

Talk to an engaged audience



MEDIUM RARE

Why advertise with us?

We have helped transform Australia's largest brands into publishers that deliver high levels of reach and engagement.

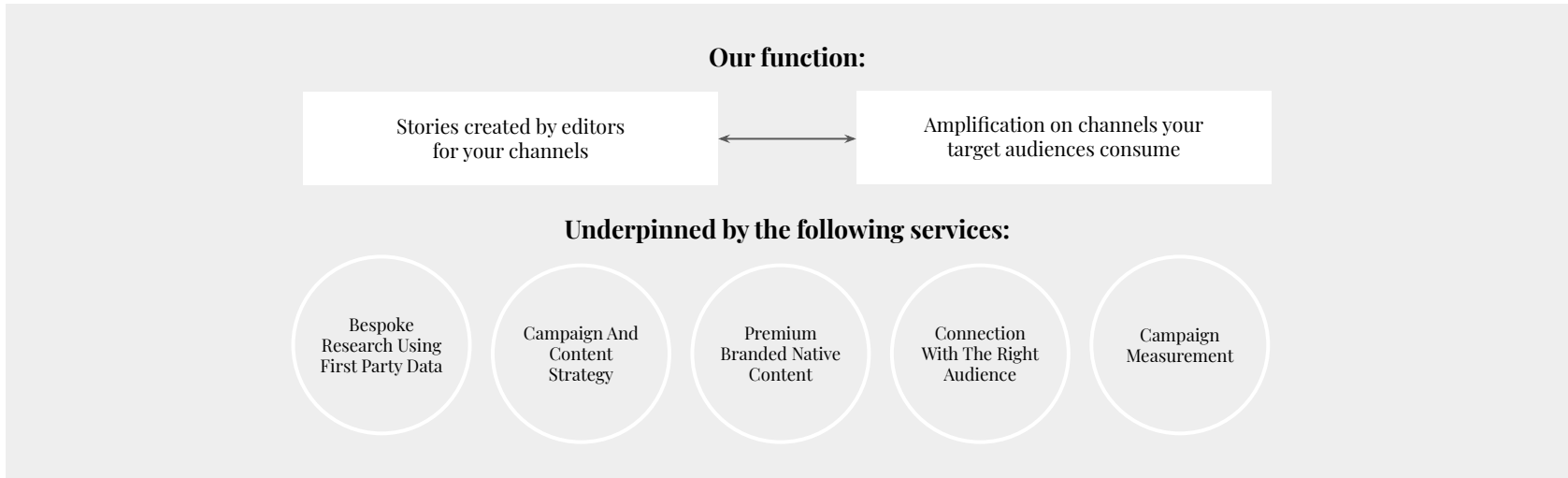
Our print network alone reaches and engages over 5.6 million Australians every month* delivering cut-through across many difficult-to-reach segments such as C-Suites, SMEs and millennials.

We are content experts – we know what stories people want to hear, how and where they want to hear them and how we can keep them coming back for more.



Our native content offering

At Medium Rare, clients have access to an independent branded content studio, **Rare Creative**, which creates high-value marketing campaigns – both for client channels and targeted third-party networks.








MEDIUM RARE

Our key network audiences



MEDIUM RARE

<p>Buying Audience</p>	<ul style="list-style-type: none"> • C-Suites and HNWI • Younger male and female professionals • Small business owners • Business decision makers 	<ul style="list-style-type: none"> • Main grocery buyers • Young families • Regional families • Multicultural families • Older couples 	<ul style="list-style-type: none"> • Millennials • Generation Z 
<p>The audience motivations</p>	<p><i>Affluent Achievers</i> <i>desire purpose & personal success</i></p> <ol style="list-style-type: none"> 1. Established Achievers 2. Emerging Achievers 3. Independent Achievers 	<p><i>Family Champions</i> <i>desire community and transparency</i></p>	<p><i>Life Curious</i> <i>desire stimulation and reward</i></p>
<p>Medium Rare brands</p>	 <p>Qantas, Company Director, Jetstar, Acuity, Bunnings</p>	 <p>Jetstar, Bunnings, DARE, Foxtel, Coles</p>	 <p>Qantas, Jetstar, Acuity</p>

MEDIUM RARE

Affluent Achievers

Driven by success in many forms



MEDIUM RARE

MEDIUM RARE



1. Established Achievers



MEDIUM RARE

Audience profile: C-Suite & HNW audiences

Who they are:

Aged 50+, they are a mature knowledge seeker, high on conscientiousness and looking to display personal success through competence (effort, skill).

