



There's something about the primordial nature that speaks to those who venture deep into the outback. It's at once hospitable and dangerous, beautiful and barren, remote and yet easier to reach than ever before.



Access regional Australia

QantasLink connects regional communities to one another, to Australia's capital cities and to any of the great destinations of the world via Qantas's global network.



Reach

6 million*

QantasLink passengers
annually fly with Australia's
largest regional airline



Engagement



The majority (71%) of QantasLink passengers have read *Spirit* magazine in the past 12 months, equating to 4.2 million passengers a year

The readers

Place your brand in direct contact with **1 MILLION**[^] business and leisure passengers with each issue of *Spirit* magazine[^]

[^]Based on bimonthly average. Source: Qantas Traffic and Capacity Statistics, Full Year Report, January 2017

Who they are

56% MALE and **44% FEMALE**

45% are ABs

ALMOST 1 IN 2 is 30-50 years old**

46 is the average age

1 IN 3 earns \$100K-\$200K+**

\$104,712

Average household income, which is \$14,318 higher than the population average

1 IN 4 passengers is a business decision-maker

1 IN 2 (55%) is a professional or a manager***

19% are business owners***

Where they live

32%
live in major metro areas

50%
live in urban areas

19%
live in regional areas

Why they're travelling

Of those passengers who have travelled for business in the past six months:

75% MALE
25% FEMALE

Of those passengers who have travelled for leisure in the past six months:

56% MALE
44% FEMALE

68%
of passengers are travelling for business purposes

What they do en route

39%
plan to tour interstate by car in the next 12 months

120%
more likely to take multiple short breaks than the general population

1 IN 4
prefers to take package tours

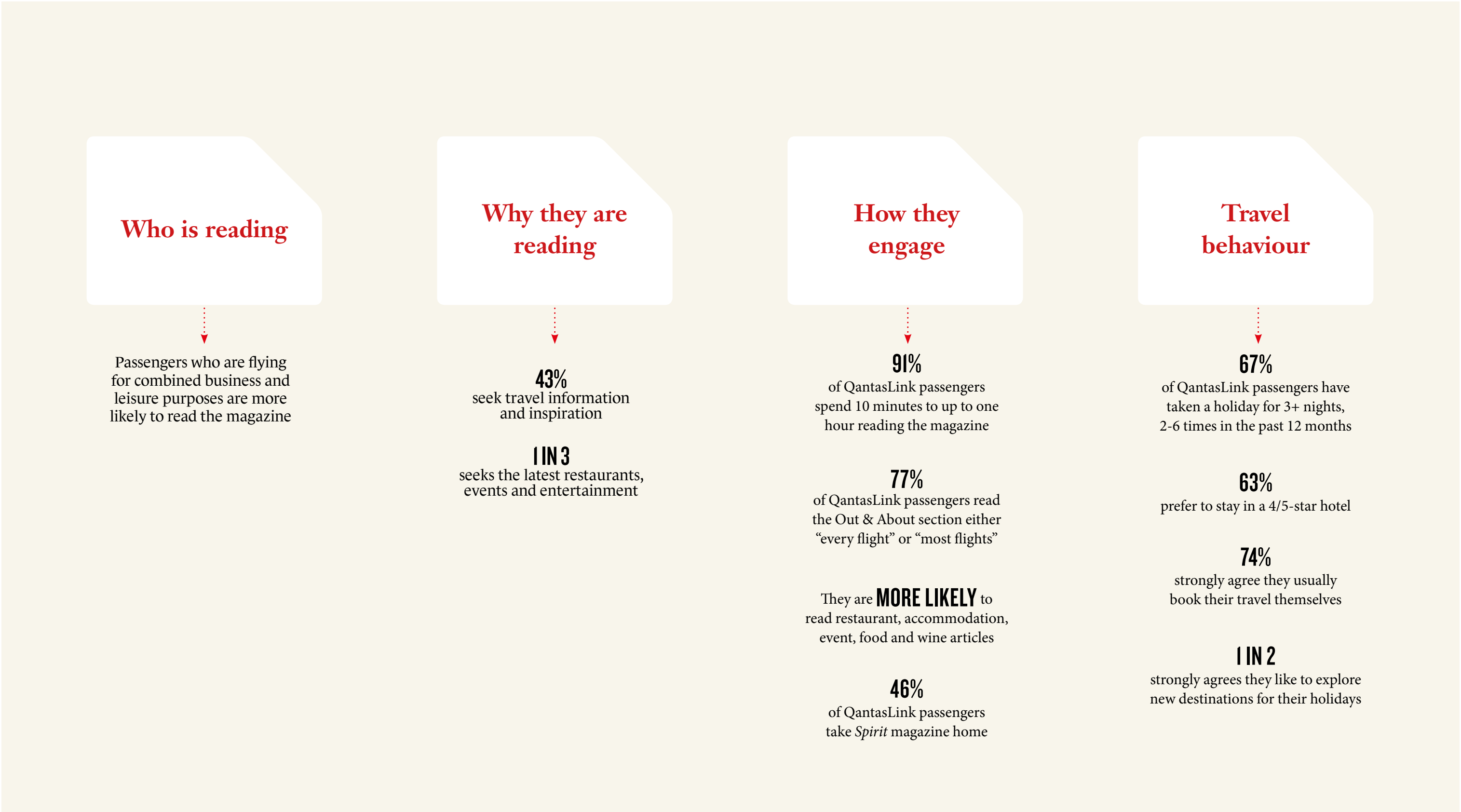
Captive audience

Spirit magazine is QantasLink's
only inflight entertainment





The voice of the QantasLink passenger



Source: *Qantas Customer Advisory Panel, 24 June–10 July, 2016 (number of Frequent Flyers: 1779)

Spirit magazine

Engage with an audience that spends an average of 75 minutes per journey with no other inflight entertainment available on board





DISTRIBUTION

- More than 20,800 flights every two months
- One million passengers per edition

On board All QantasLink Australia flights

- 56 metropolitan and regional ports
- Mainland capital cities
- Key regional centres
- All mining charters in Queensland and Western Australia
- Network Aviation (major mining charter airline), WA

Lounges All Domestic, Chairman's, Platinum and Club



CONTENT

SECTIONS

News & Views

Out & About

Food & Drink

Heart & Soul

Up & Away



BI-MONTHLY

QANTAS DISTRIBUTION

Each issue remains on board for two months

All QantasLink Domestic flights

All Qantas Domestic Chairman's, Platinum and Club Lounges

The trusted voice of regional Australia, *Spirit* magazine brings our heartland to life through entertaining, informative and inspiring content – from in-the-know travel features that showcase local secrets to expert coverage of regional business, all written by highly respected local journalists.

News & Views
What's going on around the country

#112 **CHILSTONE**
Where township & shires part for their R & B

#110 **Swirls, lots of green, Lush** raises 250 Series to make a difference

#108 **Active Adkins** Pickering can be home to a lot of things

#106 **How to ride the waves** at Byron and Byron Bay

#104 **Cherry Point**

NEWS & VIEWS

Bringing the QantasLink spirit to life, this section includes airline news, insider travel tips and staff profiles, as well as regular columns on gadgets, motoring, books and wellbeing.

It also focuses on prominent regional Australians sharing their work-life stories, career paths and the important lessons they have learned.

Out & About
Australia's great backyard beckons

#144 **LAND ARMY**
A date with desert Land Army in the heart of 1770s

#142 **Thrilling day glamping** by night on a Tassie lake, all summer

#140 **Locals reveal their secrets** for the perfect weekend

#138 **Be a part of the fun** with a family reunion

OUT & ABOUT

With evocative writing and stunning photography, the feature stories in Out & About curate the best of country, coastal and regional city destinations.

Out & About delivers something for every reader, from practical destination guides to fly-and-drive holiday itineraries. Each feature includes relevant pointers to help travellers get the most out of their trip and a regular events calendar to keep readers up to date with what's on in each region.

Food & Drink
The stories behind the flavours

#176 **RARE DRINKS**
Why it's quality over quantity in Queensland's Granite Belt

#174 **Ballandean Estate**

#172 **Tucker's** you'll want to be the highest of the trees

#170 **Canberra's** the Saffron

FOOD & DRINK

Food and travel are intrinsically linked and many of Australia's best food and drink experiences happen in regional Australia. To leverage this, each issue has dedicated destination guides segmented into “snackable” information to help readers get the most from their visits.

Our trusted local food critics provide inside information on where to eat and drink for both business and leisure purposes. *Spirit* also features a winemaker in every issue, revealing the wines in their personal cellar and the region's best labels.

Heart & Soul
Discover what makes Australia tick

#174 **ROWLED OVER**
Indigenous art meets the internet

#172 **11/11/11** Hilda Hilda
Build upon the first anniversary

#170 **Digging deep for better mental health** in the mining industry

#168 **The story of a woman's "yule good"** in the SA town

HEART & SOUL

Heart & Soul highlights the people who live in regional Australia and the issues that matter most to them. Written by insiders, this section includes a regionally focused issue-based story in every edition.

