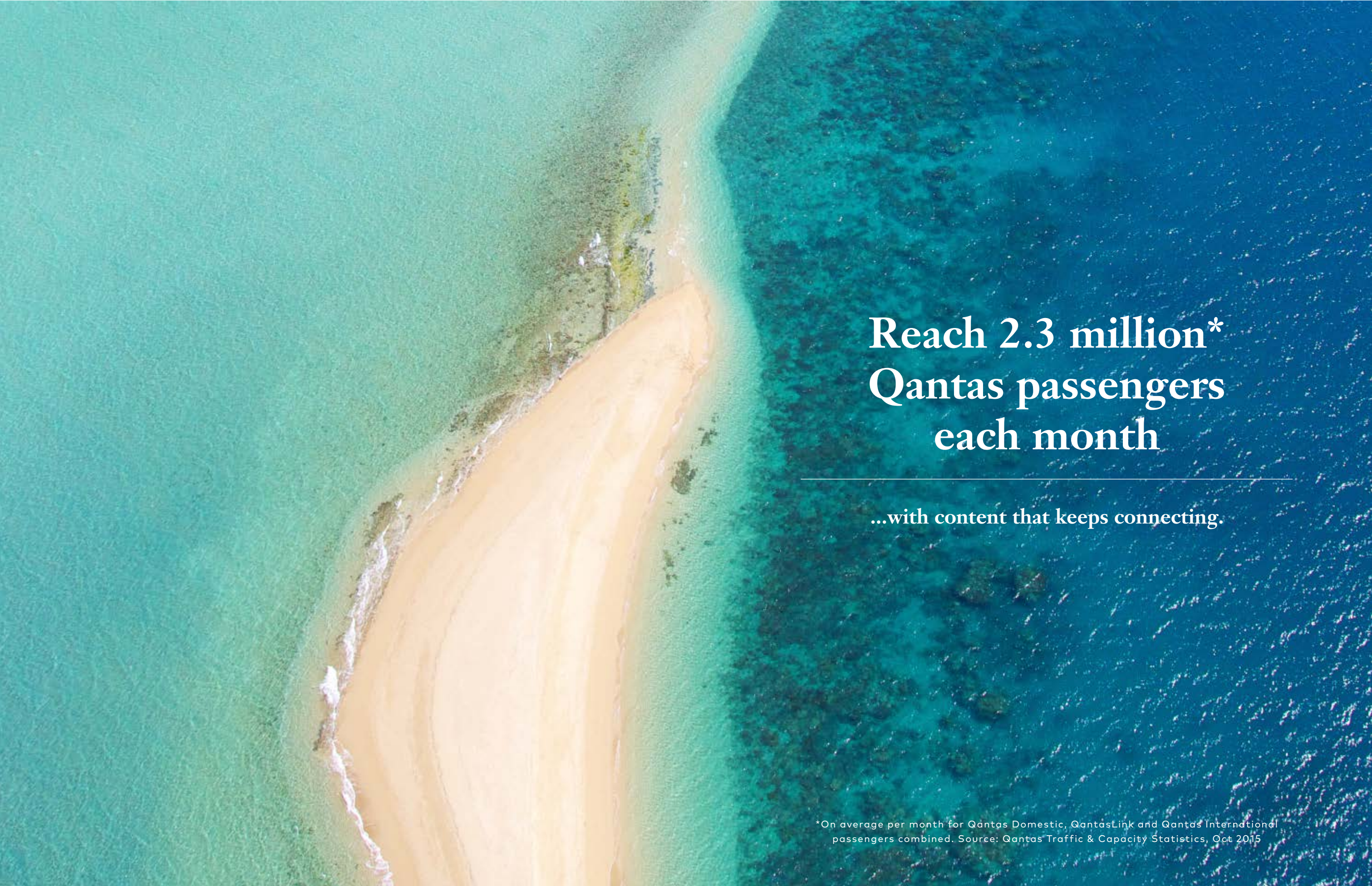




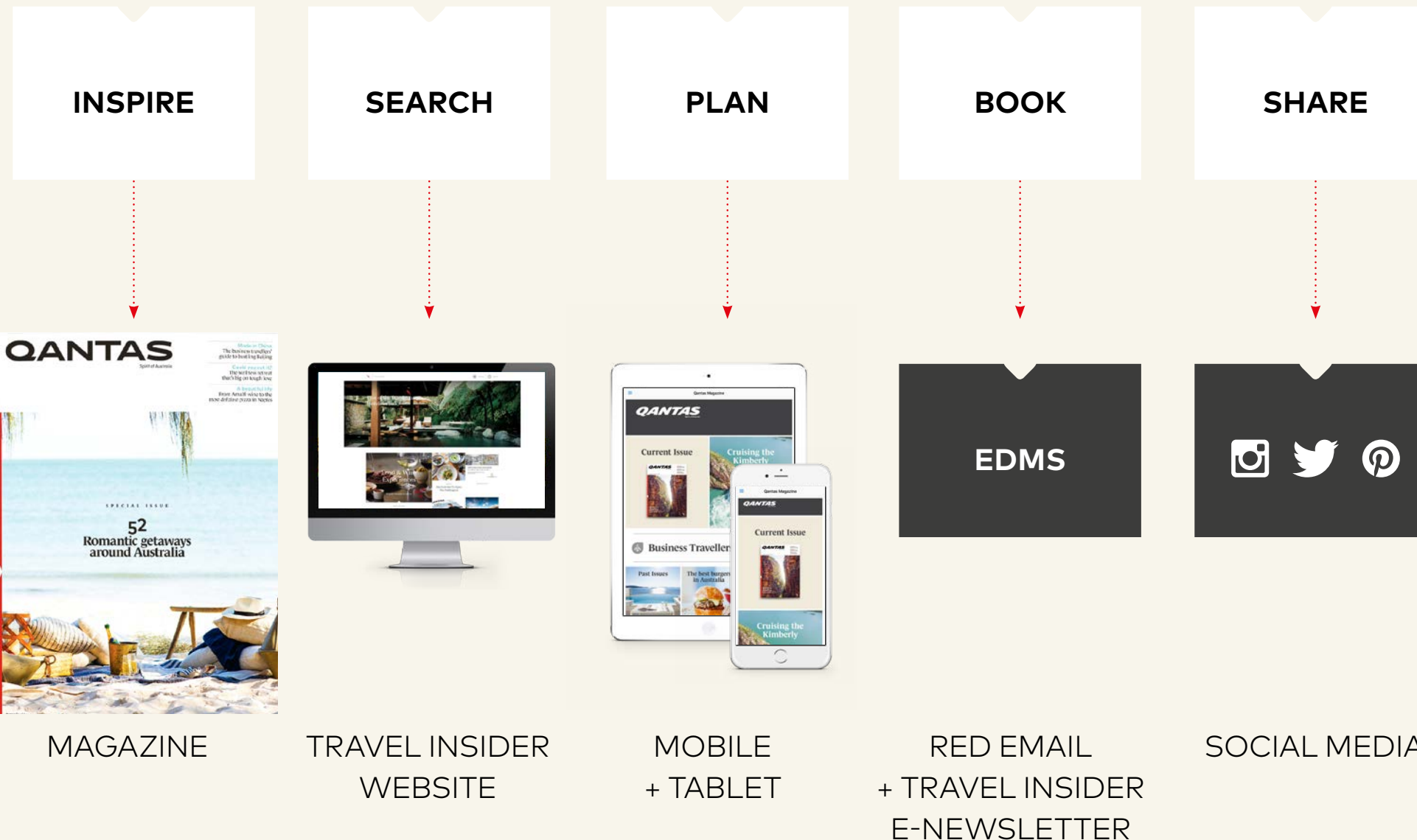


Reach 2.3 million*
Qantas passengers
each month

...with content that keeps connecting.

*On average per month for Qantas Domestic, QantasLink and Qantas International passengers combined. Source: Qantas Traffic & Capacity Statistics, Oct 2015

**A multimedia solution that reaches 2.3 million passengers
and puts your brand in direct contact with a hard-to-reach audience
who are highly desirable and captive.**



The *Qantas* magazine app "understands its audience perfectly. A beautiful reading experience combined with great engagement stats make this mag a stand-out."

**Magazine App Winner
Digital Magazine Awards 2015**



Editor of the Year –
Consumer Custom
**Kirsten Galliot,
Qantas magazine**

Salesperson/Team
of the Year
Qantas magazine

Best App on Mobile
or Tablet Device
Qantas magazine



OUR AUDIENCE



MAGAZINE

QANTAS MAGAZINE

440,000*
Readers

47 years*
Average age

61%*
Male

39%*
Female

50%*
AB readers

\$131,070*
Average personal income



APP

MAGAZINE APP

35,524**
Total app downloads

5,615**
Unique visitors per month

15,995**
Total visits per month

61,715**
Total page views per month

3 min 57 sec**
Average time spent



WEBSITE

TRAVEL INSIDER

187,000^
Users per month

1,684,056^^
Page views per month

16,800+
Twitter followers

27,100+
Instagram followers

2 million+
Subscribers to Travel Insider EDM

3 million+
Subscribers to Qantas Red Email

Sources: *Roy Morgan, September 2016; **Adobe Omniture, December 2016; ^Nielsen DRM, November 2016; ^^Google Analytics December 2016 Figures Accurate as at January 2017
