ESSENTIALS MAGAZINE

MULTI-CHANNEL: WEB / APP / PRINT / APPLE NEWS / GOOGLE NEWS

essentials

FOOD / WINE / ART / PEOPLE / PLACES

Pickled Octopus with buckwheat, chilli, pea & mustard flowers

SUMMER 2018 RRP $12.95

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Tourism Recov
New Food at Yarra Valley's Tarra

Top *Aussie Places*
Whitsundays, Byron Bay, Sydney

Autumn 2021

essentialsmagazine.com.au

essentials

Art Month Sydney: The Beautiful Abstraction of Yioryios Papayioryiou – CHROMA/ΧΡΩΜΑ
If you're a fan of modernist sculpture, and can cast your mind back far enough (if you're old enough I guess), you might recall a...

Kefir Crêpes with smoked salmon, pickled onion, sour cream and herbs
Crêpes are not as complex to make as one might think. These very thin and delicate French variations of the humble pancake can be quickly...

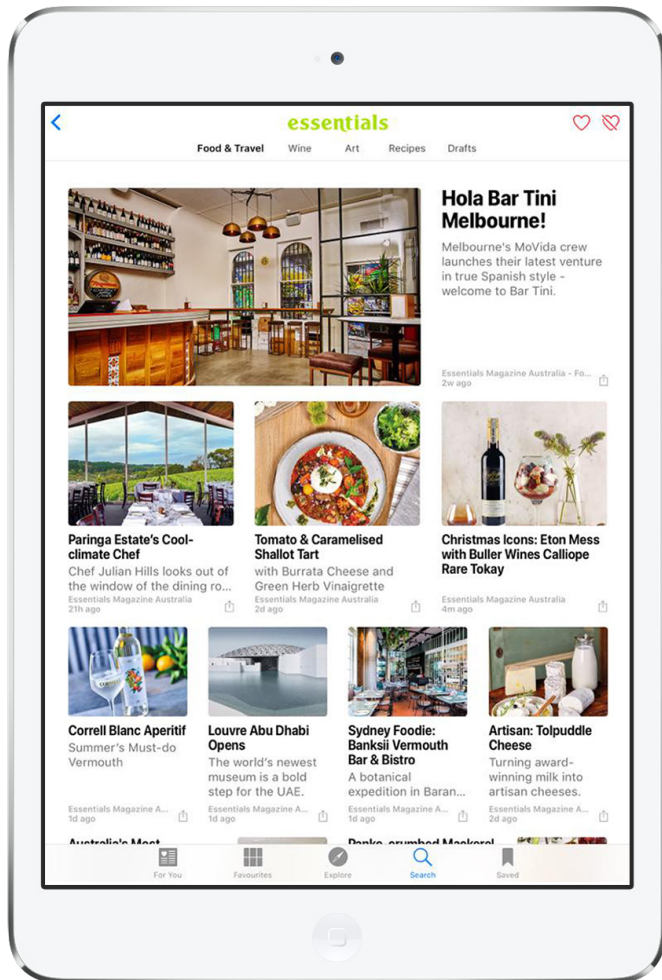| 122,060 readers	58,440 readers	68,200 readers	55,450 readers
APPLE NEWS	**GOOGLE NEWS**	**WEBSITE**	**PRINT**

ESSENTIALS MAGAZINE

2021 PRINT SPECS

PAGE SIZE
Finished size: Depth 300mm x Width 235mm

PAPERS & FINISHING
Offset printed to fine art standards, featuring rich full colour presentation using premium papers and inks.

Cover: 230gsm gloss paper with 'Soft-Touch' matt laminate, spot foil and spot varnish.

Internal Pages: 112 pages of 90gsm gloss paper + varnish.

Binding: Perfect binding, with 5mm spine.

Printer: Printed in full colour by Metro-Print, Melbourne, Australia. Product development and testing specifically for Essentials Magazine: Fine art standard print proofing and colour profiling, selection of premium inks, varnish and custom laminates.

