



2020 Media Kit

QANTAS
Spirit of Australia

TRAVEL
INSIDER 



Reach
2.3 million*
Qantas passengers
each month

*On average per month for Qantas Domestic, QantasLink and Qantas International passengers combined.
Source: Qantas Traffic & Capacity Statistics, July 2018

...with award-winning content that keeps on connecting



Winner
Best Content Marketing Program in Travel/Tourism 2019
Qantas magazine + Travel Insider

Winner
Best Content Marketing Program in Travel/Tourism 2019
Qantas magazine + Travel Insider

Winner
Editor of the Year 2016, 2017, 2018
Kirsten Galliot, Qantas magazine

Winner
Website of the Year 2018
Qantas Travel Insider

Finalist
Designer of the Year 2018
Tony Rice, Qantas magazine

Winner
Sales Team of the Year 2017
Qantas, Medium Rare Content Agency



Winner
Best monetised content 2019
Qantas magazine + Travel Insider

Bronze
Best Travel 2019
Qantas magazine + Travel Insider

Winner
Best Hospitality/Travel 2017, 2018
Qantas magazine + Travel Insider

Winner
Best Digital Publication – Editorial 2018
Qantas Travel Insider

Bronze
Best use of monetised content 2017
Qantas magazine + Travel Insider



Winner
Sales Team of the Year 2016, 2017, 2019
Qantas, Medium Rare Content Agency

Winner
Custom Brand of the Year 2016
Qantas magazine



Winner
Publication of the Year 2017, 2018, 2019
Qantas magazine + Travel Insider

Winner
Publication of the Year 2016, 2018
Qantas magazine

Winner
Best Website 2016
Qantas magazine

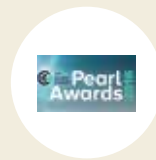


Winner
Best Content Marketing in Hospitality/Travel 2019
Qantas magazine + Travel Insider

Winner
Best Content-Driven Website 2019
Qantas Travel Insider

Winner
Best Publication in Hospitality/Travel 2018
Qantas magazine + Travel Insider

Winner
Best Digital Publication – Editorial 2018
Qantas Travel Insider



Gold Winner
Best Travel and Leisure 2016
Qantas magazine

Gold Winner
Best Mobile/Tablet 2016
Qantas Travel Insider





Qantas Facebook

- **1.5 million** followers
(Social figures accurate as of October 2019)
- **No. 1 publisher** in the Travel and Airline category
Only available for Qantas partners



Qantas Data

- Digitally target **13 million** Qantas Frequent Flyer members



Travel Insider EDM

- **2.95 million** subscribers
- **655,110** average opens per send
- **4.49%** average CTR
(Adobe Campaign Manager 2019)
- **Segmented sends** to highly targeted audiences, including luxury, inbound visitors and business

Think.

the brief.

NEW
100
INSPIRING AUSTRALIANS

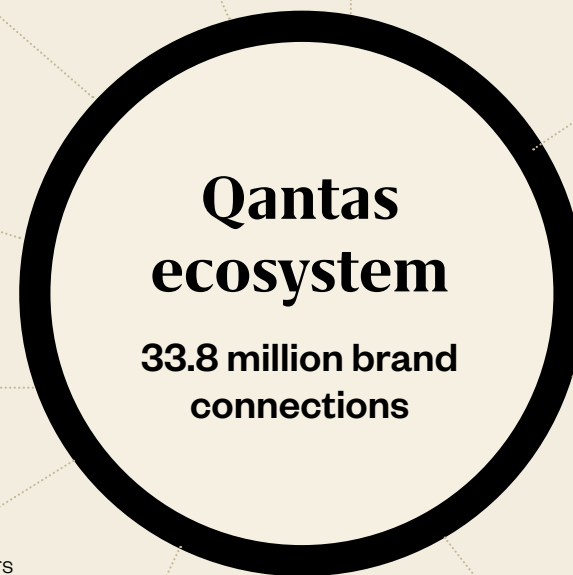
Signature Properties

- Platinum One *(based on approval)*
- Café Awards
- 100 Inspiring Australians
- the brief.
- Think.
- Dinner x Design



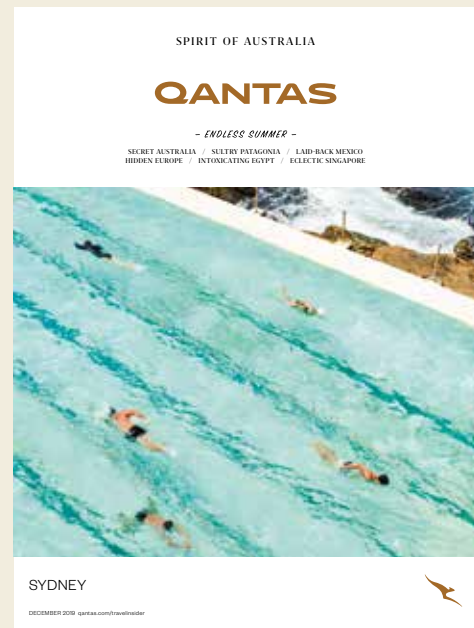
Qantas magazine Instagram + Twitter

- **64.9k** @qftravelinsider
(Social figures accurate as of October 2019)



Qantas magazine Diamond Edition

- 10,000 copies home delivered to Chairman's Lounge, Platinum One and select Platinum members
- November 2020
- Available to 20 partners who advertise in the November 2020 Qantas magazine issue



Qantas magazine

- **393,000** readers
(Roy Morgan, September 2019)
- International and domestic flights
- In national Chairman's, Business and Club lounges every month



Qantas Red Email

- **4.2 million** subscribers (Qantas 2019)
- Only available to Qantas partners and must link back to qantas.com



Qantas Chinese edition

- Biannual – Chinese New Year and Golden Week
- Targeted distribution to incoming Chinese tourists



Travel Insider

- **193,113** uniques
(Nielsen DCR three-month average August-October 2019)
- **2,843,961** average page views per month*
(Adobe Analytics August-October 2019)
- **93%** of the Travel Insider audience is a Qantas Frequent Flyer



QantasLink Spirit

- **Six million** passengers per annum
- Domestic flights
- In national Chairman's, Business and Club lounges
- Bi-monthly

Our audience

Qantas
magazine

393,000
Readers*

47 years
Readers' average age*

53%
Male*

47%
Female*

48%
AB readers*

\$124,090
Average personal
income*

Travel
Insider

193,113
Users per month^

2,843,697
Average page views
per month^^

17.5k
Twitter followers^^^

47.4k
Instagram followers^^^

3 million
subscribers to
Travel Insider EDM

4.2
million
subscribers to
Qantas Red Email**

SOURCE: *Roy Morgan, September 2019; **Subscriber numbers are subject to fluctuations based on user behaviour and sends may be segmented to optimise email engagement. Qantas, 2019; ^Nielsen DCR three-month average August-October 2019; ^^Adobe Analytics August-October 2019; ^^^Twitter and Instagram Followers as at October 2019.