What's important to them:

This strong drive to achieve is however balanced by a welcoming of life's pleasures as they have a sense of comfort that allows them to focus on the present rather than the future. Security matters as does a sense of Universalism (social equality).

They place high emphasis on discretionary spend, wine with meals, business travel, and status and security (trust) through quality experiences & known brands.

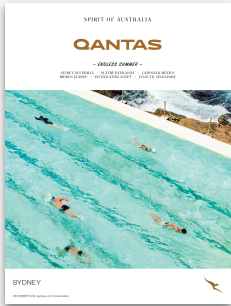
Their purchase attitude:

However, note that these purchases are increasingly justified by making fewer, more meaningful purchases, they don't buy for the sake of buying, and 'brands' act to signal reassurance and quality to this group of discerning shoppers .



Belinda Hutchinson, *Acuity* Magazine Feb 2020 Edition

How to reach C-Suites and HNWs through Medium Rare



- 1. We own the business traveller:**
Qantas carries **more than twice as many** business passengers internationally and domestically compared to the next airline .
- 2. We have the most premium magazine audience in the country:** 50% of our audience are ABs – the highest proportion of any magazine in the country.



Australian Institute of
Company Directors

- 3. We have the No.1 read Business title among Senior Business Executives:** Reaching **2x** as many Director Institute members as The Australian Financial Review^{^^}
- 4. We are a must read for Directors:** 86% of recipients read every issue of Company Director magazine[^] – and they read each issue an average of **2.8x**.^{^^}



acuity
(/əˈkjuːti/ noun sharpness of thought)


- 5. We reach some of the Highest Income Earners in the country:** CA ANZ members who are partners, management consultants or C-suite executives are earning, on average **\$297,061****
- 6. We reach some of the wealthiest investors in the country:** CA ANZ members have **9x** the savings and investment power compared to the Australian average***

Source: Roy Morgan, March 2020

AICD 2016 Annual Review, *AICD Annual Report 2018. ^AICD Member Tracker debrief 2016


^^IPSONS Media Readership Survey for Company Director Magazine 2014 ****CA Remuneration Survey 2018

How to reach engaged C-Suite and HNW audiences




QANTAS FACEBOOK


- 1.5 MILLION FOLLOWERS*



TRAVEL INSIDER EDM


- 2.98 MILLION SUBSCRIBERS*
- 686,110 AVERAGE OPENS PER SEND*
- 4.46% AVERAGE CTR**






QANTAS MAGAZINE

- 302,000 READERS*



TRAVEL INSIDER

- Almost 150,000 UNIQUE VISITORS**
- 2,843,697 AVERAGE PAGE VIEWS PER MONTH**




QANTASLINK SPIRIT

- SIX MILLION PASSENGERS PER ANNUM

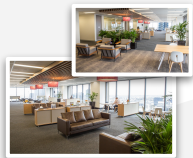
QANTAS CHINESE EDITION

- BIENNIAL
- TARGETED DISTRIBUTION



QANTAS RED EMAIL

- 4.2 MILLION SUBSCRIBERS*




BUSINESS CENTRE AND MEMBER LOUNGES

- 7 MEMBER LOUNGES
- MONTHLY TRAFFIC - APPROX. \$1,000
- 99% ARE EXTREMELY/VERY SATISFIED WITH MEMBER LOUNGE


7 year average member tenure

Australian Institute of Company Directors




MAGAZINE

- 44,000+ MEMBERS
- 86% READ COMPANY DIRECTOR



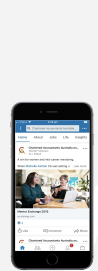
EDMS

- 86% READ OR OPEN AN ACID EMAIL(S)




EVENTS

- 87% ATTENDED A FREE OR PAID FOR EVENT




SOCIAL

- 16,700+ FOLLOWERS ACROSS FACEBOOK, LINKEDIN AND TWITTER




EDM

- 17,026 SUBSCRIBERS AVERAGE
- OPEN RATE OF 16%




MAGAZINE

- 91,196 GUARANTEED CIRCULATION




WEBSITE

- 181,000 MONTHLY UAS



SOLUS EDMS



acuity

(Acuity) never changes of thought

MEDIUM RARE

2. Emerging Achievers



MEDIUM RARE

Audience profile: younger professionals

Who they are:

Covering Professionals/Managers aged 18-44, they are an up and coming achiever who desires autonomy. They strive to fulfill a strong sense of social justice, and equality matters. They are happy to challenge the status quo and drive for change.