ESSENTIALS MAGAZINE BETWEEN THE COVERS

Take a trip between the covers and you'll find style with purpose. Essentials Magazine has a well-established, dedicated readership from travel-savvy Gen-Ys to high income Baby Boomers, who enjoy an eclectic content mix of food, wine, arts, travel, retail and culture.

ESSENTIALS' UNIQUE POINT OF DIFFERENCE:

Featuring a broad sense of discovery and cultural learning, Essentials offers a true sense of cultural connection – both locally and internationally.

PRINT + APPLE NEWS + GOOGLE NEWS

After 10 years of Victorian distribution, in 2017 Essentials launched as a nationally distributed, large-format publication into newsstands and retail outlets Australia wide. in 2018 Essentials launched its Apple News channel reaching more than 100,00 readers within the first quarter. In 2020 Essentials launched its Google News channel reaching 58,440 readers.

FREQUENCY & READERSHIP

PRINT, APPLE NEWS, GOOGLE NEWS, WEBISTE
122,060 readers– Apple News Channel
55,450 readers – Print magazine
68,200 readers – Website
58,440 readers – Google News

PRINT DISTRIBUTION
10,000 magazines distributed nationally to 1000 news stands Australia-wide. Quarterly released, seasonal publication.

CONTACT

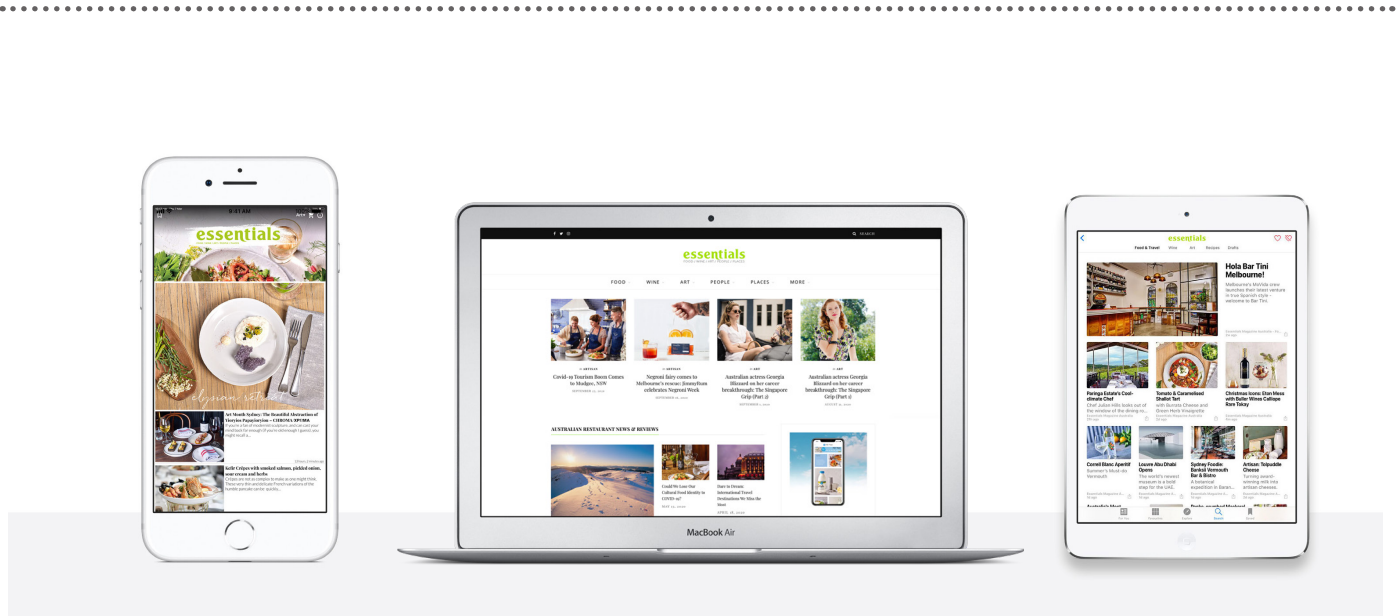### JAMIE DURRANT, EDITOR
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MULTI CHANNEL