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



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

393,000
Qantas readers, which
is 163,000 more than
Virgin Australia's *Voyeur**

168,000
professionals and
managers (43%), making
them 2.5 times more likely
to be professionals than
the general population*

**106%
more likely**
to be business decision-
makers. Delivering more
decision-makers (29,000)
than any other airline or
business title*



High-income earners,
who earn on average
\$124,090 p.a.*



Average value of savings
and investments is
\$419,790 – almost
double the national average*



52% of readers travel within
Australia four or more times per
year and they are four times more
likely to travel overseas more than
twice a year*



77% believe quality is
more important than price*



2.5 times
more likely
to be C-suites*

48% are ABs: *Qantas*
magazine has the highest AB
profile in Australia and reaches
29,000 more than its closest
competitor, *AFR Magazine**

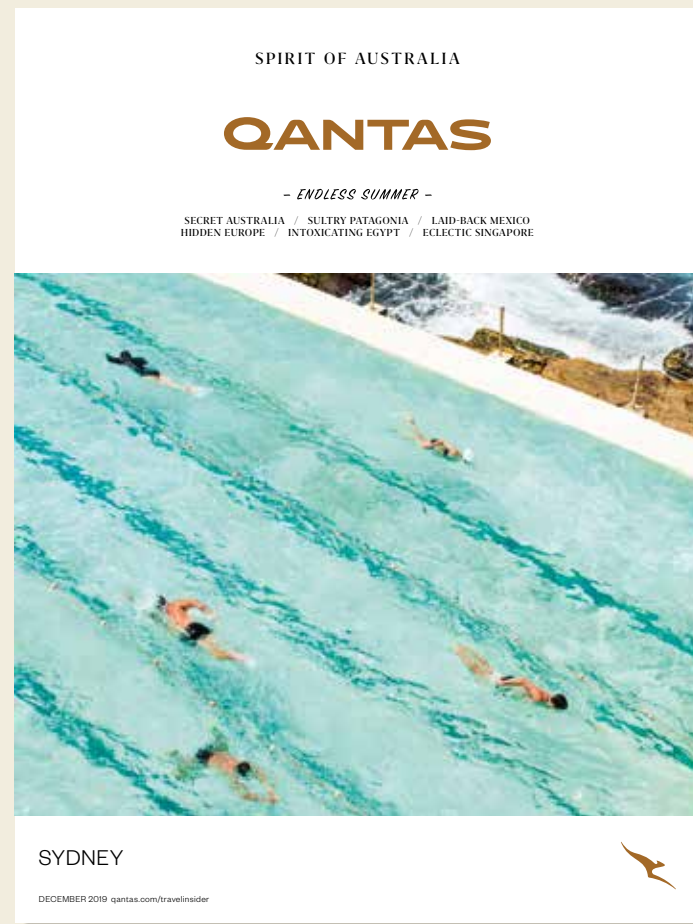
34% more readers
who earn \$150,000+
– higher than *AFR Magazine**

Home-owners
or mortgagees
70%*

SOURCE: *Roy Morgan, September 2019

Qantas magazine

Despite the increased entertainment available, **eight out of 10 Frequent Flyers** read *Qantas* magazine more than half the time they fly.*



As the nation's No. 1 magazine in the Business and Airline categories, *Qantas* magazine reaches 393,000 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.

393,000 readers**

Sections

- Reviews + Previews
- The City
- Food + Drink
- Business + Technology
- Style + Design
- Health + Wellness
- On board
- Games

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
- Select luxury hotels nationally

5-star and boutique hotel distribution

Melbourne: Park Hyatt, The Langham

Northern Territory: Longitude 131

Queensland: Sofitel Brisbane Club 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, Park Hyatt

SOURCE: *Qantas Reader Survey, 2019. Based on 81% of QFFs surveyed agreeing they read the magazine

**Roy Morgan, September 2019.

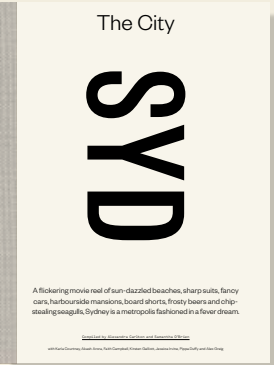


Qantas magazine sections



Reviews + Previews

A showcase of the newest restaurants, bars and experiences – where to eat, drink, stay and what to do to keep ahead of the game. We highlight the best bookshop and hotspot of the month, plus gadgets, cars, jewellery and watches to add to your luxe list. This section also includes a wrap-up of Qantas’s own messages for the month.



The City

The ultimate destination guide: a detailed deep dive into one city and everything readers need to know about it. Including the best hotels, food column Chef vs Critic and bars to visit, the coolest neighbourhood, where to take the kids, local secrets from those in the know and how to not look like a tourist.



Food + Drink

Our panel of critics review Australia’s best venues, experts – including Neil Perry and Peter Bourne – weigh in on their picks of the month, Pat Nourse visits one of the world’s best restaurants and in a grown-up game of pass it on, insiders nominate their neighbourhood’s best eating and drinking spots in Word of Mouth.



Travel Insider

A curation of the most inspiring destinations told through beautifully written words and stunningly captured images to have readers dreaming of their next trip. These features speak to the heart of Qantas magazine: the very best of local and international luxury, adventure, food and wine, wellbeing and business travel from around the world.



Business + Technology

Shines a light on the inner workings of the corporate world, offering advice, inspiration and guidance. Gain unprecedented access to the offices of the world’s most inspiring leaders as they sit down with Editor-in-Chief Kirsten Galliot in View from the Top, get the lowdown on a business buzz phrase you keep hearing in The Memo and be a fly on the wall as we follow a business leader around for a day in Clock Wise.



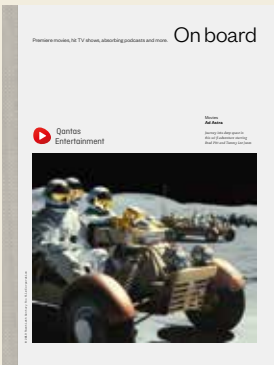
Style + Design

The latest in fashion, beauty, design and architecture. We provide readers with inspiration to travel in style with our stunning shoots showcasing the latest fashion trends, interior design Mood Board and a road test of new beauty treatments, plus an architecture column highlighting the fascinating stories behind the world’s most interesting buildings.



Health + Wellness

We travel the globe to bring readers everything new about wellbeing for the mind, body and soul. From the greatest spa retreats to fitness trends and the latest apps and gadgets to try, we help readers switch off, work-out or find their inner Zen.



On board

Filled with enough entertainment to keep readers occupied in the air, including movie and TV reviews, brain-teasing Sudoku and other puzzles, plus helpful information for airport transfers and inflight exercises.