What's important to them:

Motivated by a desire to achieve, but also to address an imbalance of power. These women believe they too have a right to authority and are looking to build this authority as a sign of personal success - they are supported in this by their male counterparts.

This drive for authority is underscored by a sense of Universalism that seeks to instill equality into existing structures while also maintaining a strong sense of purpose - trust, purpose and transparency are key.

Purchase behaviour:

Accompanying these values is also an acceptance that image plays a role in projecting confidence, success and creative expression - style and clothing play a role here.



How to reach younger professionals through Medium Rare



acuity
/ə'kju:ti/ noun sharpness of thought

1. **We reach Australia's highest young income earners:** With an average income of **\$175,001**, these are high net earners now and well into the future...^^



QANTAS

2. **We reach more female ABs than the luxury fashion titles:** We outperform all prestige fashion and business magazines in relation to reaching affluent female audiences - with **65,000** female ABs (**50%** of our female readers).
3. **Professional women are increasingly drawn to our content - we know what resonates with them:** female professionals/managers now account for more than **35%** of readership.



Jetstar

4. **We have the number one airline title for reaching 18-34 year olds:** **69,000** 18-34 year old readers each month - significantly more than Virgin Voyeur's 56,000.
5. **We reach highly educated future leaders:** **30%** have an undergrad degree and **15%** a postgrad - **26% more likely** than other 18-34 year olds to hold postgraduate qualifications
6. **We reach an audience driven to succeed:** **93%** believe that success is important to them and **82%** agree it is important they have responsibility in their job

How to reach engaged younger professionals

acuity
(/i/kuːi/) noun sharpness of thought

- EDM**
 - 17,025 SUBSCRIBERS AVERAGE
 - OPEN RATE OF 16%
- MAGAZINE**
 - 91,136 GUARANTEED CIRCULATION
- SOCIAL**
 - 16,700+ FOLLOWERS ACROSS FACEBOOK, LINKEDIN AND TWITTER
- WEBSITE**
 - 181,000 MONTHLY UAS
- SOLUS EDMS**
- EVENTS**

QANTAS

- QANTAS FACEBOOK**
 - 1.5 MILLION FOLLOWERS*
- TRAVEL INSIDER EDM**
 - 2.98 MILLION SUBSCRIBERS*
 - 655,110 AVERAGE OPENS PER SEND*
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- QANTAS RED EMAIL**
 - 4.2 MILLION SUBSCRIBERS*
- TRAVEL INSIDER**
 - Almost 150,000 UNIQUE VISITORS**
 - 2,843,897 AVERAGE PAGE VIEWS PER MONTH**
- QANTASLINK SPIRIT**
 - SIX MILLION PASSENGERS PER ANNUM

Jetstar

- JETSTAR MAGAZINE**
 - 198,000 READERS*
- INSPIRATION HUB**
 - 136,880 UNIQUES
 - 349,000 PAGE VIEWS
- IN-FLIGHT ENTERTAINMENT**
 - 30-45 sec TVC
 - 5 sec Billboard Still Image
 - Target business class
- EDM's**
- AMBIENT**
 - Aircraft Livery
 - Tray tables & overhead locker advertising
 - Boarding Passes
 - Sampling Opportunities
- WEBSITE**
 - 1,887,000 UNIQUES
 - 13,437,000 PAGE IMPRESSIONS

Qantas Source: *Roy Morgan, March 2020; †Qantas 2019; **Nielsen DCR 3 month average Jan-Mar 2020; ***Adobe Analytics August-October 2019; ††Social figures accurate as of October 2019
 Jetstar Source: *Roy Morgan, March 2020

3. Independent Achiever segment



Audience profile: small-medium business owners & BDMs

Who they are:

This is not a one size fits all group but can be further defined as part time, full time employed in their business, as sole traders or owners of a growing business. What is common amongst them is that they are driven by their desire to succeed.