APP

iOS & Android

NEWLY LAUNCHED APP

WEBSITE

68,200 readers

GOOGLE NEWS

58,440 readers

APPLE NEWS

122,060 readers

ESSENTIALS GREW ITS DIGITAL AUDIENCES IN 2020

KEY POINTS:

- Apple News channel tripled readership in 2020, now 122,060 loyal readers annually

- Increased Google News digital audience readership in 2020 to 58,440 readers annually

- NEW iOS & Android app, plus accelerated mobile pages that load instantly on mobile

2021 NEW PRINT DISTRIBUTION

- Fairfax Media IPS newsstand print distribution

- Print issues selling in gourmet supermarkets Sydney & Melbourne

PREMIUM PRINT

55,440 readers

Essentials will target fine food and wine buyers in 2021 through new gourmet supermarket channel partners.

www.essentialsmagazine.com.au

ESSENTIALS READERSHIP PROFILE

122,060 readers
APPLE NEWS

58,440 readers
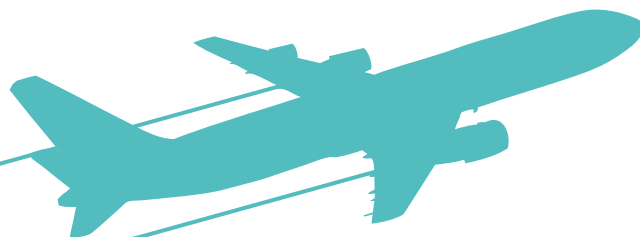GOOGLE NEWS

68,200 readers
WEBSITE

55,450 readers
PRINT

KEY FACTS AT A GLANCE: TRAVEL AND BRAND SAVVY, QUALITY FOCUSED, LUXURY CONSUMERS.

59%
Of readers are now researching covid-safe international travel for 2022 depature

93%

79%
Of readers say brand is important or very important when making a purchasing decision

83%
Of readers are looking to purchase household goods and furniture in the next 12 months

77%
Of readers are focused on quality when making a decision to purchase a product or service

69%
Of readers are looking to purchase semi-pro kitchen appliances in the next 12 months

47%
Of readers are looking to purchase speciality travel including cultural tours, food wine, boutique accommodation in the next 12 months
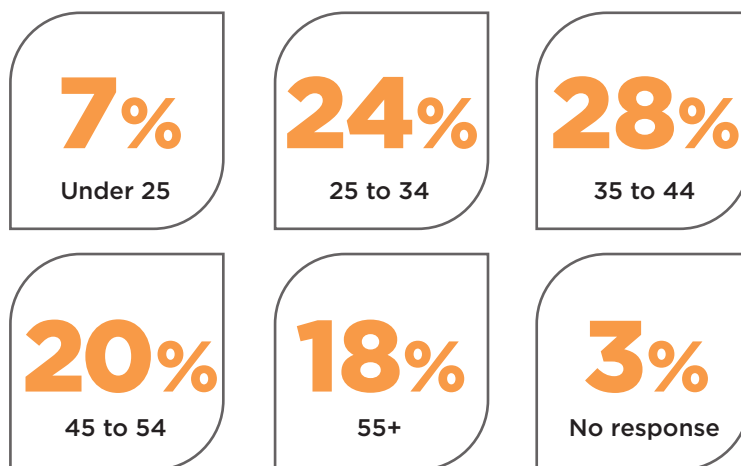
69%
Of readers are looking to purchase boutique premium wine in the next 12 months

GENDER

21% (male)

79% (female)

AGE

7% Under 25

24% 25 to 34

28% 35 to 44

20% 45 to 54

18% 55+

3% No response

WORK STATUS

Full time	34%
Part time/casual	25%
Self employed	17%
Student	1%
No response	23%

PERSONAL INCOME

Below $49,000	21%
$50,000-$99,999	28%
$100,000-$300,000	31%
No response	20%

89% Of readers are looking to purchase premium food and produce items in the next 12 months

93% Of readers are looking to purchase a short-break domestic holiday in the next 12 months

70% Of readers own their own home