Twitter and Instagram Figures accurate as at 11th January 2017

Despite the increased entertainment available,
9 out of 10 passengers spend more than
10 minutes reading Qantas magazine*

Qantas Magazine





QANTAS MAGAZINE

440,000 readers*

As the nation's No. 1 magazine in the Business and Airline categories, *Qantas* magazine reaches 440,000 readers each month. It's the most-read title in Australia by AB readers and business executives within these categories.*

The magazine offers a unique combination of travel news and in-depth features on local and international destinations, as well as business, sport, food, wine, style, arts, technology and luxury content – all written by highly respected contributors.



CONTENT

SECTIONS

QNews

Travel Insider

QBusiness

QStyle

Quisine

iQ

onQ entertainment



MONTHLY

QANTAS DISTRIBUTION

All Qantas Domestic, International and Regional flights.

All Qantas International First and Business Club Lounges.

All Qantas Domestic Chairman's, Platinum and Club Lounges.

5-STAR & BOUTIQUE HOTEL DISTRIBUTION

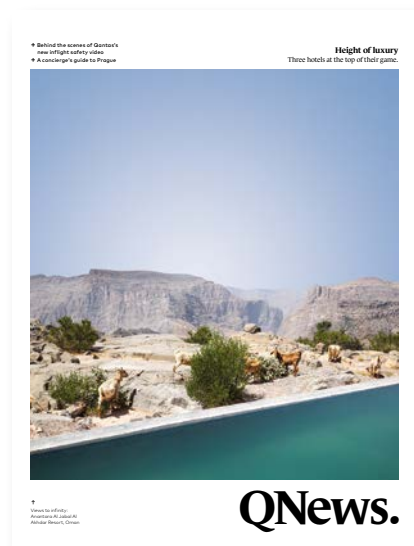
Melbourne: Park Hyatt, The Langham

Northern Territory: Longitude 131

Queensland: Sofitel Brisbane Club Sofitel Lounge, Pullman Cairns International, The New Inchcolm Hotel & Suites, Sheraton Grand Mirage Resort Gold Coast

South Australia: Southern Ocean Lodge, Hilton Adelaide

Sydney: Sheraton on the Park, The Darling, Astral, Park Hyatt



QNEWS & QSPIRIT

QNews highlights the newest hotels and restaurants, unusual destinations and the latest happenings around Australia, including a wrap-up of Qantas's own messages.

