



GOURMET

TRAVELLER

BRAND OVERVIEW

GOURMET TRAVELLER

Gourmet Traveller is Australia's trusted authority on food, wine and luxury lifestyle. We seek out the exceptional and celebrate the best life has to offer.

It delivers unique content, escapism and exclusive access to enrich, entertain and inspire the consumer: the Gourmet Traveller.





A NOTE FROM THE EDITOR

For more than 50 years, *Gourmet Traveller* has been inspiring Australians with the very best in food, travel and luxury experiences. Whether cooking at home or travelling the globe, our readers are constantly seeking new adventures and look to us for reliable and trusted recommendations.

As the country's leading title in the luxury sector, *Gourmet Traveller* works closely with Australia's best chefs and leaders in the travel and hospitality industries, to give our readers exclusive access through print, digital and event activations.

The *Gourmet Traveller* legacy is one of trust, prestige and relevance. Our readers rely on us to seek out and share new adventures and introduce new ideas and experiences that will enrich their lives.

JOANNA HUNKIN EDITOR-IN-CHIEF

EDITORIAL *pillars*



CHEFS & DINING OUT



RECIPES & MENUS



TRAVEL



DRINKS



A LUXURY LIFESTYLE



GOURMET TRAVELLER 2022 RESTAURANT AWARDS

The *Gourmet Traveller* Restaurant Awards set the standard for excellence across the industry. The Awards and Guide celebrate the nation's dining scene, from the country's most highly respected restaurants to its hottest new players in Australia. Our nationwide independent team of reviewers spend months crisscrossing the country, knife and fork in hand, visiting Australia's finest restaurants. Our critics bring the expertise of years of critical eating, drinking and writing to the table, and follow a strict criteria in determining what makes the cut, and what doesn't.



SIGNATURE *dinners*

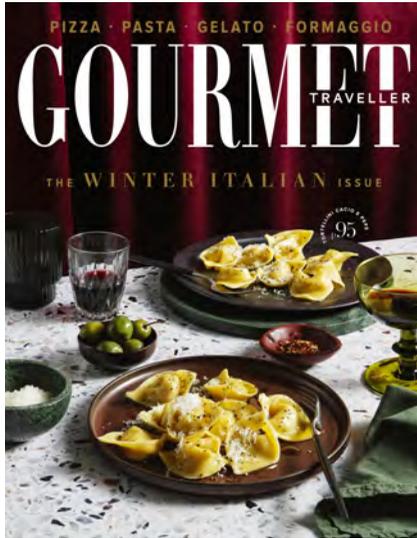
Gourmet Traveller reader dinners have been an ongoing highlight of our readers' dining calendar for many years. The dinners offer our audience the opportunity to dine on a curated menu, at a restaurant hand-picked by *Gourmet Traveller* editorial.

For our event partners, Reader dinners are an opportunity to engage our audience in an intimate 'insider' setting, with great company and fabulous food and wine as the backdrop.