2020 features

Edition	Business + Technology	Style + Design	Special features
JANUARY	Business books recommended by leaders	Resortwear	Touring
FEBRUARY	Do or die – what every small business should know	Sports luxe	
MARCH	What small business can learn from corporate Australia (and vice versa)	New-season fashion	Cruises
APRIL	Next-level leadership	Workwear / jewellery special	Property
MAY	Meet the neo banks	Accessories special	Good Business
JUNE	Working beautifully: an analysis of the most inspired offices around the world	Watch special	
JULY	The technology of the Olympics	Suiting for men and women	
AUGUST	Innovation in education	Travel / luggage	
SEPTEMBER	Crisis case studies	New-season fashion	
OCTOBER	The secrets to the perfect succession	Spring racing / Watch special	Cruises

Please note: features are subject to change



Qantas magazine Chinese edition



Asia is a strategic priority for Qantas with increased fleet frequency and the best premium service in the market for the Asian business and leisure traveller.

Written in simplified Chinese, stories within the Chinese edition of *Qantas* magazine will focus on topics that resonate with Chinese travellers, including beauty and nature; food, wine, local cuisine and produce; retail, shopping and luxury and beaches and adventure.

Content will also be available online at Qantas Travel Insider and seeded through Weibo, WeChat and YouKu – part of Qantas's use of digital and social media channels for tourism marketing.

Over the year to March 2018, China overtook New Zealand to become Australia's largest source of visitors, with 1.29 million Chinese tourists spending a collective 54.8 million nights in Australia. On average, each Chinese visitor spent almost \$8500 on Australian goods and services during their stay.*

Distribution

Offered on domestic and international flights

All Qantas domestic Chairman's, Platinum and Club lounges

Sales agents and tour operators in Shanghai and Beijing

Duty-free stores in Sydney and Melbourne

International and domestic airports in New Zealand: Auckland, Wellington, Christchurch and Queenstown

Chinese New Year Town Hall Festival in Sydney

Willoughby Chinese New Year Festival

5-star and boutique hotel distribution

The Langham
Sydney, NSW
Melbourne, Vic

Club Sofitel Lounge
Brisbane, Qld

The Old Clare Hotel
Sydney, NSW

Hydro Majestic & Lilianfels Day Spa
Blue Mountains, NSW

Three-month distribution

Key dates

Golden Week

Distributed:
1 October 2020

Booking deadline:
2 August 2020

Material to be translated:
7 August 2020

Material deadline:
14 August 2020

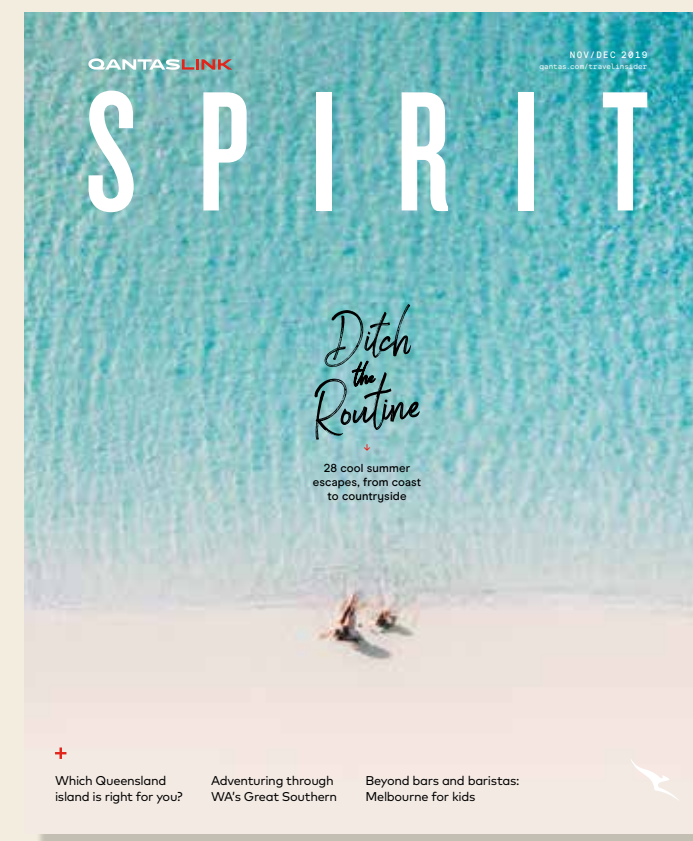
Chinese New Year edition 2021

Contact your sales rep for more information

*Tourism Australia, March 2018

QantasLink *Spirit* magazine

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 businesses, all written by highly respected local journalists

Bi-monthly distribution

QantasLink *Spirit* 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 and key regional centres
- All mining charters in Queensland and WA
- Network Aviation (major mining charter airline), WA
- All domestic, Chairman's, Platinum and Club lounges

Direct contact with 1 million[^] passengers with each issue of *Spirit* magazine^{***}



6 Million
QantasLink
passengers
annually fly with
Australia's largest
regional airline*

57% are inspired
to plan their trips after
reading *Spirit* magazine



Direct contact with
1 million[^]
business and leisure
passengers with each issue
of *Spirit* magazine^{***}

Over **one in two**
are likely to consider
advertised products and
services in QantasLink[^]



Three in four
are spending \$5000 to
\$10,000-plus on their
holidays each year[^]



Average household
income of
\$164,820
(compared to
population average
of \$106,290)

57% are travelling
for business[^]

43% are ABs^{^^}



75 minutes
average journey^{**}



Three in four
strongly trust QantasLink
Spirit magazine[^]



59% male and
41% female[^]