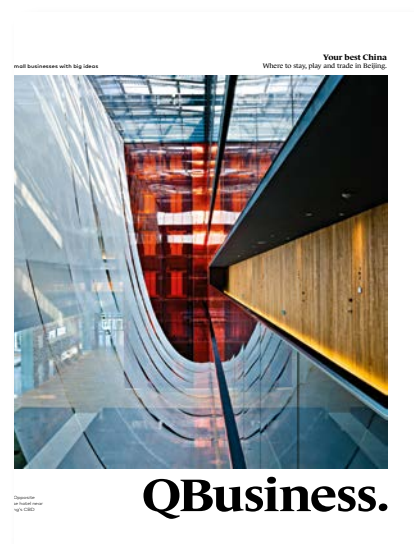
Travel moments stay with us and sustain us, which is why QSpirit features prominent Australians talking about their most memorable travel experiences, the secret histories behind some of the world's best hotels and extraordinary views from way up high.



TRAVEL INSIDER

With beautifully written and stunningly photographed features on the world's most exciting destinations, the magazine's Travel Insider section curates the very best of local and international luxury, adventure, food and wine, wellbeing, and family and business travel.

Driven by inspirational design and written by world-class journalists, Travel Insider delivers something for every reader. Each feature includes relevant pointers to getting the most out of each trip as well as easy-to-follow directions for exploring and booking the ultimate holiday.



QBUSINESS

QBusiness informs and inspires success in business. The Business Travellers' Guide in every issue shows how to get the best out of business travel, from which restaurants to book for a work lunch to where to stay.

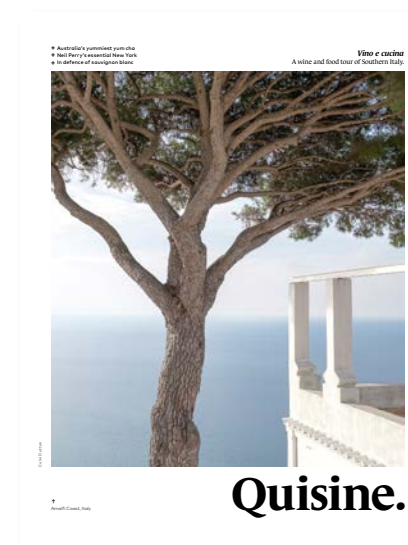
Our readers are leaders. Collective Genius we interview successful leaders and their mentors/partners who share their learnings to inspire success.



QSTYLE

Your dose of fashion, beauty and wellness, wrapped up in one very stylish package. QStyle is a sophisticated fashion primer in seasonal trends.

Hit List details where to shop in a "hot" city; Style Insider delivers a designer's destination secrets; our Beauty column provides practical advice; Wellness inspires healthy holidays; and Luxe List highlights desirable products.



QUISINE

Food is intrinsically linked to travel. And Quisine is all about the ultimate food and wine experiences.

In the monthly Reviews section, our panel of food critics highlights Australia's hottest restaurants. A regular regional food and wine feature introduces readers to the country's best producers. Qantas consulting chef Neil Perry – one of Australia's foremost culinary experts – shares gourmet insights in his column. And Peter Bourne rounds up the very best local and international wines to enjoy.



iQ

Our readers like to keep up to date with technology in order to influence their family and friends. iQ helps readers stay ahead of the trends, from the latest gadgets and must-read books to in-the-know car reviews – all written by the leading experts in their fields.



QANTAS MAGAZINE

Australia's most-read AB magazine in the Business and Airline categories



Australia's No.1 airline
and business magazine
read by business
executives

440,000

Qantas readers, which is 86% more
than Virgin Australia's *Voyeur* and
106% more than *Jetstar Magazine*

195,000

Professionals and managers
(45%), making them 2.7 times
more likely to be professionals
than the general population

2 TIMES MORE LIKELY

...to be business decision-makers.
Delivering more decision-makers (169,000)
than any other airline or business title



Australia's most-read AB
magazine in the Business
and Airline categories

50%

ABs – reaching 53% more
than the closest competitor,
AFR Magazine

MORE

...readers who earn \$120,000+ –
higher than *AFR Magazine*,
Smart Investor, *Boss* and *Wish*

103,000

Qantas readers have an average of
\$500,000 in savings and investments,
which is 51% more than its closest
competitor – *AFR Magazine*



High-income earners
that earn on average
\$131,070 p.a.



Average value of
savings and investments
is **\$404,510** – almost double
the national average



MORE C-suites than any
other business magazine
in Australia



47% of readers travel within
Australia four or more times per
year, while 25% travel overseas
more than twice a year



Home owners or
mortgagees: **77%**



83% believe quality
is more important
than price

"Great to see a magazine app breaking out of the fixed-publishing schedule. It's mobile friendly and easily downloadable, which shows a strong understanding of its readers' needs."*

Magazine App





NEEDS-LED

Access the best hotels, restaurants and things to do in amazing cities around the world, with guides written by local experts. These can be saved for offline access, which gives the app a great purpose for travellers on the go.

INSPIRATIONAL

Read our award-winning content with stunning photography, features and great travel advice.

TIME & STORAGE SAVING

This format allows users to click on articles and read them straight away, no need to wait for an entire issue to download.