What's important to them:

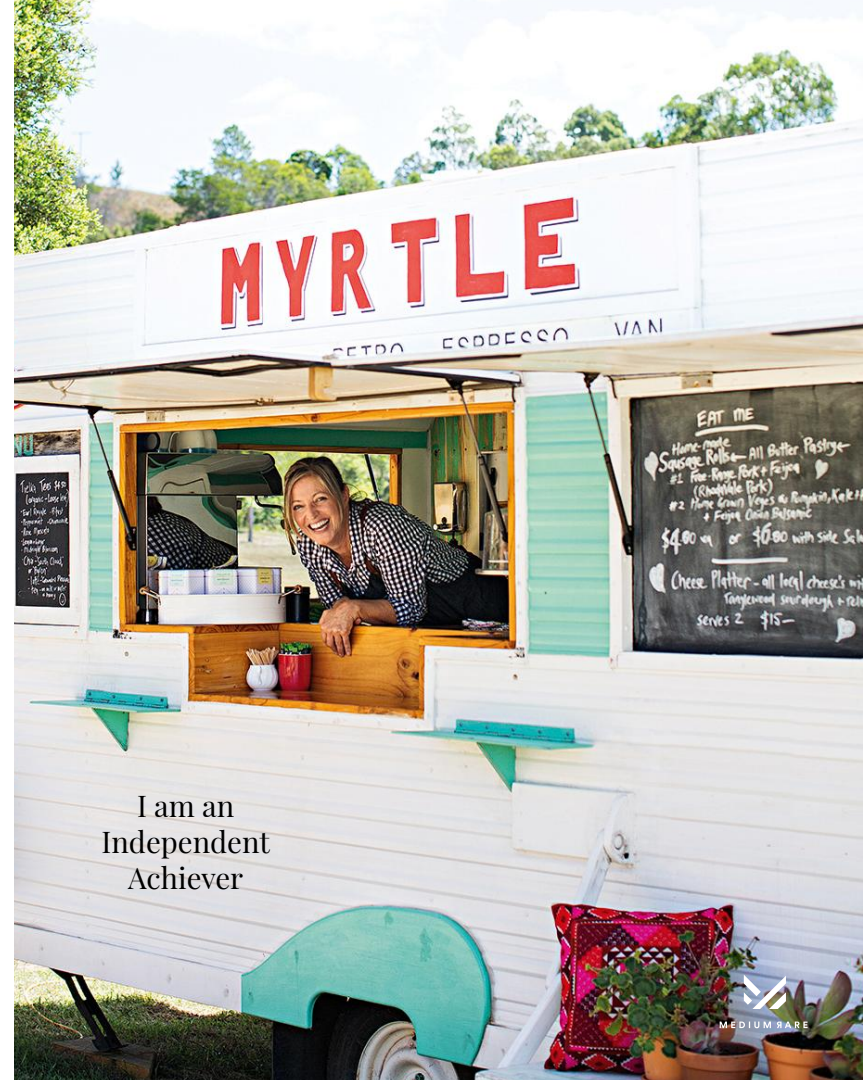
Motivated by a vision of 'success' in various forms and by a desire for control over their lives.

For the part time small business owner, a sense of freedom and control matters to allow them to express themselves through their work while also maintaining a sense of personal wellbeing *today*.

The full time working small business owner is more future focused - fully invested in their work, optimistic and *future* focused.

Purchase behaviour:

Still building their vision of success, purchases are often made based on achieving their ideal self image. As such, innovation and big picture thinking appeal.



How to reach small-medium business owners & BDMs



1. **We have the number 1 business title:** Qantas magazine is the **Number 1** Business title to reach Business decision makers, with **122,000** Business Decision Makers, and **32,000** monthly Small Business Owner readers.
2. **Business travellers choose to fly with Qantas:** Qantas carries **more than twice as many** business passengers internationally and domestically compared to the next airline .