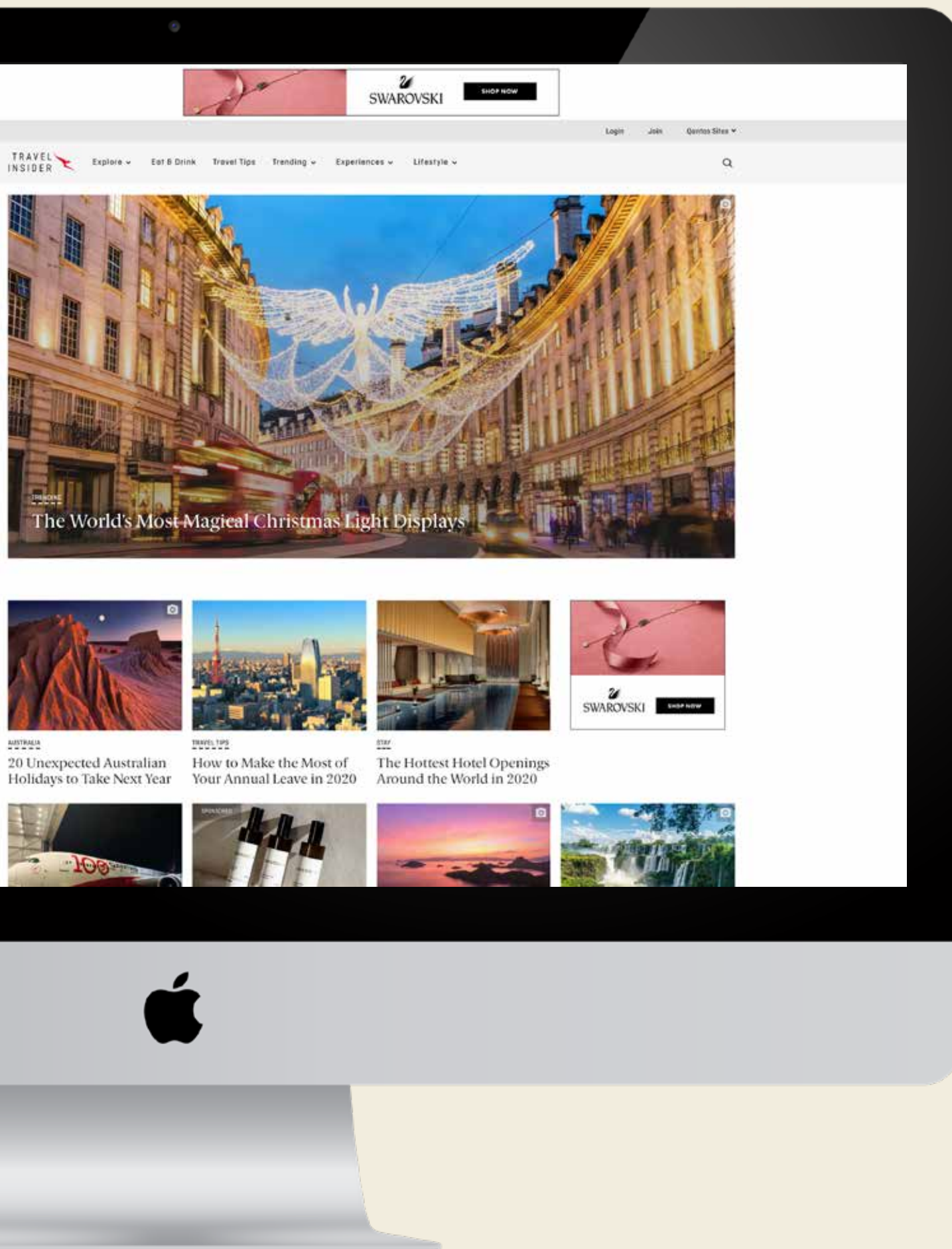


55% are reading
20 minutes to 1 hour-plus
(the average is 8.2 minutes)[^]

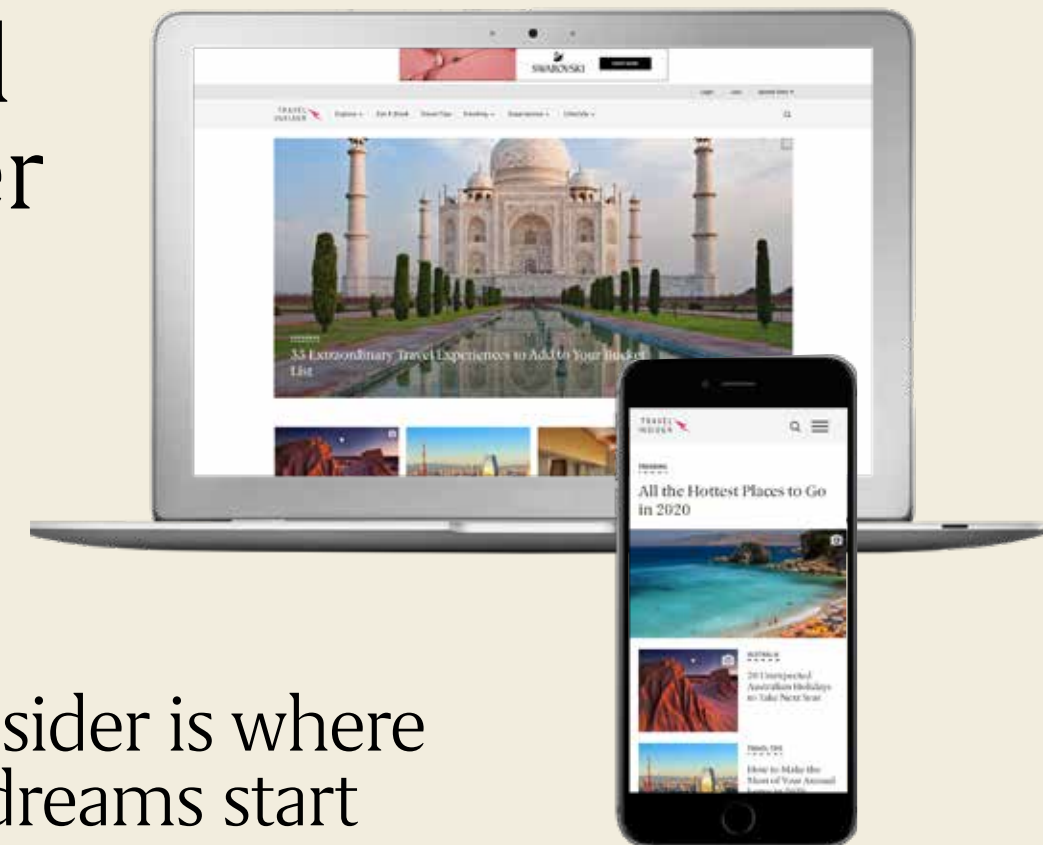
FREQUENT
FLYER 

Over **one in two**
are Gold, Platinum or
Platinum One Frequent Flyers[^]

SOURCES: *Qantas Traffic and Capacity Statistics, Full Year Report, January 2017 **The Customer Advisory Panel 24 June-10 July 2016
Frequent Flyers ***Based on bimonthly average of QantasLink passengers; ^QantasLink *Spirit* readers survey, October 2018 ^^Roy Morgan,
September 2019, based on QantasLink passengers.



Travel Insider



Travel Insider is where holiday dreams start

One of the most visited premium lifestyle media sites in Australia (Nielsen), Travel Insider offers thousands of expert insider's guides and features to help visitors plan their trips to more than 40 destinations worldwide, with a focus on the best of Australia – users can explore detailed guides to all major cities and popular regional destinations through the eyes of prominent locals, award-winning writers and celebrated taste-makers whose experiences are exclusive and authentic.

The site helps everyone find the best experience for them: with sections for family travel, business travel, cruising, adventure, romance, food, accommodation and more.

The site also has a detailed Travel Tips section and regularly features useful expert tips from high-profile travellers and celebrities.

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.