UPDATED REGULARLY

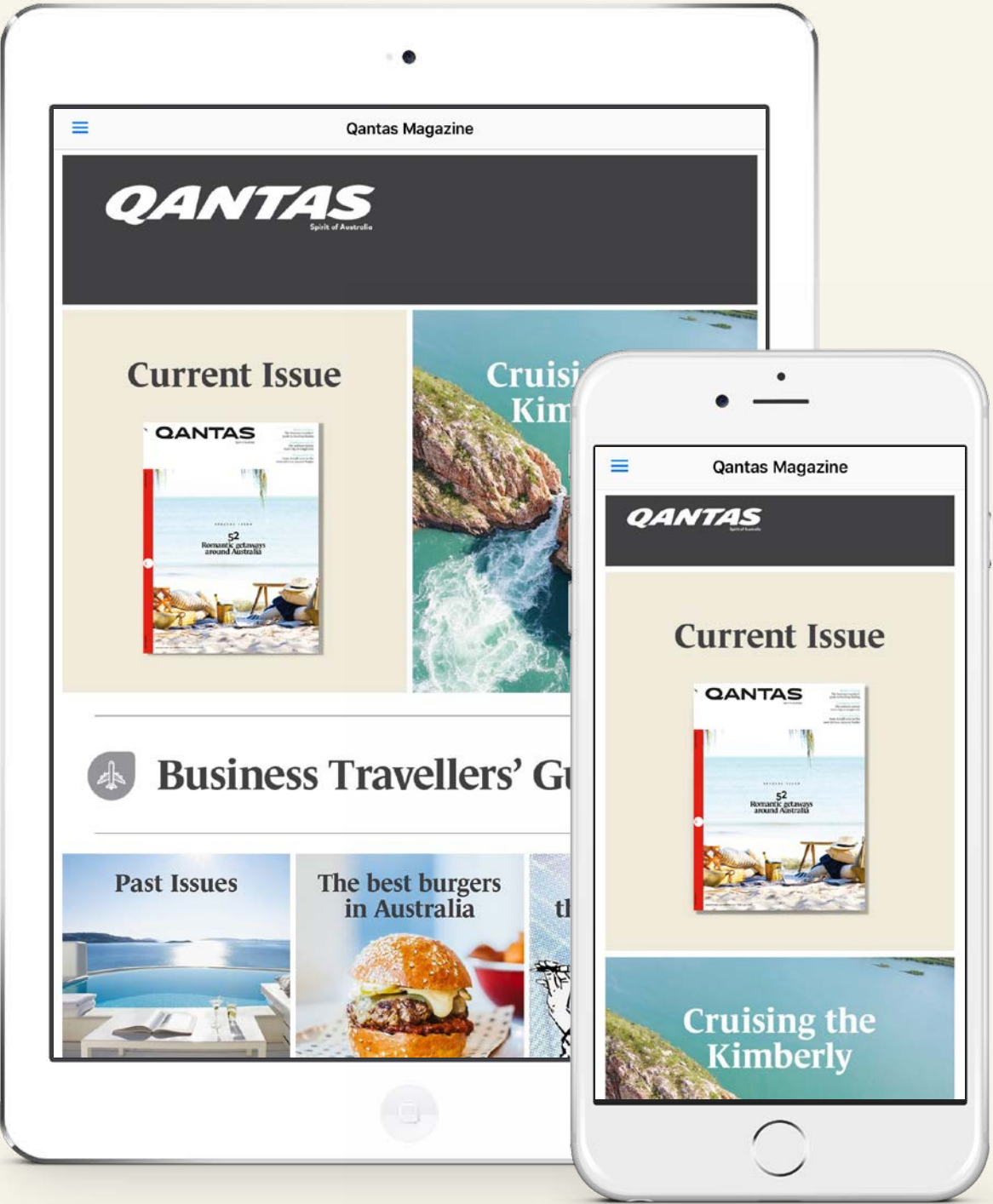
Driving repeat visits, the app is constantly updated with fresh content including city guides, travel inspiration and more.

MULTI-PLATFORM

Compatible with iOS phones and tablets as well as Android devices.

ENGAGING

Our users spend an average of 3 minutes plus in the app, reading an average 11 plus pages per visit.



QANTAS
MAGAZINE APP

5,615 Unique Visitors*
15,995 Visits*
61,715 Page Views*

Our world-first, multi award-winning new app format is beautiful and practical. All of our rich content is quicker to access than traditional magazine apps and is regularly updated with new content not available in the printed magazine, including exclusive city guides by local experts.

Digital Magazine Awards 2015

- CUSTOMER MAGAZINE OF THE YEAR
- LAUNCH OF THE YEAR (NEW FORMAT)
- TRAVEL MAGAZINE OF THE YEAR

Publish Awards 2016

- BEST APP ON MOBILE OR TABLET DEVICE



Travel Insider Online



Website + Social Media



PLANNING TOOL

The ultimate inspiration
and planning tool for:

Destinations

Experiences

Lifestyle

Trending

TRAVEL INSIDER

187,000 UAs*
1,684,056 page views**
2:16 average session length**
59,000+ social followers***

