

**AUSTRALIAN**

# **COUNTRY**

**YOUR CONTEMPORARY COUNTRY LIFESTYLE MAGAZINE**



**MEDIA KIT 2017**

**NOW REACHING 164,000 READERS**

# Celebrating the Australian Country



Edited by Kirsty McKenzie, a country girl at heart who was born and raised in the Queensland outback, *Australian Country* is compiled by a team passionate about rural Australia for those who are interested in our diverse and fascinating land. By showcasing the intriguing lifestyles of regular country families, sprawling homesteads, charming cottages, cuisines, antiques and collectables, *Australian Country* inspires readers to recreate the country lifestyle in their own home no matter where they live.

Nearly half of all consumers trust and believe the advertising in magazines — that's more than any other medium. More than 80% of readers keep *Australian Country* to refer back to at a later date,\*\* which means *Australian Country* not only has a long shelf life guaranteeing continued exposure to your business and brand, but our content, including advertising, is trusted by our readers.

"*Australian Country* is a quirky and stylish magazine dedicated to celebrating the best of our country lifestyle. Each issue of *Australian Country* provides readers with inspirational stories from the vast swathe of Australian beyond the metropolitan fringes.

Our travel stories encourage readers to venture off the beaten track, whether in Australia or lesser visited overseas destinations. We care deeply about this incredible land we call home, and try to weave a sustainable message into every story in the magazine. We have a social conscience and we support charities and good causes.

*Australian Country* is not a celebrity magazine; it's a magazine devoted to covering the parts of Australia the others overlook."

Readership:

**164,000\***

Circulation:

**35,000**

Newsagents:

**3000**

Frequency:

**6 issues per year**

Cover price:

**\$8.95**

Available on:

**Google Play, Zinio, Apple,  
Nook & Pocket Mags**

*Kirsty*

Kirsty McKenzie, Editor  
Universal Media



## Meet the reader

- The audience is predominately female (75% are women)
- Two thirds are between 35 and 70 years old
- Three quarters live outside metro areas, with the highest percentage in Qld and NSW
- 85% live in a freestanding home with almost half owning it
- Almost 70% are in a relationship
- 46% have children living at home