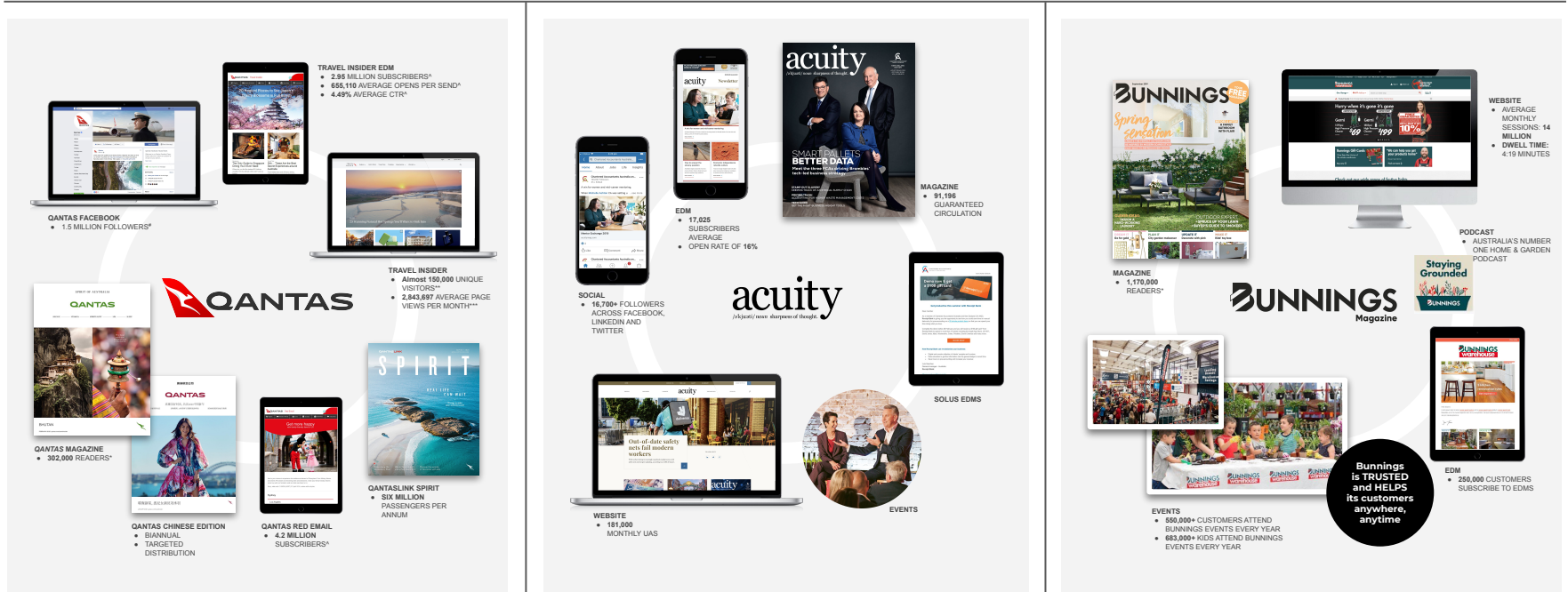


3. **We reach influencers who consult to Small Business:** **39,825** Australian CAs have a role in determining external suppliers for their business - with an additional almost **20,000** CAs in private practice and consultancy with the potential to influence & guide small business clients.^^



4. **We can put your brand within reach of 2 in 3 small business owners each month:** Each month **748,000 (or 65%)** of Small Business Owners shop at Bunnings.
5. **We reach almost 5x as many Small Business Owners as Boss Magazine:** **74,000** of these read Bunnings magazine each issue, making Bunnings a top 10 title for reaching Small Business Owners.
6. **We reach more than twice as many Business Decision Makers as the AFR Magazine:** **212,000** Business Decision Makers read Bunnings magazine each issue

How to reach small-medium business owners & BDMs



Qantas Source: *Roy Morgan, March 2020; †Qantas 2019; **Nielsen DCR 3 month average Jan-Mar 2020; ***Adobe Analytics August-October 2019; ††Social figures accurate as of October 2019
 Bunnings Source: *Roy Morgan, March 2020

MEDIUM RARE

Community drives Family Champions



MEDIUM RARE

Audience profile: grocery buyers, young families, regional families, multicultural families, older families

Who they are:


They are focused on relationships, celebrating their communities and securing the future success of their various networks (local, family, friends).

What's important to them:

Motivated by benevolence and security, they are focused on relationships, celebrating their existing communities and securing the future success of their communities - particularly for our regional audiences. 'Community' can be wide ranging from family to interest groups, local matters...to national matters. Helpfulness and reciprocity matter to this group.