travelinsider.qantas.com.au

Instagram @qftravelinsider

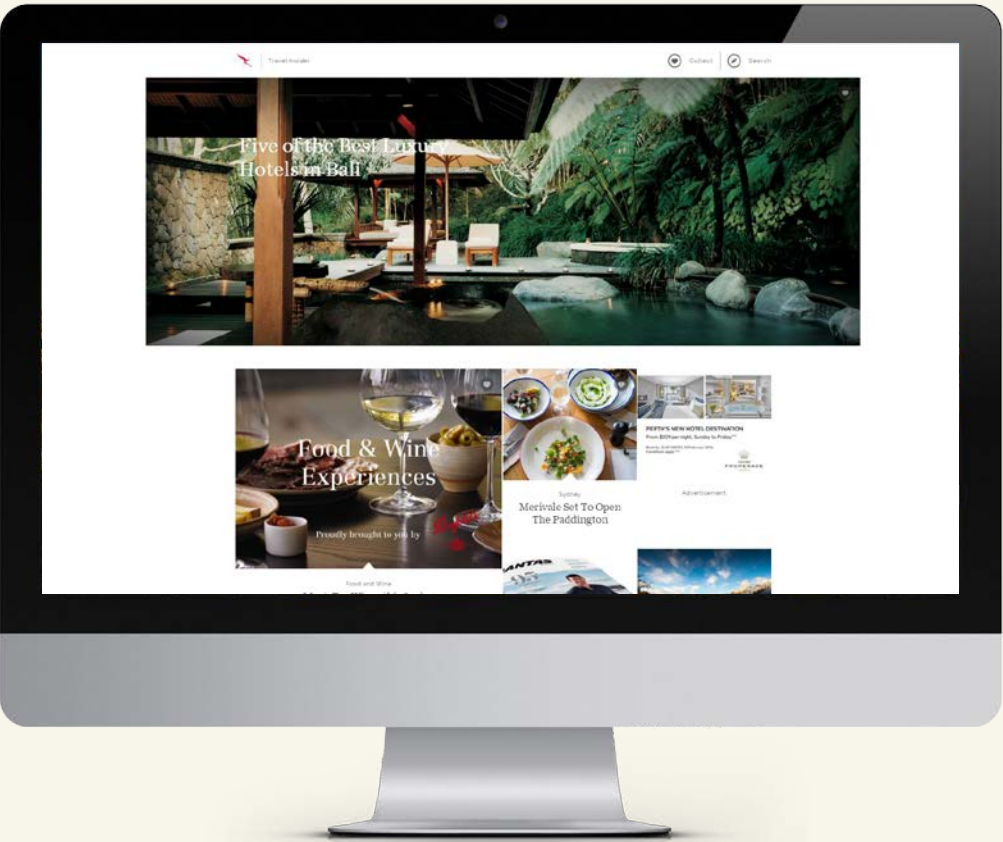
Twitter @qftravelinsider

Pinterest @qftravelinsider

Our unique editorial approach offers a genuine insider's guide to destinations the world over. We explore the globe through the eyes of prominent locals, award-winning writers and celebrated tastemakers whose experiences are exclusive and authentic.

Travel Insider is updated daily with features, tips and guides, accompanied by sumptuous photography, to compel readers to plan their next trip. The Travel Insider audience comprises sophisticated, passionate travellers, and this unique perspective ensures the site is their go-to for trusted insider tips to enhance their travel experiences.

Our travel inspiration and news from the site is shared via frequent daily updates to thousands of travellers across our Twitter, Instagram and Pinterest accounts.





TRAVEL INSIDER DIGITAL OPPORTUNITIES

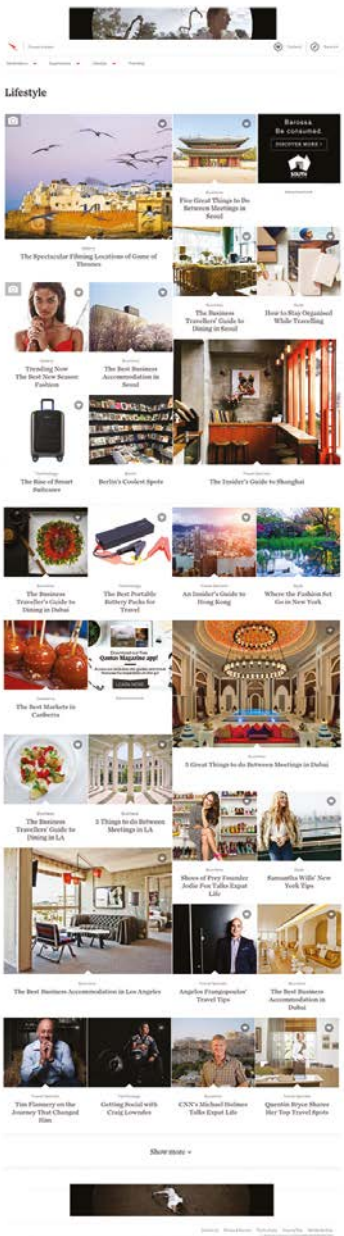
BUYOUTS & DISPLAY

OPPORTUNITY	CONCEPT	INCLUSIONS
HOME PAGE SPONSORSHIP	- Monthly buyout of Travel Insider home page 100% SOV offering maximum impact within a premium environment - High-impact rich media integration on home page	Desktop: - Leaderboard pos 1 and 2 - MREC pos 1 and 2 - Super side skins Mobile: - Mini leaderboard pos 1 and 2 - MREC pos 1 and 2
SPONSORSHIP	- Advertising exclusivity - Maximum branding and impact within a relevant environment - Targeted content within the section to further reach and contextual alignment within the environment. - High-impact rich media integration on index page	INDEX PAGE Desktop: - Leaderboard pos 1 and 2 - MREC pos 1 and 2 - Super side skins Mobile: - Mini leaderboard pos 1 and 2 - MREC pos 1 and 2
INDEX SPONSORSHIP	- Advertising exclusivity - Align with specific content environments on Travel Insider, such as Technology, Food and Wine and Style - High-impact rich media integration on index page	INDEX PAGE Desktop: - Leaderboard pos 1 and 2 - MREC pos 1 and 2 - Super side skins Mobile: - Mini leaderboard pos 1 and 2 - MREC pos 1 and 2