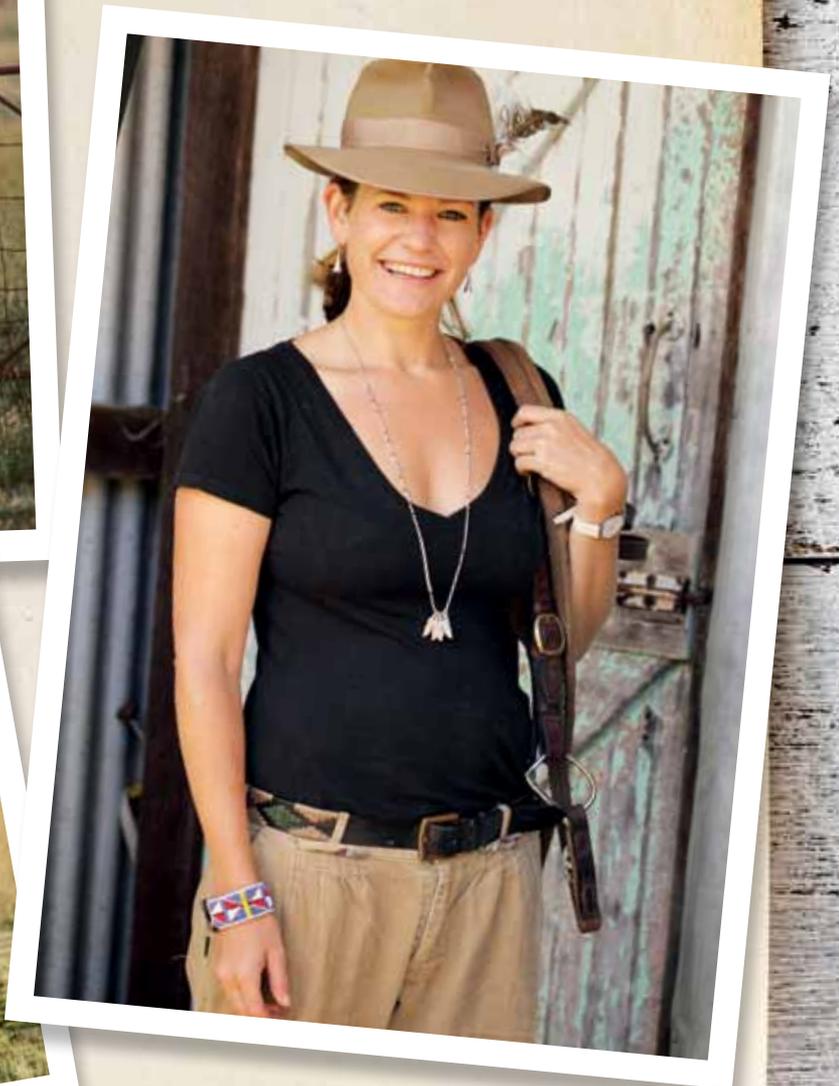
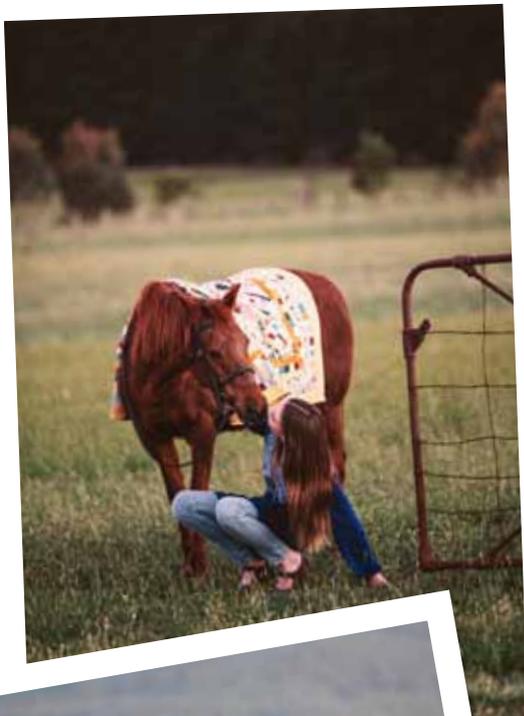


### TRAVEL

66% of visitors travelled within their state or territory

34% of visitors travelled interstate

55% of Australian Country readers take a short break every 6 months



## Regular features

- **MY LIFE IN THE COUNTRY**  
Ordinary Australians living extraordinary lives in the country.
- **HERITAGE ORDERS**  
At home with the residents of a property with a historic background.
- **INSPIRED BY COUNTRY**  
Bringing the country connections into the urban environment.
- **PRODUCER PROFILE**  
Up close and personal with the grower or maker of extraordinary Australian product.
- **ESCAPE ROUTES**  
Traveling to an exploring the lesser known parts of the country and abroad.
- **FASHION**  
Quarterly seasonal lifestyle fashion shoot.
- **FOOD FILES**  
Showcasing home-grown producers who know how to make the most of seasonal produce.
- **GARDEN PROFILE**  
Spotlight on a garden in its seasonal glory.
- **ARTIST IN RESIDENCE/COLLECTOR PROFILE**

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## FEATURES LIST

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### 20.3 ON SALE APRIL 13, 2017

Mother's Day Gift Guide  
Baker's Dozen: Kiss goodbye to MS  
Service Feature: Heating and Kitchen

### 20.4 ON SALE JULY 6, 2017

Fashion: Winter  
Baker's Dozen: Retro  
Service Feature: Cosying Up and Bedrooms

### 20.5 ON SALE SEPTEMBER 7, 2017

Fashion: Spring  
Baker's Dozen: Floral  
Service Feature: Garden & Outdoor Living

