on subscriber engagement and/or recent interest in specific destinations.

Two  
targeted EDM  
sends per month

Travel Insider EDM generates  
more onsite engagement and  
longer dwell time than social^





# PLATINUM ONE

Create meaningful connections with  
our high-net-worth travellers



Platinum One  
is Qantas's highest  
member tier and it  
can only be earned  
by flying.

80,000

*Platinum Edition copies delivered to members' homes*

20X

more likely to spend on  
luxury motor vehicles

19X

more likely to spend  
at luxury boutiques

8.5X

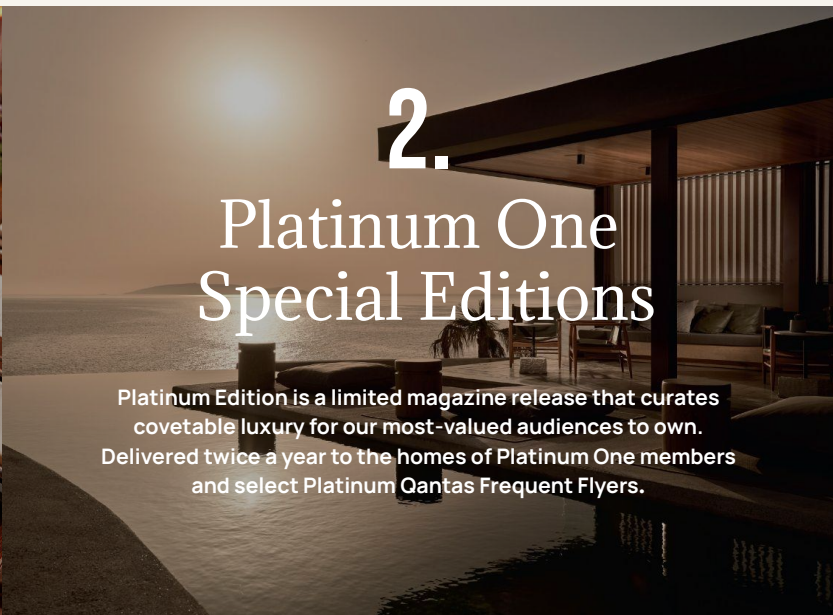
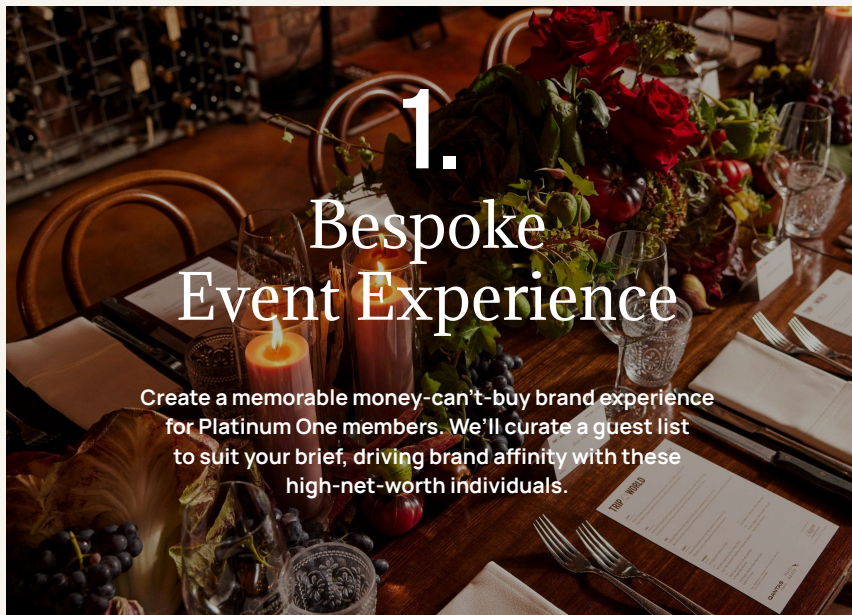
more likely to spend  
on luxury watches





# EXCLUSIVE ACCESS TO PLATINUM ONE MEMBERS IN PERSON AND AT HOME

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# SIGNATURE EXPERIENCES AND CONTENT

**QANTAS**

TRAVEL  
INSIDER

Immerse audiences in the world  
of travel through *Qantas* magazine and  
Travel Insider's editorial expertise



#### C-SUITE BUSINESS TRAVELLERS

## Think.

Access C-suite business travellers and align with thought leadership from Australia's brightest minds.

Now in its sixth year, Think. is an event and content series that's well-established and highly anticipated among business decision-makers.

#### PASSIONATE AND LOYAL TRAVELLERS

## Trip Around The World

Connect with Platinum One travellers through their passions and introduce your brand to this receptive, affluent audience.

Trip Around The World transforms invite-only dinner bookings into moments of awe for the ultimate travel-lover.

#### CURIOUS AUSTRALIAN TRAVELLERS

## Brand Partnership

Captivate Australian travellers with engaging storytelling that celebrates your brand.

Our bespoke partnerships are an opportunity to grow your brand through a highly creative collaboration.



