



Concierge Traveller

The Edition Media Kit 2012





Concierge Traveller

Concierge Traveller, a division of the Concierge Travel Group, provides the ultimate personalised travel experience delivered above and beyond through a uniquely comprehensive, innovative and highly interactive service.

Our business specialises in the most indulgent and plainly escapist holidays to the world's most alluring places. We know where the best golf courses and resorts are, the most suitable cruising choice, which restaurants to recommend, how to make the most of a metropolis, where to find hidden gems of a country, the most suited private guide and in many cases, we can speak the native language of the place our clients are travelling to.

What gives us an added dimension is the hundreds of priceless years of travel experience of our leisure advisers. Being in the know means travel is tailored to everyone's needs, with desirable recommendations and luxury in mind from start to finish.





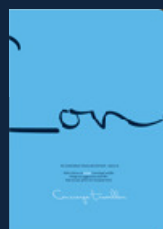
The Edition

The "Edition" by Concierge Traveller is the first and only premium publication exclusively produced by a boutique travel agency in Australia.

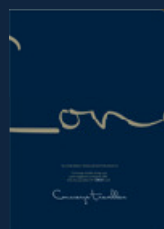
The 'Edition' is full of ideas, stories, tips and information on destinations. The specialist knowledge and personal experience of our expert advisors and management team delivers interesting and well informed travel options for discerning travellers.



Edition #1
The Festive Edition



Edition #2
The European Edition



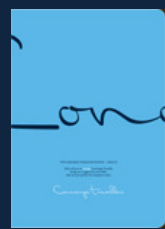
Edition #3
The Great Edition



Edition #4
Special occasions



Edition #5
The Festive Edition



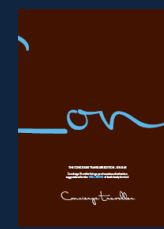
Edition #6
Food & Wine



Edition #7
Advisor Insights



Edition #8
Europe & Beyond



Edition #9
Gourmet Trails





Distribution

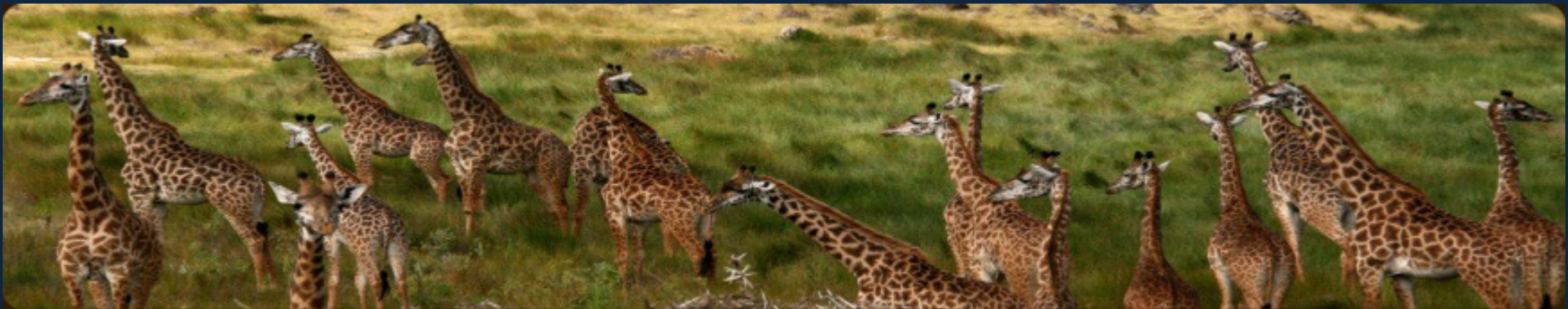
Frequency	Printed 2x per year.
Circulation	35,000+ copies
Readership	70,000+
Subscribers	5,000 CT copies + 30,000+ copies through Australian Gourmet Traveller, Australian Luxury Travel Magazine and other premium Australian magazine subscriptions
National Distribution	Qualified clients and contacts of Concierge Traveller Selected golf clubs, yacht clubs, medical practitioners & cruising subscribers Subscribers of Luxury Travel & Style Magazine and Gourmet Traveller Digital version available on the following websites <ul style="list-style-type: none">• Conciergetraveller.com.au• FreighterExpeditions.com.au• SwissEuropeTravel.com.au





Reader Profile

Gender	Male (56%) Female (44%)
Age	31-40 (18%) 41-50 (21.9%) 51-60 (25%) 61-70 (21.9%)
Top Interests	Cultural Cruising Good Living & Restaurants Active walking & hiking Island Resorts Adventure holidays Wellbeing
Top Destinations of Interest	Western & Eastern Europe Asia USA & Canada Islands of South Pacific & Tahiti Africa Latin America
Experiences	Bespoke arrangements Private Touring Boutique & Luxury Hotels





Travel Features

**January 2012:
The Best of the Best**

Australia | Asia | The Americas | Europe | New Zealand | The Pacific
Distributed in January and April.