Purchase behaviour:

Enjoyable moments with family and sanctuary of the home play an important role here too, as does personal and familial health. Honesty & harmony are key.



I am the
Family
Champion

How to reach grocery buyers, young families, regional families and multicultural families



**Delivering powerhouse reach into Australian families:
These four titles alone reach just under 5.3 million Australians
every month and 27% of all grocery buyers in the country.**

How to reach grocery buyers, young families, regional families and multicultural families through Medium Rare



Jetstar 

1. **We reach young and midlife families when they are actively looking for ideas and inspiration:** 1 in 2 readers agree they have been inspired to look for additional information on something they have seen in the magazine.
2. **We reach 161,000 Grocery Buyers each month,** delivering more MGBs food title Australian Gourmet Traveller..
3. **We reach families who love to travel:** 1 in 2 of our audience with kids under 18 in the home are planning to take a long trip within the next 12 months, **65%** of our Jetstar family audience like to go away on weekends, and our readers take an average of 2.34 holidays a year compared to the population average of 1.4



BUNNINGS
Magazine

4. **We reach more GBs than the leading food titles:** Bunnings magazine reaches over **857,000** MGBs each issue - that's **383,000** more than the highest reaching paid food magazine (Taste).
5. **We provide significant reach into young families:** Reaching **392,000** people with kids under 18 in the home - including **281,000** young parents each issue (that's 1 in 4 Young Parents)
6. **We reach regional families:** with 39% of our readership based in regional/rural areas
6. **We reach active family home improvers:** Our readers **62% more likely** than the average family to intend on redecorating or refurbishing their home in the next 12 months, they are significantly more likely to be looking to make home additions such as rainwater tanks, security systems, solar panels.

How to reach grocery buyers, young families, regional families and multicultural families



coles

1. **Australia's number 1 magazine:** Reaching 4.489 million Australians each issue.
2. **We reach 1 in 4 Grocery Buyers each issue,** with 3,55million grocery buyers turning to Coles magazine for ideas and inspiration to feed their families - more than 3x as many Grocery Buyers than The Australian Women's Weekly and outreaching Taste magazine by over 3 million GBs.
3. **We reach a range of family groups:** read by 1 in 4 Young Parents each issue, almost 1 in 4 Older Families, and 1 in 5 Young Couples in the country - we bring food solutions into the home of all Australians.



DARE magazine foxtel

High Reaching publications delivered directly into the home of Australian Families:

1. FOXTEL magazine, delivered direct to over 145,000 Australian homes
2. Read by multiple family members with a readership of 459,000 each month*
1. DARE magazine delivered direct to the home of 150,000+ Australians - Australian Seniors customers.
2. Giving you access to the highly valuable, and often ignored, 50+ Australian via 6 issues each year - a cohort of investors, home owners, travellers and food lovers.

How to reach engaged grocery buyers, young families, regional families and multicultural families

Jetstar

JETSTAR MAGAZINE
• 198,000 READERS*

IN-FLIGHT ENTERTAINMENT

- 30-45 sec TVC
- 5 sec Billboard Still Image
- Target business class

INSPIRATION HUB

- 136,000 UNIQUES
- 340,000 PAGE VIEWS

WEBSITE

- 1,887,000 UNIQUES
- 13,437,000 PAGE IMPRESSIONS

EDM's

AMBIENT

- Aircraft Livery
- Tray tables & overhead locker advertising
- Boarding Passes
- Sampling Opportunities

BUNNINGS Magazine

MAGAZINE
• 1,170,000 READERS*

WEBSITE

- AVERAGE MONTHLY SESSIONS: 14 MILLION
- DWELL TIME: 4:19 MINUTES

PODCAST

- AUSTRALIA'S NUMBER ONE HOME & GARDEN PODCAST

EVENTS

- 890,000+ CUSTOMERS ATTEND BUNNINGS EVENTS EVERY YEAR
- 663,000+ KIDS ATTEND BUNNINGS EVENTS EVERY YEAR

EDM

- 256,000 CUSTOMERS SUBSCRIBE TO EDMS

Bunnings is TRUSTED and HELPS its customers anywhere, anytime

How to reach engaged grocery buyers, young families, regional families and multicultural families

YouTube

- Trailers posted directly to YouTube
- New content pillars to drive engagement and traffic