### 20.6 ON SALE NOVEMBER 2, 2017

Baker's Dozen: Charity Gifts  
Christmas Gift Guide

### 21.1 ON SALE JANUARY 4, 2018

Fashion: Summer  
Baker's Dozen: Teal Cervical Cancer Awareness  
Service Feature: The Great Outdoors

### 21.2 ON SALE MARCH, 2018

Fashion: Autumn  
Baker's Dozen: Eco Friendly

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## Digital Platforms

Examples of our digital platforms including the monthly Bush e-Telegraph and a custom EDM. Our partnership with Yealands Wines has proved very successful with average open and click-through rates for their promotions. Yealands chose to sponsor Bush Telegraph newsletter followed by an EDM.

One of our notable social media aspects is our competitions. Our digital media team organise monthly giveaways reaching thousands of valuable and interacting users. Not only does it bring more followers to your digital platforms, but is also encourages them to follow social media pages of brands and companies we are collaborating with.

Facebook:

**12,200**

@AustralianCountry

Instagram:

**2,850**

@australiancountrymag

Pinterest:

**488**

Website:

**3,300 users p/w**

**6,300 views p/w**

australiancountry.net.au

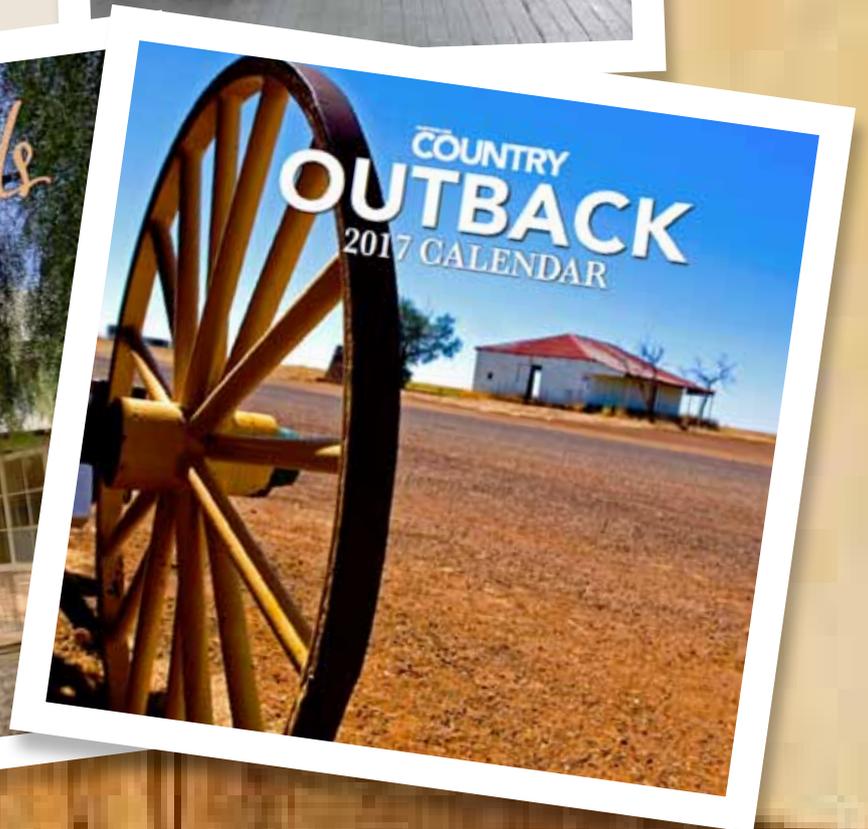
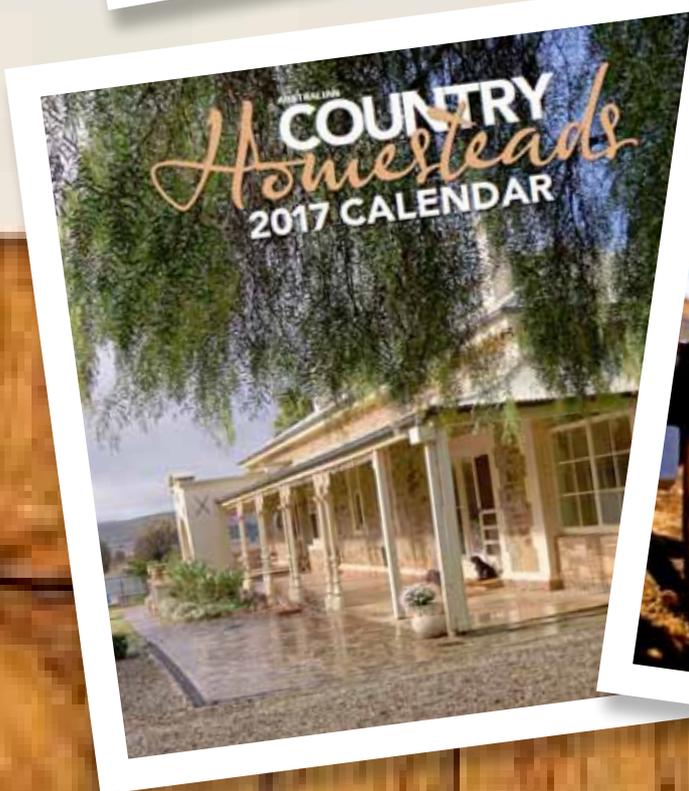
E-Newsletter:

**2500 subscribers**



## Brand Extensions

Every year Australian Country delivers a unique range of calendars, diaries and one-off special publications that capture the many moods of rural Australia.



# Advertising rates 2017

DISPLAY ADVERTISING	Casual	x 3 issues (6 months)	x 6 issues (12 months)
Double-page spread	\$3210	\$3015	\$2825
Full page	\$1910	\$1740	\$1575
1/2 page	\$1215	\$1095	\$975

MARKETPLACE ADVERTISING	Casual	x 3 issues (6 months)	x 6 issues (12 months)
1/2 page	\$625	\$540	\$490
1/4 page	\$425	\$375	\$295

\*Rates are excluding GST  
 \*Figures are per issue  
 \*Preferred position 10% loading

## Digital Rates

Ad Type	x 1 month	x 3 months	x 6 months
Leaderboard banner	\$400	\$370	\$350
Mrec	\$300	\$270	\$250

\*Rates are excluding GST  
 \*Rates are per month

## Sponsorship of E-News

Ad Type	x1	x3	x6	QTY per issue
Leaderboard banner	\$270	\$250	\$230	1
Premium Content Advertising	\$350	\$295	\$250	3-5
Content Advertising	\$280	\$260	\$240	3-5
Lower banner	\$250	\$230	\$210	1

\*Rates are excluding GST  
 \*Frequency: monthly

## Deadlines 2017/2018

ISSUE	BOOKINGS CLOSE	MATERIAL DUE	ON SALE
20.3 February	Jan 6	Feb 3	Apr 13
20.4 July/August	Mar 31	Apr 28	Jul 6
20.5 September/October	Jun 2	Jun 30	Sep 7
20.6 November/December	Jul 28	Aug 25	Nov 2
21.1 January/February	Sep 29	Oct 27	Jan 4

\*Cancellation deadline is 6 weeks prior to booking deadline

## ADVERTISING

Sales Manager: Fiona Collins  
fcollins@universalmagazines.com.au  
M: 0410 977 365

Advertising Manager, Vic: Angelos Tzovlas  
atzovlas@universalmagazines.com.au  
Ph: 03 9696 6404, M: 0433 567 071

Directory Sales: Angela Jevdich  
ajevdich@universalmagazines.com.au  
Ph: 02 9887 0641, M: 0402 010 529

## EDITORIAL

Editor: Kirsty McKenzie  
kmckenzie@universalmagazines.com.au  
Ph: 02 9887 0396

Editorial Assistant: Daria Kurilo  
dkurilo@universalmagazines.com.au  
Ph: 02 9887 0391