Adding to the personal perspective of the magazine are regular columns such as No Place Like Home (a local “character” profile) and To Cut a Long Story Short (famous Australians uncovering their regional community).

Up & Away
Puzzles, flight information and maps

#170 **REGIONAL DIARY**
The Heart Valley Mid-Winter Festival and other events to get things

#168 **Train your brain** with a crossword and our all-time quiz

#166 **Everything you need to know about flying** QantasLink

UP & AWAY

Up & Away aims to keep the QantasLink passenger – who spends an average of 75 minutes on each flight – well informed and entertained. It covers flight and aircraft information, plus a fun mind-stretching section with puzzles, a crossword, quiz and sudoku.

Upcoming special reports

September-October 2017 issue

FISHING

Fishing celebrity Al McGlashan, presenter of television shows such as Fish N' With Mates and author of the best-selling Complete Fishing Bible, selects Australia's Big 8 fishing adventures, from canoeing the Nymboida River in NSW - dropping in a line along the way for bass and brown trout - to chasing swordfish in Bass Strait.

November-December 2017 issue

BOARDING SCHOOLS

One generation, many changes: In this special report we explore the biggest changes in boarding schools in the past 30 years: from improved, home-away-from-home accommodation and specialist boarding staff training, to more inclusiveness and greater links with community. To illustrate the contrast, we also talk to an old boy or girl from a generation past about their experience, and a current boarding school student.

January-February 2018 issue

RIVER CRUISING

From the waterways of the Kimberley to the mighty Murray, river cruising is in the spotlight in this special report. We look at the boats, the rivers and the best experiences available in Australia.



Extend beyond *Spirit* magazine



App

61% of respondents would consider downloading the *Spirit* magazine app:

“Put it on iPad and I would probably read it even when not flying.”

QantasLink customer

Our content ecosystem

Regional content will be commissioned and curated to reach QantasLink passengers across their entire travel experience

QANTASLINK



Instagram, Twitter and Pinterest

Share and discover regional Australia, enriching Australian communities

Bringing regional Australia to life

47,000+ followers



Multi-award-winning Qantas magazine app

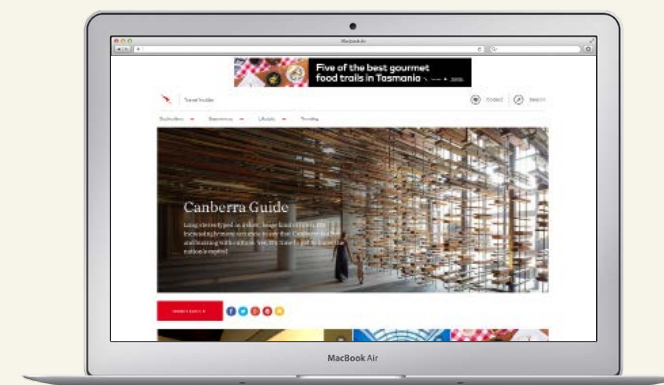
A dedicated *Spirit* magazine section in the Qantas magazine app

Winner of Digital Magazine Awards 2015

Winner of Publish Awards 2016

38,722 app downloads*

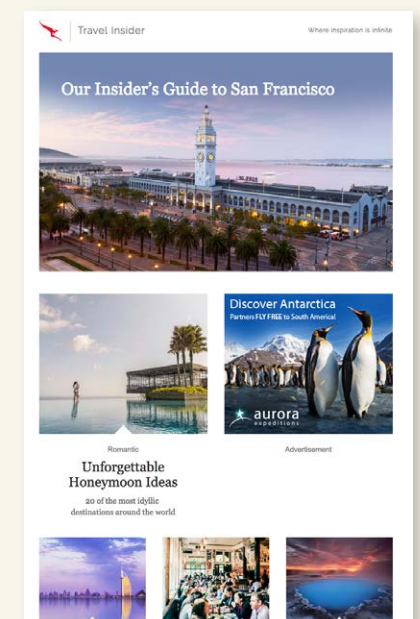
84,739 monthly page views*



Travelinsider.qantas.com.au

A source of inspiration and a planning tool to encourage people to visit regional Australia

184,000 users per month^



Qantas Travel Insider EDM

A curated edit from the Travel Insider website. Offers reach to an audience with an appetite for travel

2.9 million subscribers***

Rates + deadlines + specs





SPIRIT MAGAZINE

Rates + deadlines + specs

DISPLAY RATES (\$AUD)