Website + Social Media

Planning tool

The ultimate inspiration and planning tool for:

Explore

Eat & Drink

Travel Tips

Trending

Experiences

Lifestyle

Online platforms

Connect with us online at:

qantas.com/travelinsider

@qftravelinsider

@qftravelinsider

193,113
unique visitors*

2,843,697
average page views
per month**

5:07 mins
average session
length***

47.4k^
@qftravelinsider
Instagram followers

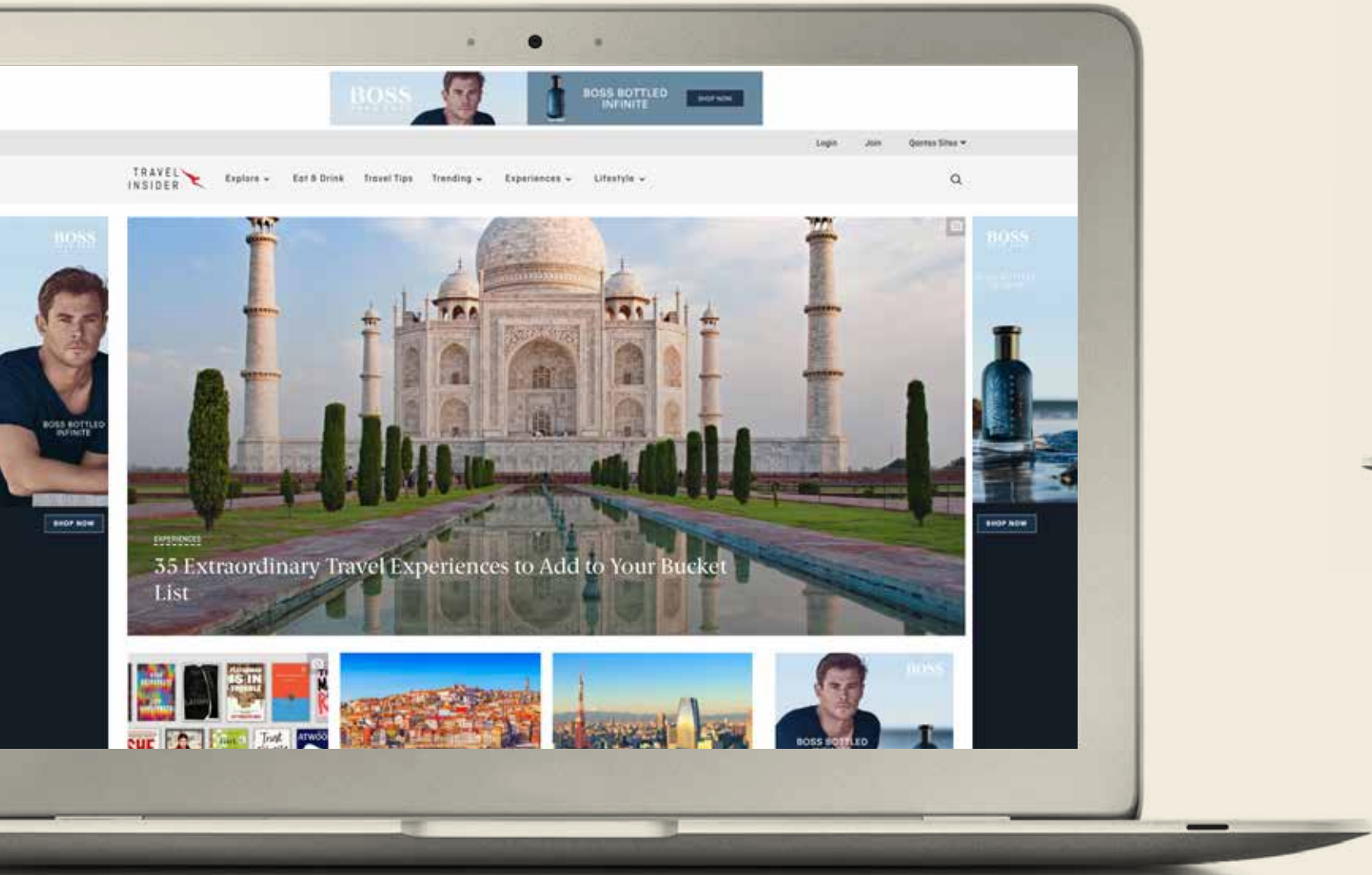
17.5k^
@qftravelinsider
Twitter followers

1.47m^
Qantas Facebook

SOURCE: *Nielsen DCR three-month average August-October 2019 **Adobe Analytics August-October 2019

***Adobe Analytics August-October 2019 ^Instagram, Twitter and Facebook followers as at October 2019.

Travel Insider sponsorship opportunities



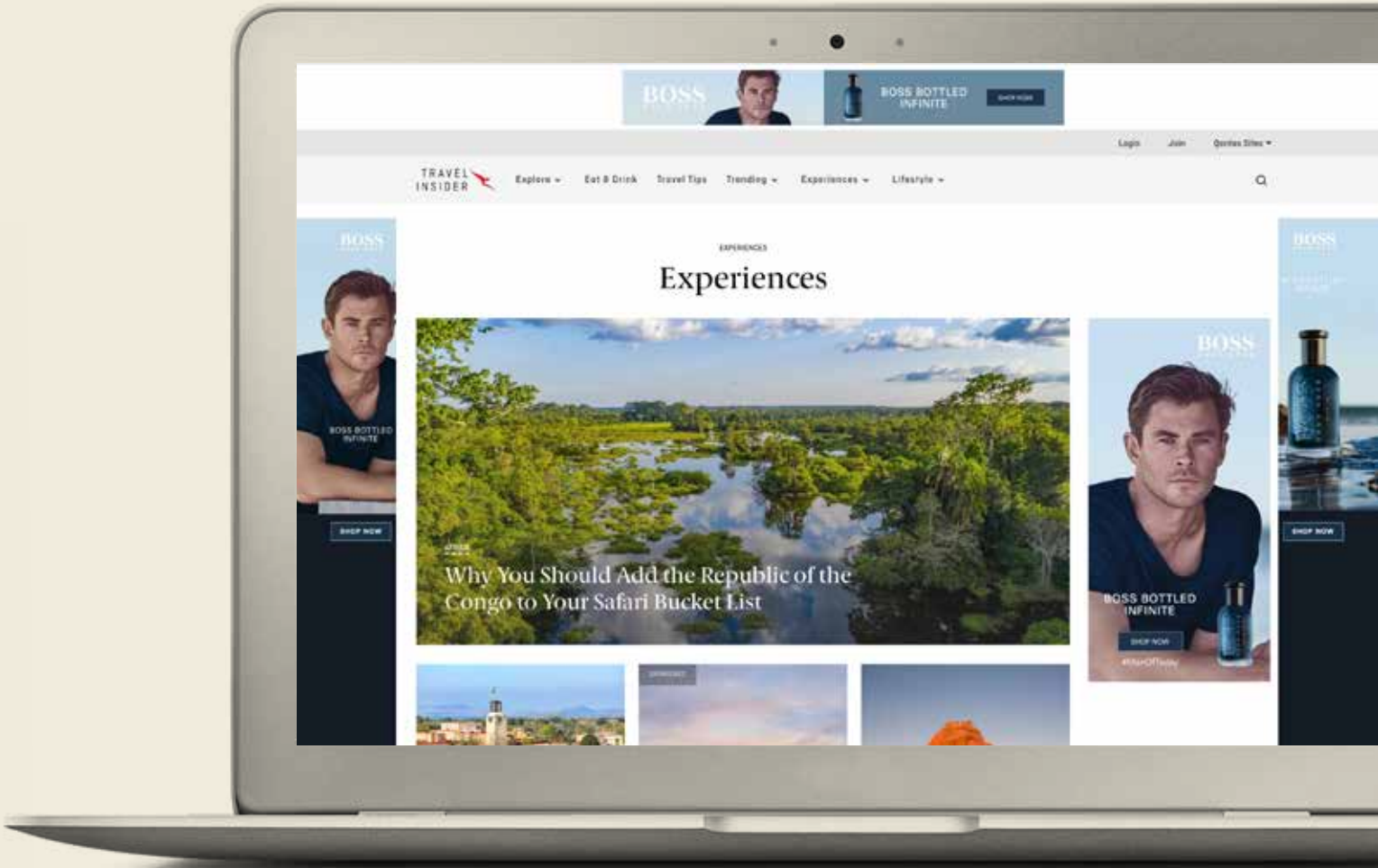
Home page sponsorship

Concept

- Monthly buyout of Travel Insider home page
- 100% SOV offering maximum impact within a premium environment