**June 2012:
Food & Wine**

Short breaks | Gourmet Europe | Tasting tours | Local delicacies |
Culinary cruising
Distributed in June and October.

Regular Editorial Features

Cruise Calendar, Upcoming Events, Favourite Journeys





Advertising Rates

Type	Size	Rates
Full page Advertorial & exclusive package for readers (3 images)	Full Page	AU\$2750 each
Half page Advertorial & exclusive package for readers (2 images)	Half Page	AU1450 each
Column Package inclusion (1 image)	Column Feature	AU\$650 each column
Cruise Calendar Listing	One line	AU\$150 per line
Email Campaign promotion (monthly)	600px x 300px	AU\$550 each campaign
Website – dedicated page per month	One page	AU\$100

Prices as of 1 September 2011 and valid for 30 days. Prices are ex GST.



Online - Advertising Rates

Type	Duration	Rates
Home page feature image plus click through to page	2 weeks	AU\$500
Dedicated page per month (includes 1 week on home page MREC)	monthly	AU100 each
Email Campaign promotion	600px by 300px	AU\$550 each campaign


Prices as of 1 November 2011 and valid for 30 days. Prices are ex GST.
Advertorial style only. No logos.





Feature image

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Concierge Traveller - a boutique Australian Travel Agency with a long tradition of crafting customised travel

Concierge Traveller is more than your usual travel agency. We take the time to **get to know you** - your individual needs, your tastes and your desires - to create **your unique holiday experience**. Our highly experienced team have **unrivalled destination knowledge** and **global contacts** to satisfy any whim.

Concierge Traveller - for those who appreciate experience, knowledge and the best possible advice.
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SEE SINGAPORE THE CELEBRITY WAY: MARINA BAY SANDS
 See Singapore the Celebrity Way: Marina Bay Sands. Lady Gaga has taken a bath gazing over the city skyline. Katy Perry's had a private pedicure in her own personal spa. Justin Bieber's had a party in his very own karaoke room. But it's not just the fact that it's a celebrity holiday destination that [-]

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SEE SINGAPORE THE CELEBRITY WAY: MARINA BAY SANDS
 Posted by admin on Friday, November 11, 2011 · [Leave a Comment](#)

See Singapore the Celebrity Way: Marina Bay Sands

Lady Gaga has taken a bath gazing over the city skyline. Katy Perry's had a private pedicure in her own personal spa and Justin Bieber's had a party in his very own karaoke room. But it's not just the fact that it's a **celebrity holiday destination** that brings luxury-holiday seekers to Singapore's majestic

Marina Bay Sands hotel.

Developed by the prestigious Las Vegas Sands, this huge development looms large over the Singapore skyline, its three towers casting an exciting shadow on the waters of the bay. This is a Singapore city break experience like you've never known – and we can help you organise a city stay with a difference.

The Marina Bay Sands is billed as the **world's most expensive standalone casino property**, costing \$5.8 billion to build in total. While guests are treated to nothing less than luxury once inside, it's the 340 metre-long SkyPark with a capacity to hold 3,900 people, plus the **150 metre-long Infinity swimming pool** on the roof that's sending visitors, celebrity and otherwise, skywards in Singapore.

There's **decadence** for all on top of the world's largest public cantilevered platform, including **truffle Infused French fries** with garlic aioli dip. With seven **celebrity chef** restaurants and the Broadway musical The Lion King entertaining guests nightly however, there's no shortage of things to do inside.

When pop star **Katy Perry** held her press conference in the pool itself earlier this year, she made journalists strip to

MREC (one week) with link to dedicated page



Deadlines & Release Dates

	Booking	Images	Release
January 2012 – The Best of the Best – Advisors selections	30 September 2011	15 October 2011	December 2011 March 2012
June 2012 – Food & Wine	20 March 2012	15 April 2012	June 2012 September 2012
Online & email	Please enquire		
Enquiries & Bookings:	Nicola Billens, Marketing Manager nbillens@conciergetraveller.com.au (02) 8270 4868		