AD SIZE	1x	2x	4x	6x
Full Page	\$7500	\$7275	\$7056	\$6844
Double Page	\$13,900	\$13,483	\$13,078	\$12,686
Half Page	\$3325	\$3225	\$3128	\$3034
Third Page	\$2500	\$2425	\$2352	\$2281
Outside Back Cover	\$9500	\$9215	\$8938	\$8670
Inside Front Cover Spread	\$16,250	\$15,762	\$15,289	\$14,830

LOADINGS	
First Half RHP	30%
RHP	10%
Prior Contents	10%

DIRECTORY RATES (\$AUD)

AD SIZE	1x	2x	4x	6x
Quarter Page	\$1680	\$1629	\$1580	\$1533
Eighth Page Horizontal	\$840	\$814	\$790	\$766

INSERT RATES (\$AUD)

COST PER '000	2PP	4PP	8PP	12PP	16PP	32PP
	\$150	\$240	\$400	\$550	\$600	\$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 (Adstream), Adsend aor SENDlite. PDFs are not accepted.

Rates do not include design, copy and subbing.

EDITION	ON BOARD	BOOKING DEADLINE	MATERIAL DEADLINE
SEPT-OCT 17	SEP-01	JUL-04	JUL-25
NOV-DEC 17	NOV-01	SEP-01	SEP-22
JAN-FEB 18	JAN-01	OCT-31	NOV-21
MAR-APR 18	MAR-01	DEC-18	JAN-22
MAY-JUN 18	MAY-01	FEB-27	MAR-20

MAGAZINE SPECS (mm)	TRIM (H X W)	TYPE	BLEED
Double Page (Supply as 2 x full pages)			
Full Page	250 x 190	234 x 174	260 x 200
Half Page vertical	250 x 95	234 x 79	260 x 105
Half Page horizontal	111 x 170	-	-
Third Page	250 x 63	234 x 53	260 x 73

CLASSIFIED SPECS (mm)	TRIM (H X W)
Quarter Page Vertical	110 x 81
Eighth Page Horizontal	54 x 81

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



SPiRiT MAGAZINE APP

Rates + deadlines + specs

APP OPTIONS	EXECUTION	RATE (\$AUD)	SPECS
OPTION 1 Homepage placement	High impact	\$10,000	133.75mm x 178.333mm 379.134px x 505.512px
OPTION 2 Run of section or content	Brand awareness within a relevant environment	\$4500^	133.75mm x 178.333mm 379.134px x 505.512px

EDITION	BOOKING DEADLINE	MATERIAL DEADLINE
MAY-JUN	15 FEB	22 FEB
SEP-OCT	18 JUL	25 JUL
NOV-DEC	15 SEP	22 SEP

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 *Adobe Omniture, April 2016

TRAVEL INSIDER

Website/EDM Deadlines

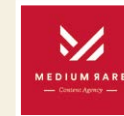
CHANNELS	BOOKING DATE	MATERIAL DATE
Qantas Travel Insider website	Minimum 1 week prior to start date	1 week prior to start date
Travel Insider EDM (2 sends per month)	Minimum 3 weeks prior to start date	2 weeks prior to start date
Qantas Red Email MREC (up to 4 sends per month)	Minimum 2 weeks prior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

TRAVEL INSIDER

Website/EDM Rates

OPTIONS	EXECUTION	RATE (\$AUD)
Display Advertising Run-of-site	Double Roadblock (Desktop and Mobile)	\$60 per '000
Homepage, index or destination sponsorship	Double Roadblock (Desktop and Mobile) and Super Skins (Index Desktop)	POA
Travel Insider EDM Display Advertising	MREC	\$9,500 per send
Qantas Red Email Display Advertising	MREC	\$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.



ADVERTISING ENQUIRIES

National Advertising Manager
Steve Koutsoukos
T 02 8114 8938

E steve.koutsoukos@mediumrarecontent.com

NSW Account Manager
Jenny Park
T 02 8114 8955

E jenny.park@mediumrarecontent.com

NSW Sales Executive
Lindzee Whiting
T 02 8114 8954

E lindzee.whiting@mediumrarecontent.com

Vic Senior Account Manager
Jasmine Baniscas
T 03 9292 1816

E jasmine.baniscas@mediumrarecontent.com

WA + SA State Manager
Vikki Stacy
T 0403 341 994

E vikki.stacy@mediumrarecontent.com

Qld enquiries
Chrome Advertising 07 3252 4860
Randall Hughes 0450 165 538
Theo Coroneo 0418 733 803

Advertising Executive
Ashley Quek
T 02 8114 8969

E qantaslinkadvertising@mediumrarecontent.com

Editorial Coordinator
Samantha O'Brien
T 02 8114 8957

E qantaslinkeditorial@mediumrarecontent.com