Inclusions

- Desktop**
- Double Roadblock (POS 1 & 2)
 - Sticky Skins
- Mobile**
- Double Roadblock (POS 1 & 2)



Section sponsorship

Concept

- 100% SOV offering maximum impact within a relevant environment
- Align with specific content environments on Travel Insider, such as Technology, Eat & Drink and Style

Inclusions

- Desktop**
- Double Roadblock (POS 1 & 2)
 - Sticky Skins (Index page only)
- Mobile**
- Double Roadblock (POS 1 & 2)

Curated content hub

Concept

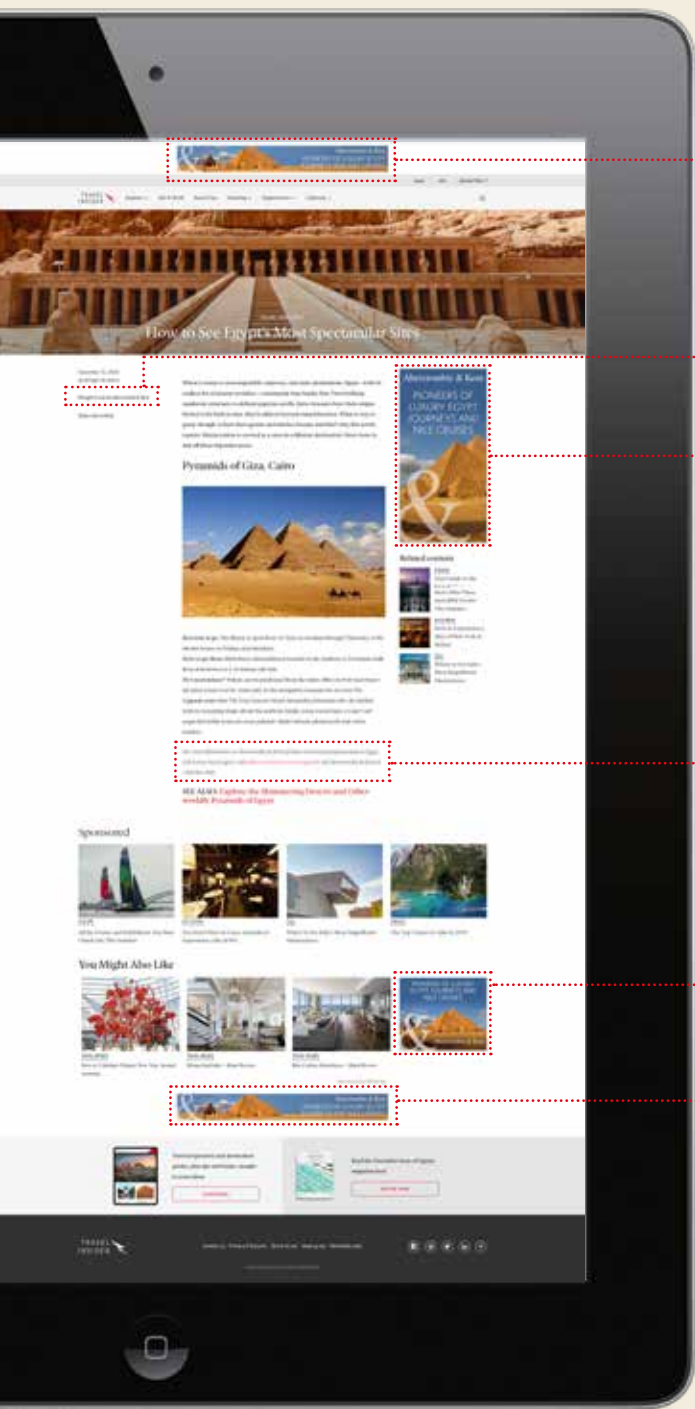
- Become part of a curated editorial environment relevant/tailored to a specific campaign theme
- Existing editorial is supported by commissioned articles written by Travel Insider to support the client's topic or theme

Inclusions

- BTYB logo on index
- 100% SOV media on page, including Sticky Skins
- Minimum two commissioned articles or galleries
- Editorial support on qantas.com/travelinsider, driving to the integration

Travel Insider native content opportunities

Branded content



Brand advertising to feature around the content

"Brought to you by XYZ" tagged at end of copy

Brand advertising to feature around the content

Call to action and link to supplied advertiser URL at the bottom of the copy

Brand advertising to feature around the content

Native article

Concept

- An editorially led native article written for an advertiser by the Travel Insider editorial team based on the advertiser's objectives
- Content devised, written and uploaded by the Travel Insider team following concept approval by advertiser
- Content must be truly native – a topic of genuine interest to the readers with subtle advertiser/brand integration
- Content must be travel related or applicable to the Qantas audience

Inclusions

- Content is tagged "Brought to you by XYZ" on the LHS below author
- There will be a tagline at the end of the content that is an overt call to action for the brand, with a link to a nominated URL
- Content tile is tagged "Sponsored" when it appears on the home page and category landing pages
- Upon completion of campaign (at the end of the month), the branding will be removed from content
- Sponsored content appears in specifically designated content tile positions throughout the homepage and index page category feeds, as well as in a footer feed and side rails on all articles, and is managed by our amplification platform.

Native gallery

Concept

- Content devised, written and uploaded by the Travel Insider team following concept approval by advertiser
- Content must be truly native – a topic of genuine interest to the readers with subtle advertiser/brand integration
- Content must be travel related

Inclusions

- Advertiser mentions or nominated URL in a single gallery is capped at four. The first will appear on the third slide, with a maximum of four integration mentions
- There will be a minimum of 12 slides in any gallery (at the discretion of the Rare Creative team). This includes 11 on content and one "Up Next" slide
- Content is tagged "Brought to you by XYZ" after the headline
- Content tile is tagged "Sponsored" when it appears on the home page and category landing pages
- Advertiser's name does not appear in the URL of the gallery
- Upon completion of campaign (at the end of the month), branding will be removed from content
- Sponsored content appears in specifically designated content tile positions throughout the homepage and index page category feeds, as well as in a footer feed on all galleries, and is managed by our amplification platform.