HOME PAGE SPONSORSHIP



SPONSORSHIP



INDEX SPONSORSHIP

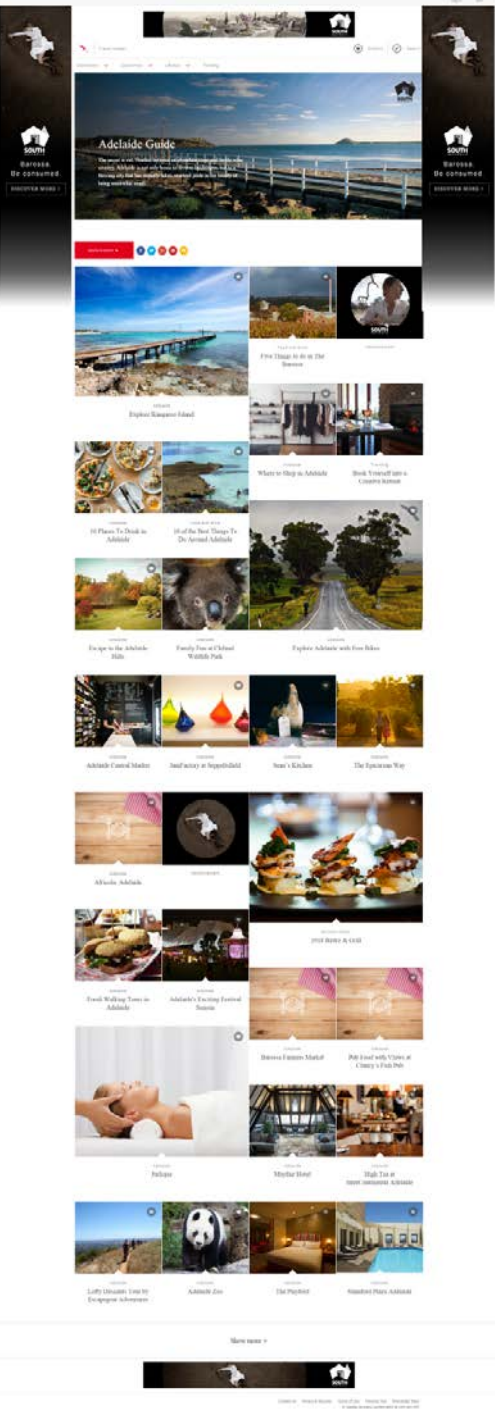


TRAVEL INSIDER DIGITAL OPPORTUNITIES

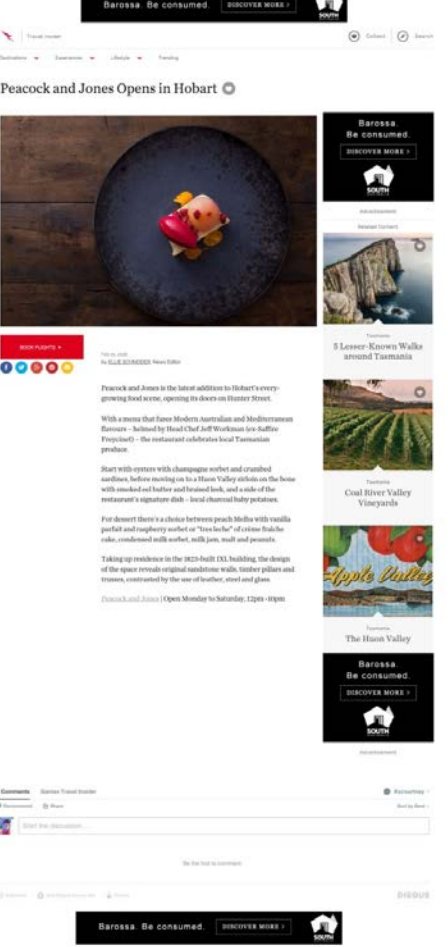
BRANDED CONTENT

OPPORTUNITY	CONCEPT	INCLUSIONS
CITY GUIDE SPONSORSHIP	- Travel Insider's city guides provide a genuine insider's guide to destinations the world over. We explore the world through the eyes of prominent locals, award-winning writers and celebrated tastemakers whose experiences are exclusive and authentic. - From where to stay, where to eat and drink and where to explore, each city guide's unique, authentic content enhances the travel experience for both the business and leisure traveller, offering both inspiration and utility. - Existing editorial content can be supported by native content, which will be seeded within the guide, to support your campaign objectives.	- Integrated header featuring intro and BTYB logo on city guide index page 100% SOV media of index page and content (skins on index only) - Minimum four commissioned articles - Enhanced advertorial - Editorial support on travelinsider.qantas.com.au, driving to the integration - Support across relevant social networks - Optional inclusion: commissioned articles
CURATED CONTENT HUB	- Become part of a curated editorial environment relevant/tailored to a specific campaign theme. - Existing editorial is supported by commissioned articles written by Travel Insider to support the client's topic or theme. - Advertorial option to communicate a product-focused message.	- BTYB logo on index 100% SOV media on page - Minimum four commissioned articles - Editorial support on travelinsider.qantas.com.au, driving to the integration
COMMISSIONED ARTICLE	- Editorial articles written by Travel Insider in line with the client's topic objectives. - Content seeded throughout content hubs.	100% SOV media on page only when included in a content hub or native content series - Copywriting by Travel Insider editorial - Presented to client as an FYI only
NATIVE CONTENT	- A series of four editorially commissioned articles that sit within a relevant editorial environment, as agreed with editorial. - Concept, creation and development by the Travel Insider team along a client's topic or campaign theme. - Content is labelled 'Promotion'.	- BTYB logo 100% SOV media on page - Minimum four commissioned articles - Editorial support on travelinsider.qantas.com.au, driving to the integration - Social amplification across relevant social media channels: Pinterest, Instagram and Twitter
ENHANCED ADVERTORIAL	- Create a bespoke advertising solution to cater to specific client objectives. - Advertisers integrate their own content and leverage the existing audience on Qantas Travel Insider.	- Determined based on requirements. Can include: one hero image or video or one gallery of up to 10 images (based on all images supplied) - Labelled promotion - Copywriting by Travel Insider 100% SOV media on page - Editorial support on travelinsider.qantas.com.au, driving to the integration