CROSS-PLATFORM READERSHIP 541,000

The only food publishing brand to grow cross-platform audience both YOY and POP



READERSHIP 248,000

MONTHLY AUDIENCE 569,000

Source: Roy Morgan Australia Jun 2021



PAGE VIEWS 4,805,183

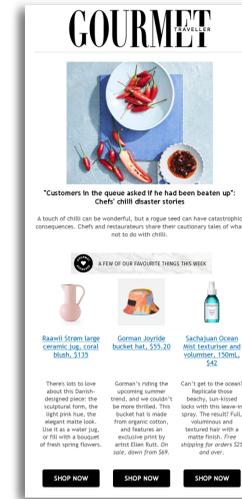
UNIQUE AUDIENCE (AUS) 305,925

Source: Roy Morgan, July 2021

NEWSLETTER SUBSCRIBERS 54,600

SOLUS SUBSCRIBERS 50,800

Subscribers updated 3 September 2021



INSTAGRAM 346,000

PINTEREST 64,500

FACEBOOK 436,000

Social Landscape as of August 2021

BRAND EXTENSIONS



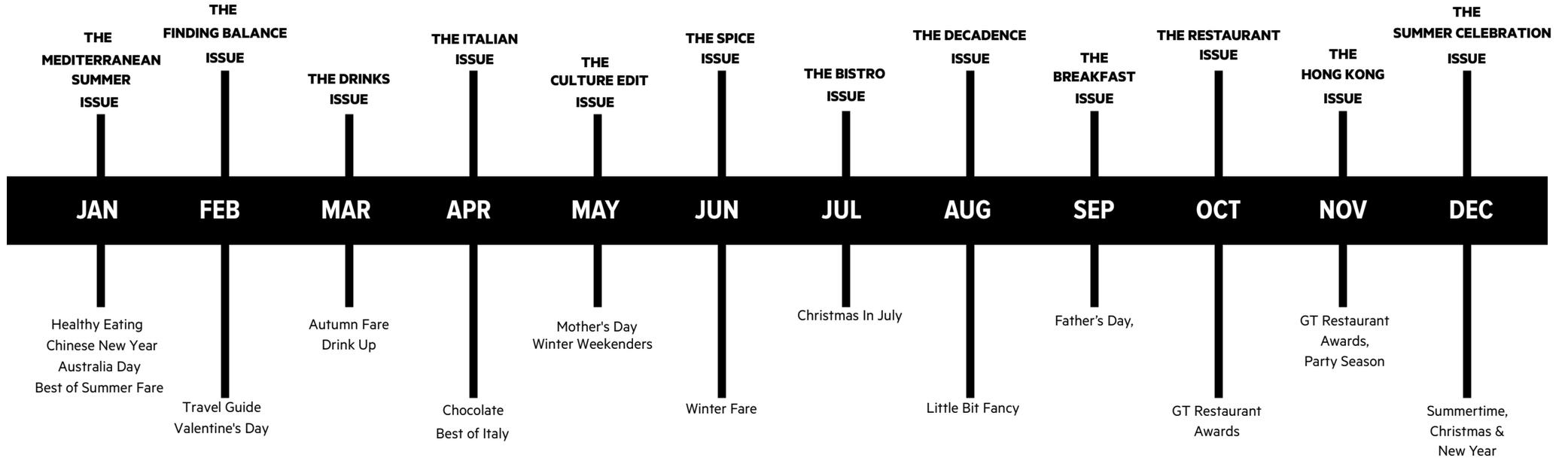
COFFEE TABLE BOOKS

COOKBOOKS



RESTAURANT GIFT CARD

GOURMET TRAVELLER *2022 Calendar Print*



Digital



A U D I E N C E

AFFLUENT AUDIENCE

- 61% Women / 39% Men
- 34% in the AB quintile (ix169)
- Average age 49
- Average HH income is \$149k – that's \$29k higher than the average household
- 2x more likely to have a HH income of \$250k+ than the general population
- Average savings and investments of \$329 – that's \$83k higher than the average household

PASSIONATE ABOUT FOOD, HIGHLY ADVENTUROUS, LOVE TO ENTERTAIN & DINE OUT

- Passionate about food and cooking – 54% have entertained at home (averaging 6 times in 3 months), and 1.3x more likely (ix132) to have hosted a dinner party in the last 3 months than the general pop
- ... but also love to dine out – 1 in 2 (49%) went to a licenced restaurant in the last 3 months (ix119) and they are also 1.8x more likely (ix 175) than the average Australian to be often first to dine out at the latest restaurant
- 3 in 4 (75%) have consumed alcohol in the last 4 weeks. More than half (56%) have consumed wine skewing 1.3x more likely (ix130) compared to the general population.
- Almost half (46%) buy luxuries (ix131) and are 1.4 more likely (x142) than the average Australian to be Big Spenders
- 84% are main grocery buyers and on average spend \$201 on weekly grocery shopping – that's 6% more than the average Australian
- They are 1.2x more likely (ix120) to be early adopters of new food products, and 1.5x more likely (ix153) than the average Australian to be early adopters of new kitchen and laundry appliances
- 28% intend to take a holiday in the next 12 months skewing 1.2x more likely (ix117) compared to the general population
- They are 2x more likely (ix197) than the average Australian to be the first to try a new hotel and/or resort
- The Gourmet Traveller reader is 1.8x more likely (ix178) than the average Australian to intend to buy a new car in the N12M. They also skew 2.8x more likely (ix278) to intend to buy a luxury car in the N12M.

CONTACTS

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