App

- Curate content to drive discovery and watch time

Website

- Inspirational Insider blog content posted directly to CMS
- Apple News trial
- Customer chatbot

EPG

- Essential for opening up content discovery pathway for existing customers

Customer EDMs

- Customer Marketing: a new inspirational weekly EDM and content tiles for existing EDMs
- Push traffic to website

MAGAZINE

- 533,000 READERS* (3 readers per copy)
- 171,928 copies each month
- 140,784 Foxtel subscribers who opt in to receive the magazine

Current stakeholders

- Customer Marketing
- Foxtel Insider: social and digital
- Content Marketing
- Advertising
- Internal Comms

Foxtel + Partner Channels

- Sharing links and content calendars to maximise traffic

Coles magazine

- 4,565,000 readers (Roy Morgan, March 2020)
- 1.8 million copies printed every issue, and 2 million at key customer moments: Christmas and Easter

eDM

- Average 2 million reach per send eDMs are value-led, sent by Flybys. Relevant content is included

Website

- Recipe, tip and listicle content on coles.com.au

Coles Health & Beauty magazine

- 500,000 copies distributed nationally every quarter. Content is created to specifically provide health and beauty suppliers with a relevant editorial environment

In store

- 800+ stores nationally feature recipe content at point of sale

Instagram

- 185k reach with daily inspirational content

Facebook

- 2 million+ reach for inspiration content

Coles YouTube

- 100,000+ subscribers - Australia's top brand channel, as identified by Google

DARE magazine

The new villainess
We're here to help
Stay fit without leaving home

How to keep your data safe

Kathy Little
Growing old gracefully

Cooking from the heart with Maggie River

FINDING LOVE Among THE SCAMS
The truth about online dating

- 150,000+ Australian Seniors customers
- Delivered directly to their homes

MEDIUM RARE

Stimulation drives the Life Curious



MEDIUM RARE

Audience profile: Millennials and Generation Z

Who they are:

Young Australians who are high on openness, self direction, open to novelty and change, and are wanting to explore the world around them!

What's important to them:

Motivated by a desire for stimulation, success and status - 'what's in it for me?' Underlying this is a strong desire for sustainability and embracing of diversity.

They can be characterised by a work hard/play hard approach that involves chasing success while also maximising life experiences and opportunities. This is why travel plays such an important role for this audience as it expands their perspective while also adding to their personal brand value (#Imonabeach)

Purchase behaviour:

Image matters, and travel, experiences, brands etc are all used to reinforce their ideal self. They seek novelty/newness in products and experiences and at the same time they are more likely to buy on belief or values - so a sense of transparent purpose matters. What is your brand/product doing to make the world a better place?



I am Life
Curious

How to reach Millennials and Gen Z



Jetstar

1. Jetstar is the number 1 travel magazine for 18-34s: with the highest proportion of the airline titles in this age cohort - **54%** of our readers are Generation Y/Z.

2. These are young, frequent travellers: This audience place a high priority on travel, on average they take more trips than other passengers - **almost 4** per year.



QANTAS

3. We give you access to affluent travellers: The Qantas 18-34 audience is a more affluent traveller - **2.4x more likely** than other 18-34 year olds to fall within the AB socio economic profile segment

4. Affluent travellers who spend big: **49% more likely** to be a big spender on discretionary items such as travel, dining and credit cards than the average 18-34 year old.




acuity

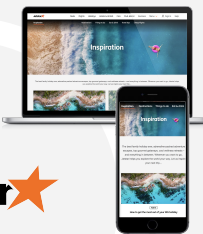
5. Our audience are future leaders - start building a relationship with them now: Just under **1 in 4** members are aged under 30 years - young professionals rapidly building their careers - but wanting to make the most out of their travels and experiences like any other 20 year old. ^

6. We reach those with the capacity to spend on their passions: With an average income of **\$175,001**, these are high earners with the capacity to spend on travel and their other passions ^^


How to reach engaged Millennials and Gen Z




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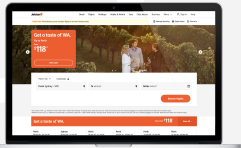
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EDM'S




AMBIENT
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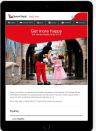
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SOLUS EDM'S



EVENTS

acuity
(Acuity) never changes of thought

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