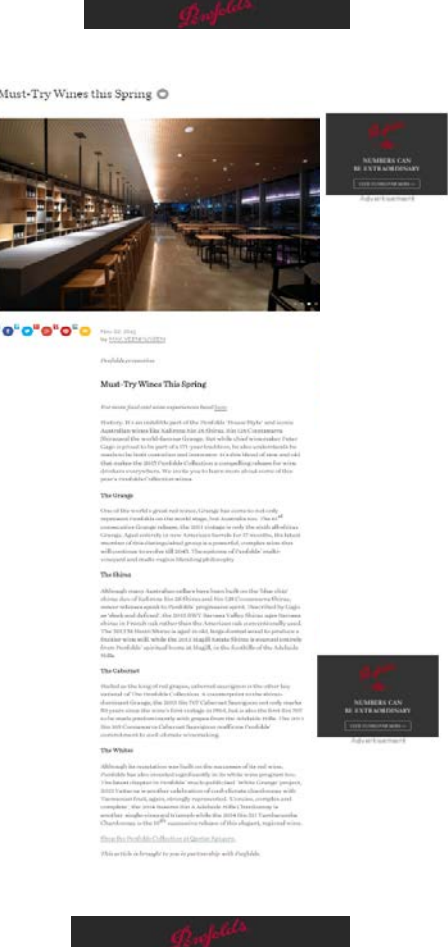
CITY GUIDE SPONSORSHIP



COMMISSIONED ARTICLE

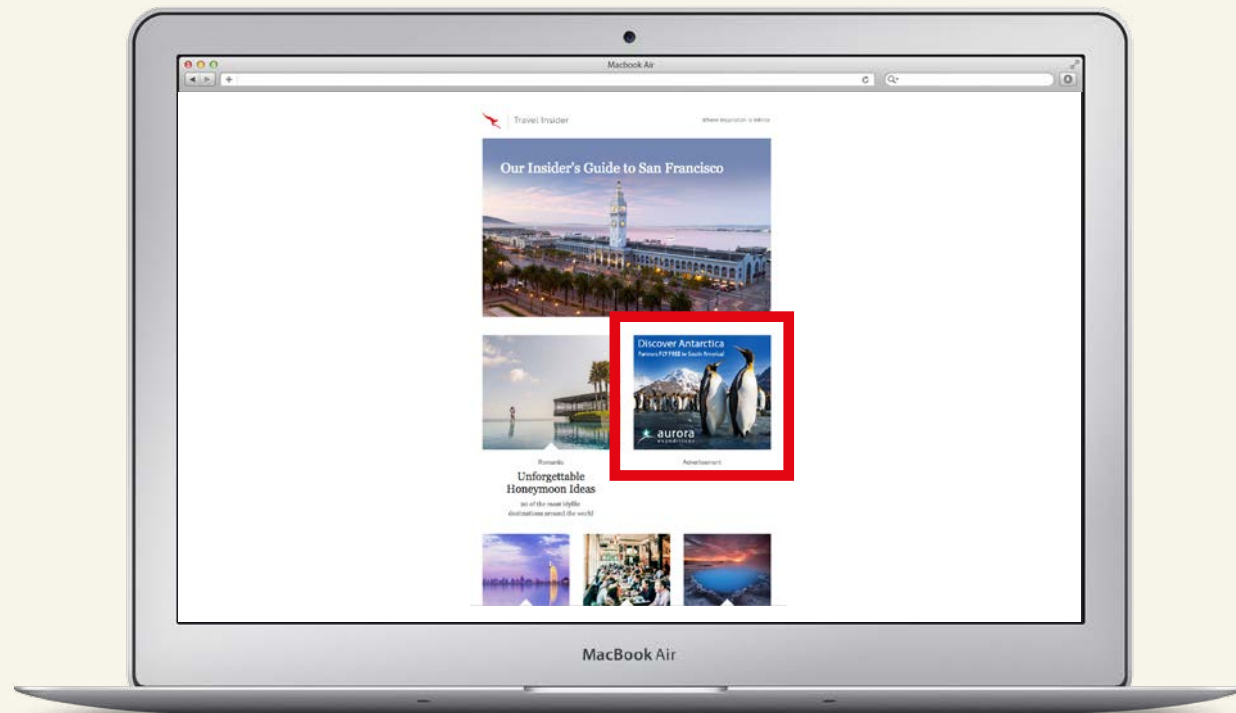


ENHANCED ADVERTORIAL



EDM

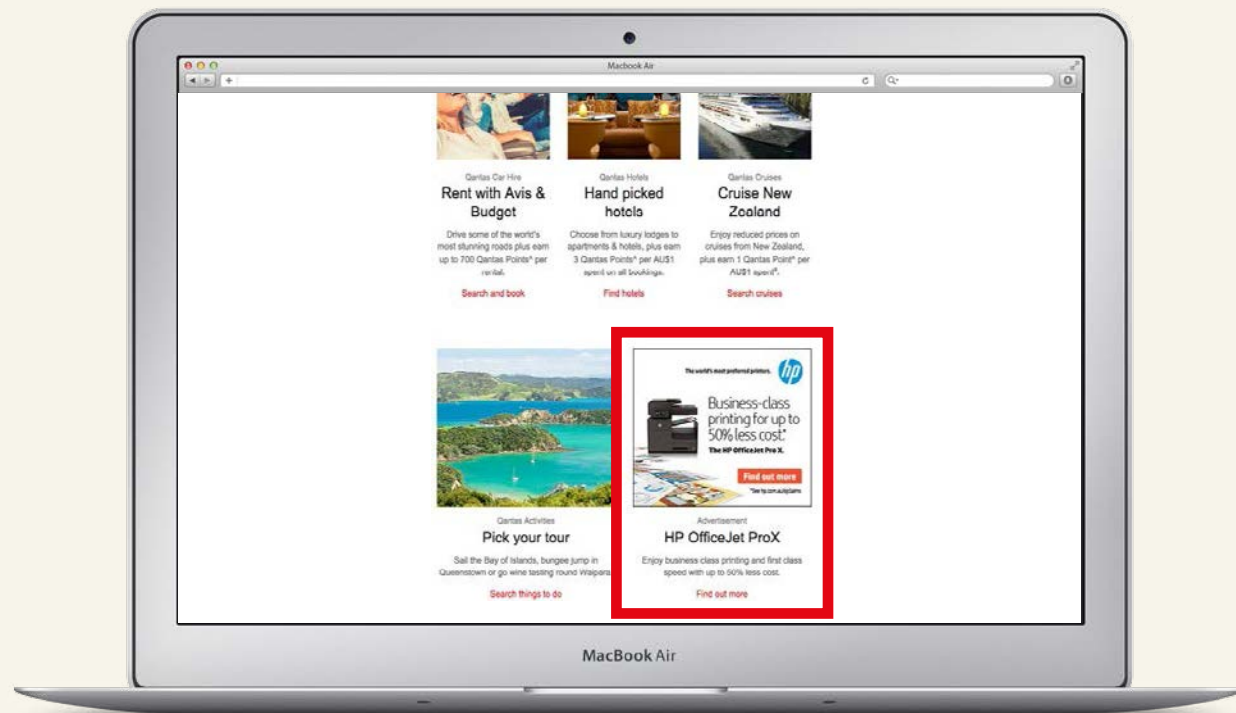




QANTAS TRAVEL INSIDER EMAIL

2.9 million subscribers*

Qantas Travel Insider email is a curated edit of the most compelling stories, articles and galleries from the Travel Insider website. Distributed to Qantas Frequent Flyers, the newsletter offers reach and environment to an audience with an appetite for travel.