# DEADLINES AND SPECIFICATIONS

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# QANTAS MAGAZINE DEADLINES + SPECIFICATIONS

FY26	ON BOARD	BOOKING/CANCELLATION DEADLINE	MATERIAL DEADLINE	INSERTS TO PRINTER	NATIVE DEADLINE
July	1 July 2025	20 May 2025	27 May 2025	5 July 2025	Minimum four weeks prior to material deadline. Inserts based on confirmation from MRCA.
August	1 August 2025	24 June 2025	1 July 2025	10 July 2025	
September	1 September 2025	22 July 2025	29 July 2025	7 August 2025	
October	1 October 2025	19 August 2025	26 August 2025	4 September 2025	
November	1 November 2025	23 September 2025	30 September 2025	9 October 2025	
December	1 December 2025	21 October 2025	28 October 2025	6 November 2025	
January	1 January 2026	17 November 2025	24 November 2025	3 December 2025	
February	1 February 2026	5 December 2025	12 December 2025	8 January 2026	
March	1 March 2026	16 January 2026	23 January 2026	4 February 2026	
April	1 April 2026	17 February 2026	24 February 2026	5 March 2026	
May	1 May 2026	19 March 2026	26 March 2026	8 April 2026	
June	1 June 2026	20 April 2026	27 April 2026	6 May 2026	

SIZE	TRIM SIZE	TYPE/DESIGN AREA	BLEED
Double-page Spread	To be supplied as two single full pages		
Full Page	275mm x 210mm wide	255mm x 190mm wide	285mm x 220mm wide
Half-page Vertical	275mm x 100mm wide	255mm x 80mm wide	285mm x 110mm wide
Half-page Horizontal	135mm x 210mm wide	115mm x 190mm wide	145mm x 220mm wide
Third-page Vertical	275mm x 70mm wide	255mm x 50mm wide	285mm x 80mm wide
OFC or OBC Gatefold DPS	275mm x 404mm wide	255mm x 384mm wide	285mm x 414mm wide
OFC or OBC Gatefold Flap	275mm x 197mm wide	255mm x 177mm wide	285mm x 207mm wide
OBC	275mm x 207 mm wide	259mm x 191mm wide	285mm x 217mm wide

## THE PLATINUM EDITION

2025	POSTED ON	BOOKING/CANCELLATION DEADLINE	MATERIAL DEADLINE	INSERTS TO PRINTER
June 2025	14 June 2025	2 May 2025	9 May 2025	22 May 2025
December 2025	14 December 2025	17 October 2025	24 October 2025	1 November 2025

SIZE	TRIM SIZE	TYPE/DESIGN AREA	BLEED
IFC or OBC DPS gatefold (4 pages) *File to be supplied as one piece of material, 434mm wide (212mm/222mm).	270mm x 434mm wide	254mm x 418mm wide	280mm x 444mm wide
DPS	Supplied as two single FPC	Supplied as two single FPC	Supplied as two single FPC
FPC	270mm x 225mm wide	254mm x 196mm wide	280mm x 235mm wide

**Note:** Qantas approval required on all inserts subject to 100% confirmation. Qantas requests all inserts to be bound. All inserts must include an advertising backing page. All inserts exclude production cost. Print material to be supplied via Quickcut (Adstream), Adsend or SENDiite. Specifications available at [mediumrarecontent.com](https://mediumrarecontent.com). The inside and outside back cover gatefold (BCG) cannot be purchased separately. Production included.



# TRAVEL INSIDER DEADLINES + SPECIFICATIONS

CHANNELS	BOOKING DATE	MATERIAL DATE
Qantas Travel Insider website	Minimum two weeks prior to start date	Two weeks prior to start date
Travel Insider EDM	Minimum three weeks prior to start date	Two weeks prior to start date
Native Content (article and/or gallery)	Minimum four weeks prior to start date	Minimum four weeks prior to start date

## SPECIFICATIONS – STANDARD AND RICH MEDIA

ASSET	DIMENSIONS	MAX FILE SIZE	FILE FORMAT
Mrec	300px wide x 250px high	80KB	GIF/JPEG/PNG images, or as 3rd party redirect tags
Leaderboard	Desktop 728px wide x 90px high Mobile 320px wide x 50px high	80KB	GIF/JPEG/PNG images, or as 3rd party redirect tags
Half Page	300px wide x 600px high	80KB	GIF/JPEG/PNG images, or as 3rd party redirect tags
Sticky Skins*	250px wide x 1050px high	100KB	GIF/JPEG/PNG images
RMX Mrec	300px wide x 225px high	2.2MB	MP4, GIF/JPEG/PNG images, or as 3rd party redirect tags
Billboard	970px wide x 250px high	2.2MB	MP4, GIF/JPEG/PNG images, or as 3rd party redirect tags
TruSkin	Desktop 1920x1080px x 460x1080px x 1000x250px x 1000x100px Mobile 375x110px x 375x667px x 355x100px	2MB	Layered PSD, MP4, GIF/JPEG/PNG images or as 3rd party redirect tags
Brand Story	640px wide x 1136px high	2MB	Layered PSD, GIF/JPEG/PNG images or as 3rd party redirect tags
ScrollX	375px wide x 667px high	2MB	Layered PSD, MP4, GIF/JPEG/PNG images or as 3rd party redirect tags

## SPECIFICATIONS – EDM SOLUS AD UNIT

ASSET	DIMENSIONS	MAX FILE SIZE	FILE FORMAT
Mrec	600px wide x 500px high	40KB	JPEG image only. Cannot be 3rd party ad served

**Note:** Inquire with a Qantas magazine sales representative for more information on desktop and mobile rich media specifications and guidelines  
[mediumrarecontent.com/advertise/qantas-digital-ad-specs/](mailto:mediumrarecontent.com/advertise/qantas-digital-ad-specs/)



# CONSISTENTLY AWARD-WINNING BRAND



**2023 CMA Winner, International**  
GOLD Best Use of Monetised Content Publication Design



**2023 CMA Winner, UK**  
GOLD Best Publication Design



**2022 CMA Winner, US**  
Best Transportation Publication



**2022 CMA Winner, UK**  
GOLD Best Travel



**2022 CMA Winner, US**  
Best Content-driven Website



**2022 CMA Winner, UK**  
Best Use of Monetised Content

➤ Partner with us today  
[qantasadvertising@mediumrarecontent.com](mailto:qantasadvertising@mediumrarecontent.com)