Brand advertising to feature around the content

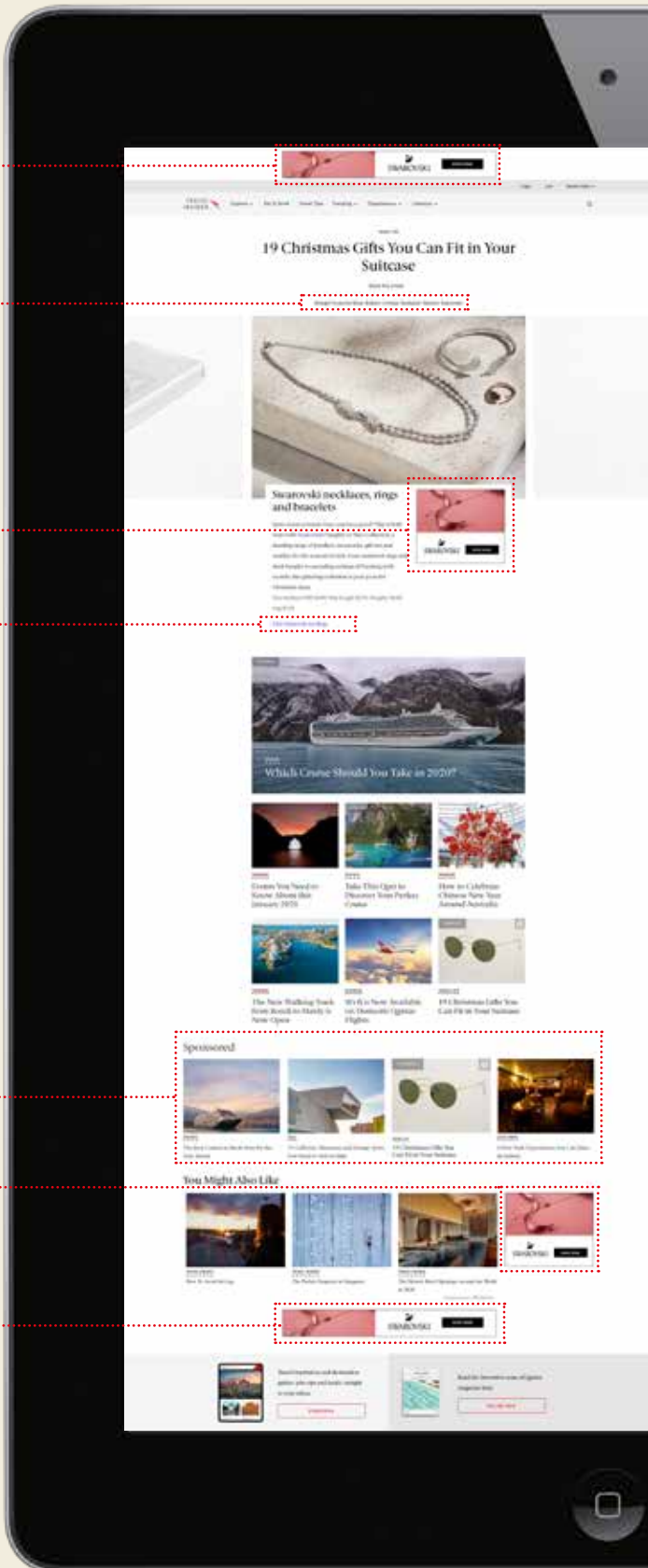
"Brought to you by XYZ" tagged at end of copy

Brand advertising to feature around the content

Call to action and link to supplied advertiser URL on every third slide, capped at a maximum of four integrations.

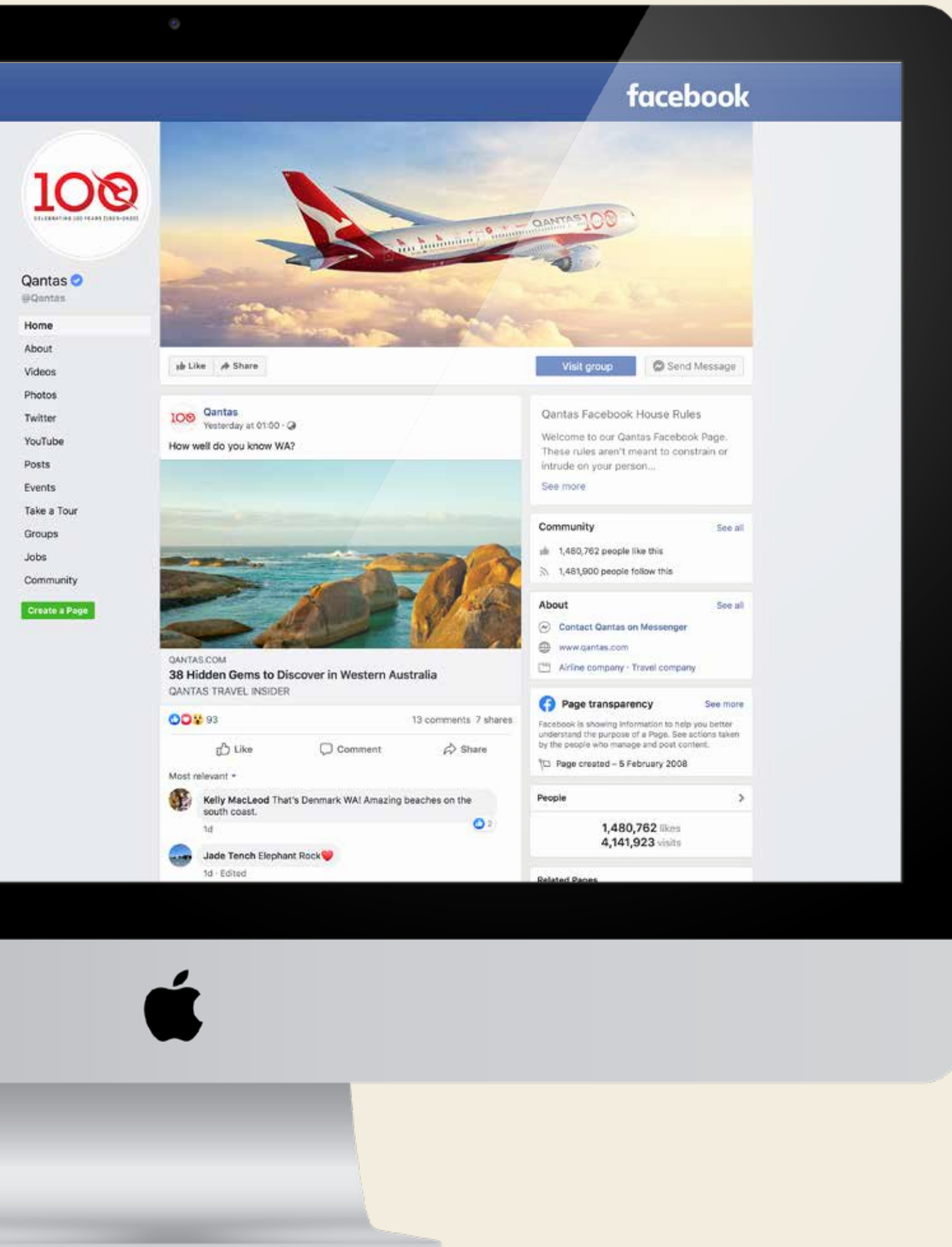
Footer on all galleries populated with sponsored content tiles.