QANTAS RED EMAIL

3.2 million subscribers*

Distributed to more than 3 million subscribers, it delivers the latest flight offers, hotel specials, cruise deals and travel reviews. The newsletter is ideal for promoting tactical offers and driving users to action.



TRAFFIC SUMMARY

Distribution:
2.9 million subscribers

Casting:
2 x sends per month

Open rates:
Average 20.7%

Inclusions:
Solus MREC



TRAFFIC SUMMARY

Distribution:
3.2 million subscribers

Casting:
2-3 x sends per month

Open rates:
Average 22.4%

Inclusions:
Solus MREC

Rates + Deadlines





QANTAS MAGAZINE

Print magazine

EDITION	ON BOARD	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY	1 JANUARY	3 NOVEMBER	24 NOVEMBER
FEBRUARY	1 FEBRUARY	14 NOVEMBER	5 DECEMBER
MARCH	1 MARCH	9 JANUARY	25 JANUARY
APRIL	1 APRIL	1 FEBRUARY	22 FEBRUARY
MAY	1 MAY	3 MARCH	24 MARCH
JUNE	1 JUNE	3 APRIL	24 ARPIL
JULY	1 JULY	4 MAY	25 MAY
AUGUST	1 AUGUST	5 JUNE	26 JUNE
SEPTEMBER	1 SEPTEMBER	5 JULY	26 JULY
OCTOBER	1 OCTOBER	4 AUGUST	25 AUGUST
NOVEMBER	1 NOVEMBER	1 SEPTEMBER	22 SEPTEMBER
DECEMBER	1 DECEMBER	5 OCTOBER	26 OCTOBER

RATES (\$AUD)

	Casual	Level 1	Level 2	Level 3	Level 4
CURRENT RATES		3x	6x	12x	18x
DPSC	35,123	33,590	32,264	30,936	29,610
Full Page	18,425	17,621	16,925	16,228	15,533
Half Page (Vertical or Horizontal)	12,360	11,821	11,354	10,887	10,420
Third Page	10,069	9,630	9,249	8,869	8,488

COVERS	
Inside Front Cover DPS	49,172
Inside and Outside Back Cover Gatefold*	49,747

LOADINGS	
Opposite Contents	30%
Opposite Masthead	30%
Guaranteed Broken Space	5%
First Half RHP	20%
First Half LHP	10%
RHP Run of Book	10%
Prior Contents	20%

INSERTS	2PP	4PP	8PP	12PP	16PP	32PP
COST PER \$'000						
Minimum Print Run	240	360	500	650	780	1048

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 or Adsend.

Specifications available at mediumrarecontent.com.

* The inside and outside back cover gatefold cannot be purchased separately. Production included.

Note: The above rates are in Australian dollars (AUD) and do not include goods and services tax (GST). GST of 10% will be added to above rates when invoicing.



QANTAS MAGAZINE

App

EDITION	ON BOARD	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY	1 JANUARY	3 NOVEMBER	24 NOVEMBER
FEBRUARY	1 FEBRUARY	14 NOVEMBER	5 DECEMBER
MARCH	1 MARCH	9 JANUARY	25 JANUARY
APRIL	1 APRIL	1 FEBRUARY	22 FEBRUARY
MAY	1 MAY	3 MARCH	24 MARCH
JUNE	1 JUNE	3 APRIL	24 ARPIL
JULY	1 JULY	4 MAY	25 MAY
AUGUST	1 AUGUST	5 JUNE	26 JUNE
SEPTEMBER	1 SEPTEMBER	5 JULY	26 JULY
OCTOBER	1 OCTOBER	4 AUGUST	25 AUGUST
NOVEMBER	1 NOVEMBER	1 SEPTEMBER	22 SEPTEMBER
DECEMBER	1 DECEMBER	5 OCTOBER	26 OCTOBER

QANTAS MAGAZINE

App

APP AD OPTIONS	POSITION	INCLUSIONS ^{^^}	MEDIA RATE	PRODUCTION COST
NATIVE CONTENT				
OPTION 1 Premium native content MREC (limit: 1 per issue)	Homepage	1 page advertorial 2 interactive elements	\$7,000	\$1,480
		2 page advertorial 4 interactive elements	\$8,000	\$1,820
		3 page advertorial 6 interactive elements	\$10,000	\$2,480
OPTION 2 Native content MREC within section (limit: 4 per issue)	Contextual environment	1 page advertorial 2 interactive elements	\$5,000	\$1,480
		2 page advertorial 4 interactive elements	\$6,000	\$1,820
		3 page advertorial, 6 interactive elements	\$8,000	\$2,480
BRAND				
OPTION 1 Premium brand banner (limit: 1 per issue)	Homepage	Bespoke click-thru to client URL or custom made animation	\$5,000	\$1,800
OPTION 2 Brand banner within section (limit: 4 per issue)	Contextual environment	Bespoke click-through to client URL or custom made animation	\$4,500	\$680

Note: The above rates are in Australian dollars (\$AUD) and do not include goods and services tax (GST). GST of 10% will be added to above rates when invoicing. ^Bespoke interactivity quotable upon request.
^^ Possible interactive elements include gallery, video, link to website, panoramic image and animation.



TRAVEL INSIDER

Website/EDM Deadlines

CHANNELS	BOOKING DATE	MATERIAL DATE
Qantas Travel Insider website	Minimum 1 week prior to start date	2 weeks prior to start date
Travel Insider EDM (2 sends per month)	Minimum 3 weeks prior to start date	2 weeks prior to start date
Qantas Red Email MREC (up to 4 sends per month)	Minimum 2 weeks prior to start date	2 weeks prior to start date

TRAVEL INSIDER

EDM Rates

OPTIONS	EXECUTION	RATE (\$AUD)
Travel Insider EDM Display Advertising	300 x 250 MREC Supplied specifications: 600 x 500	\$9,500 per send
Qantas Red Email Display Advertising	300 x 250 MREC Supplied specifications: 600 x 500	\$14,000 per send

Note: The above rates are in Australian dollars (AUD) and do not include goods and services tax (GST). GST of 10% will be added to above rates when invoicing.



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