



Select

MAGAZINE

Media kit

Setting the Australian food and wine agenda

life | food | wine
www.selectormagazine.com.au

Selector: *Setting the Australian food and wine agenda*

} Selector is the publishing arm of Australia's largest independent wine marketer Wine Selectors.

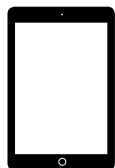
} Selector is the only magazine in Australia that is dedicated to celebrating the union between Life, Wine + Food.

} We believe that people want to go beyond the recipe, plate and bottle to the people, the stories behind them and the places that inspire and invite. This is why Selector is different and why our readership and customers are unique.

Multi-platform brand



Magazines
and custom
publications



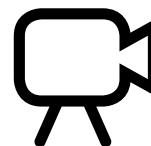
Digital editions



Web content



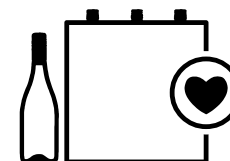
Online database



Video



Social media



Wine deliveries

“Setting the Australian food and wine agenda”

Our content pillars:

life

Each issue Selector takes you behind the stove, plate and the vine to explore the people, places and cultures that drive the flavours of the world.

We take you to near and far and get personal with the world's most talented and passionate food and wine talent. We explore the world and provide our readers ideas and inspiration to add to their already rich lives.

Knowledge + Access
= Selector travel & lifestyle inspiration

food

From the unique and exotic cultures that feed our domestic food scene, to centuries old tradition, Selector takes food lovers where others cannot to deliver exciting and insightful food ideas each edition. Each issue Selector works with the world's best and most celebrated chefs and food talent to develop and deliver inspiring and mouth-watering recipes.

Knowledge + Access
= Selector travel & lifestyle inspiration

wine

From the vine to the bottle, Selector explores and demystifies the world of wine in a way that others cannot. Utilizing some of the country's best wine talent, Selector journeys through the great regions of the world, domestically and abroad, to deliver insight into the people and places that combine to create wines that capture the palate and the imagination.

Expertise + Access
= Selector wine inspiration



Our platforms: *print*

Bi-monthly editions

Every eight weeks Selector produces and delivers to our national member and reader base a glossy, 120 + page, award winning magazine. The quality throughout is of the highest quality. From the ecologically certified paper stock, to the photography, styling, art direction, writing and editing Selector is world class. Selector is printed locally and the highest standards of publishing are applied to all stages of construction, production and distribution.

Custom publications

As a publisher with an in-built distribution model Selector has the ability to create customised, cost effective, stand-alone publications. The possibilities are endless.

For more info talk to your Sales Manager

Calendar

Every year, we create a 100,000+ copies of our famous recipe and wine calendar. This year's feature wines from Australia's First Families of Wine and is a wonderful marriage of history and innovation. Working with the expertise of the Wine Selectors Tasting Panel, each wine has been chosen as a delicious complement to the monthly recipes, giving you a whole year's worth of meals to really make a lasting impression on your family and friends.



Our platforms: *digital*

Web content

The selector magazine content portal exists within www.wineselectors.com.au

Web stats:

- } Avg. visits per month – 54,000/188,000 page views.
 - } Avg. session duration – 10.37 mins
- Source: Google analytics

Talk to us about creating a customised web content/advertising/solution package.



eDm

Highly targeted, direct customer interaction across our membership database

Each month Wine Selectors and Selector send out e-Newsletters to a database of 250K+ members and subscribers. These EDM's can be shaped to drive traffic towards editorial content, offers or specific sites.

Talk to us about creating a customised EDM solution package to boost your content or advertising.



Our platforms: *digital*

Social media

Selector and Wine Selectors have a solid and growing social media presence that is used to connect with readers, customers, members and fans. We use these channels to extend content, provide information, drive interest and interaction.

Talk to us about creating a social media program event program to boost and compliment your content or advertising.



iPad edition

A natural extension of our digital footprint!
Highly interactive and cost effective digital content delivered seamlessly in a high quality manner.

- } Each Selector issue is transformed into digital content and made available through iTunes and 3rd party subscription sales globally.
- } Easily sharable across email social channels.
- } Have one page say and link to so much more
- } Inbuilt capability to direct traffic, collect data and inspire direct contact (info request etc)
- } Cost effective, custom publications.

Download the app for free and ask your sales manager for a demonstration and explanation. Talk to us about creating a customised iPad app solution as well as interactive advertising enhancements.



Our platforms: *personal engagement*

Video

Another natural extension of our footprint, video is a highly mobile and effective part of the media mix.

Go to youtube.com/selectormag to have a look at the different types of video's we can create.

For more info talk to your Sales Manager



Events

Events and face-to-face interactions are an important part of our consumer experience and we develop and execute many dinners, tastings and masterclasses around the country.

- } Tap into our credible industry contacts, experience and relationships to create a meaningful experience.
- } Interact directly with our members / readers and customers.
- } Elevate your message and brand by delivering an experience that no other organisation is positioned to deliver.

Talk to us about creating a customised and interactive event program to get you face to face with our customers.