Brand advertising to feature around the content



Social

Qantas Facebook



1.47 million
Facebook fans

6.9 million
people each week

1.9 million
video views each week

Qantas Facebook page is Australia's No. 1 publisher in the Travel & Airline category on Facebook.

Native videos posted on Qantas Facebook are only available to Qantas partners and the CTA must link back to qantas.com.

Qantas social engagement continues to grow and generate exceptional branded and organic content experiences.

Travel Insider now offers the following video formats:

- Client-supplied footage
- Stock footage
- Produced/bespoke footage
- Influencer-produced footage

SOURCE: Facebook Insights, February 2019

EDM

Travel Insider Email



Up to 3 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.

Traffic summary

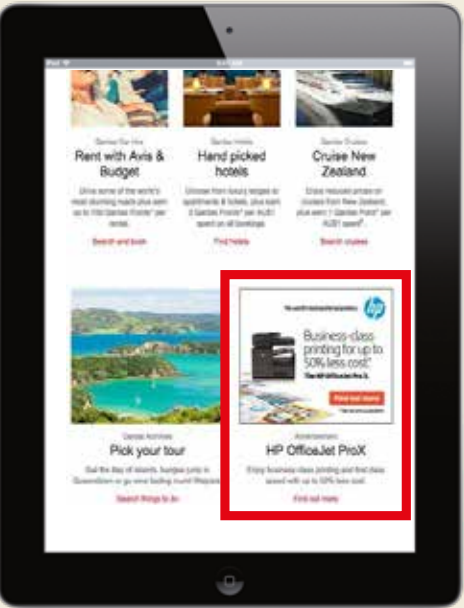
Distribution:
Up to 3 million subscribers

Casting:
Three to four sends per month inclusive of one segmented send (luxury, family, travel, inbound tourists and technology)

Open rates:
Total open rate, 37.35%**

Inclusions:
Solus ad unit

Qantas Red Email



Up to 4.2 million subscribers*

Distributed to more than 3 million subscribers, it delivers the latest flight offers, hotel specials, cruise deals and travel reviews. Available to Qantas partners only with a call to action linking back to qantas.com. The newsletter is ideal for promoting tactical offers and driving users to action.

Traffic summary

Distribution:
Up to 4.2 million subscribers

Casting:
Two to three sends per month

Open rates:
Average 58.06%

Inclusions:
Solus ad unit with copy

SOURCE: *Subscriber numbers are subject to fluctuations based on user behaviour and sends may be segmented to optimise email engagement. Qantas, 2019; **July 2018-June 2019





Deadlines + specifications

Qantas magazine

Deadlines

Edition	On board	Booking deadline	Material deadline
JANUARY	1 January 2020	19 November 2019	26 November 2019
FEBRUARY	1 February 2020	2 December 2019	9 December 2019
MARCH	1 March 2020	21 January 2020	28 January 2020
APRIL	1 April 2020	18 February 2020	25 February 2020
MAY	1 May 2020	17 March 2020	24 March 2020
JUNE	1 June 2020	17 April 2020	24 April 2020
JULY	1 July 2020	19 May 2020	26 May 2020
AUGUST	1 August 2020	18 June 2020	25 June 2020
SEPTEMBER	1 September 2020	20 July 2020	27 July 2020
OCTOBER	1 October 2020	20 August 2020	27 August 2020
 DIAMOND EDITION	23 October 2020	31 August 2020	7 September 2020
 100 COLLECTOR'S EDITION	1 November 2020	17 September 2020	24 September 2020
DECEMBER	1 December 2020	20 October 2020	27 October 2020

Specifications

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

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 SENDlite. Specifications available at mediumrarecontent.com.

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

Qantas Chinese magazine

Deadlines

Edition	Distributed	Booking deadline	Translation deadline	Material deadline
Golden Week October 2020	1 October 2020	2 August 2020	7 August 2020	14 August 2020
Chinese New Year January 2021	Contact your sales rep for more information			

Specifications

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
OFC or OBC Gatefold Flap	275mm x 197mm wide	255mm x 177mm wide	285mm x 207mm wide
OBC	275mm x 404mm wide	255mm x 384mm wide	285mm x 414mm wide

Qantas Chinese Edition is a perfect bound publication.

Print material to be supplied via Quickcut (Adstream), Adsend or SENDlite.

The full right-hand page of an OFC gatefold (first page of text) must be supplied with a 3mm white or black strip on the fore edge. Please contact Production prior to sending material to confirm which colour strip to supply.

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

Premiums apply for early positioning. It is the advertiser’s responsibility to supply their ads in simplified Chinese.





QantasLink *Spirit* magazine

Deadlines

Edition	On board	Booking deadline	Material deadline
January/February 2020	1 January 2020	22 November 2019	29 November 2019
March/April 2020	1 March 2020	23 January 2020	30 January 2020
May/June 2020	1 May 2020	24 March 2020	31 March 2020
July/August 2020	1 July 2020	26 May 2020	2 June 2020
September/October 2020	1 September 2020	27 July 2020	3 August 2020
November/December 2020	1 November 2020	24 September 2020	1 October 2020

Specifications

Magazine (mm)	Trim (H x W)	Type	Bleed
Double Page (Supply as two full pages)	To be supplied as two single full pages		
Full Page	250mm x 210mm	234mm x 194mm	260mm x 220mm
Half-page vertical	250mm x 105mm	234mm x 89mm	260mm x 115mm
Half-page horizontal	111mm x 190mm	-	-
Third-page vertical	250mm x 70mm	234mm x 60mm	260mm x 80mm
Third-page horizontal	72mm x 190mm	-	-

Classified (mm)	Trim (H x W)
Quarter-page Vertical	113mm x 92mm
Eighth-page Horizontal	54mm x 92mm

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 SENDlite. PDFs are not accepted.

Travel Insider and EDMs

Deadlines

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 (three to four sends per month)	Minimum three weeks prior to start date	Two weeks prior to start date
Qantas Red Email MREC (up to three sends per month)	Minimum two 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 display

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	728px wide x 90px high 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

*Sticky Skins are only applicable for section sponsorship.

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
Header / Sell (Optional)	Header: Max 50 characters and spaces Sell: Max 100 characters and spaces Note: Header and Sell may be edited to fit Qantas style guidelines		

Note: Inquire with a Qantas sale representative for information on desktop and mobile billboard specifications and RMX specifications <https://mediumrarecontent.com/work/qantas/digital-specs/>





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