Our platforms: *personal engagement*

In home wine delivery

Wine Selectors has been exploring Australian wine for over 40 years. Driving us to continue to share the passion of our winemakers and uncover new styles and regional favourites are our thousands of members. Guided by the expertise of our Tasting Panel, wine-lovers not only become confident that they're drinking the very best quality, but they also learn to appreciate the sensory appeal of every wine and share the story behind every bottle, leaving them inspired to keep discovering.

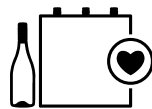
- } Australia's largest independent wine service, est. 1975.
- } Active national customer base of over 250,000 people.
- } Home delivery of over 8 million bottles each year.
- } Providing employment opportunities for 350+ people.



Regular delivery



Mixed cases



Your favourites



Wine Selectors

Distribution

Selector magazine: High quality, glossy magazine that creates highly credible and valuable content

 Wine Selectors

55k - Directly into the homes of our wine and food enthused members



15k - Selected high end hotel rooms nationally



10k - Newsstands nationally



8k - Qantas clubs nationally



2.5k - High profile cellar doors
around the country

6 editions a year



Circulation - 81,600*

*CAB Audit figure Sept 2016



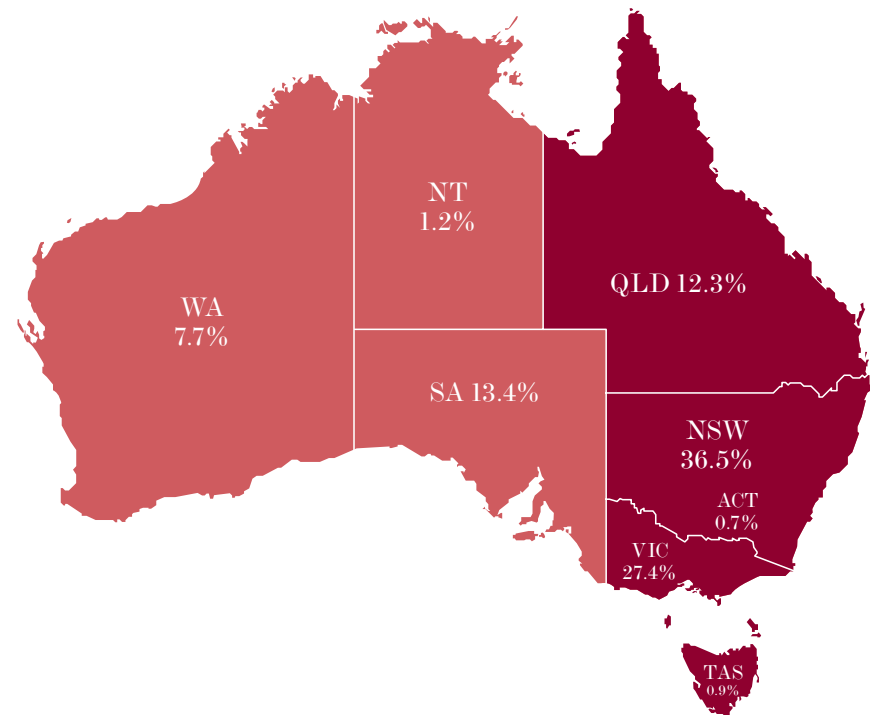
Readership - 88,000*

*Source: Roy Morgan Reader Survey Jan 2016 – Dec 2016

Research: *demographics*

	000's	Selector	Index (ix)
Sex			
Men	43	49.3%	100
Women	45	50.7%	100
Age			
18-24	3	3.7%	32
25-34	11	13.0%	73
35-49	27	30.8%	126
50-64	44	50.0%	123
65 +	18	20.2%	108
Socio-economic scale			
AB quintile	34	38.2%	191
C quintile	25	28.2%	141
D quintile	15	16.9%	85
E quintile	10	11.7%	58
FG quintile	4	5.0%	25
Big spenders	52	58.7%	177
Main earner income			
\$70k +	44	50.0%	149
\$80k +	38	43.7%	159
\$100k +	31	35.1%	202
\$130k +	21	24.1%	308
Average household income		\$135,870	\$99,920

77.8% of our readers live in the Eastern States of Australia



Selector *contacts*

Paul Diamond

Publisher

p: 02 4941 3044

pauld@selectormagazine.com.au

Randall Hughes

*QLD Advertising Manager
(Chrome Advertising)*

m: 0450 165 538

r.hughes@chromeadv.com.au

Nathan Jackson

NSW & SA Advertising Manager

m: 0429 989 940

nathanj@selectormagazine.com.au

Claudia Larsen

VIC & TAS Advertising Manager

m: 0414 800 373

claudial@selectormagazine.com.au

Licia Salomone

Western Australia Advertising

m: 0412 080 600

licia@okm.com.au

Sarah Evans

Directory Sales & Events Coordinator

p: 02 4941 3056

sarahe@selectormagazine.com.au

Head Office

1 Wright Lane, Honeysuckle

Newcastle NSW 2300 Australia

Mailing Address

Locked Bag 229

Hunter Region MC NSW 2310

Australia