

GREAT WALKS

Media Information



Photography: Milford Track, NZ: Brent Mokean

When other outdoor magazines try to be all things to all people, *Great Walks* is focussed on one thing –

Bushwalking

benefits to advertisers

- Reach and influence a highly engaged and enthusiastic readership
- Relatively affluent and educated readership
- A credible and targeted advertising platform
- Reach of a demographic who spend money on outdoor gear and travel regularly
- National circulation
- Frequency – 7 issues a year
- An uncluttered, credible advertising environment
- Proven publishing experience
- No direct competitor magazine

reader profile

72% have been inspired to do a particular walk from a story in *Great Walks*

71% have made a gear purchase based on a review they have read in *Great Walks*

91% keep their copies of *Great Walks* for future reference

53% have considered booking a walking tour with a professional guide

59% have an annual income of \$50,000+

79% have a tertiary education

29% are members of a bushwalking club

65% are interested in international destinations

53% have already taken a walking holiday overseas

55% live in a capital city



Photography: Point Hicks Lighthouse. Vic. Tourism

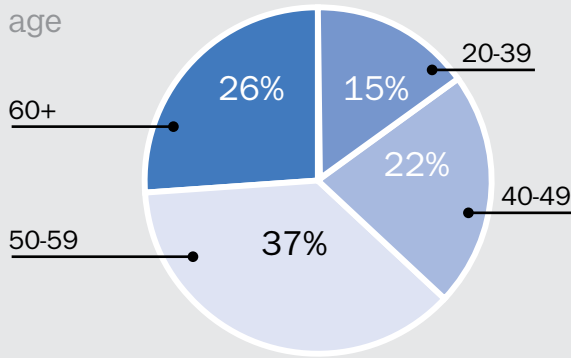


Photography: Flinders Island, Tas. Brent Mckean

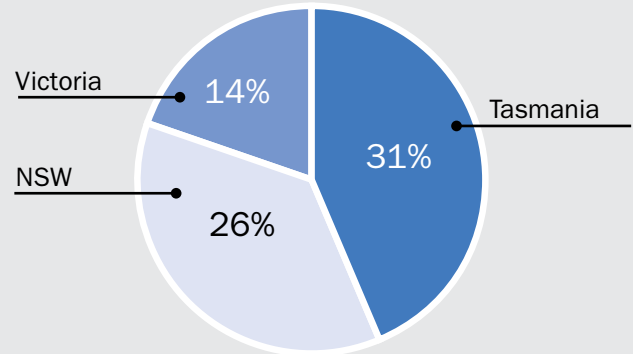
who reads

GREAT WALKS

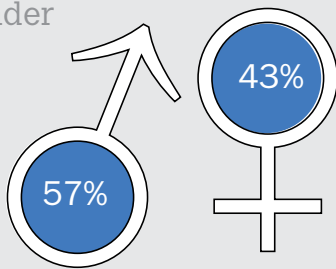
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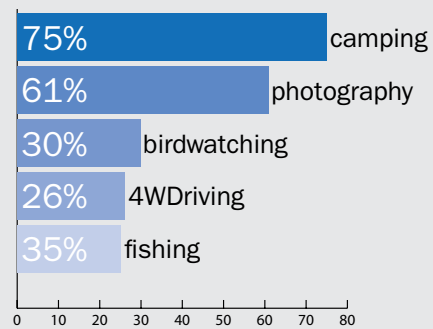
favourite domestic bushwalking destinations



gender



other outdoor activities our readers enjoy



our promotions

- Direct mailings to current and potential subscribers
- Regular reader competitions and offers
- Promotions and special offers on www.isubscribe.com.au
- Consumer + Trade shows
- Support for the annual Oxfam Walk
- Specific promotions with leading agencies



Photography: Mount Feathertop, Victorian Alps, Carlisle Rogers

Photography: Mount Tongariro, NZ, Mike White



about the magazine

Great Walks, launched in October 2007, is a magazine focussing on Australia's most popular outdoor activity – bushwalking. Driven by strong trends in health, wellbeing, the environment and by people seeking to escape the urban jungle **Great Walks** has built a large dedicated readership and received strong advertising support from a range of advertisers. With national circulation, a seven issues per year frequency (six bi-monthly issues + an Annual edition) **Great Walks** is a valuable and credible advertising platform.

contents include

- **TRAVEL** Feature articles on specific walks and areas of interest
- **FOOTNOTES** News relevant to regular walkers
- **TOP GEAR** The latest clothing and equipment
- **COLUMNISTS** Including Tim McCartney-Snape
- **GEAR GUIDES** Comprehensive overview
- **WALKSMART** Valuable tips and advice
- **LIFE THROUGH THE LENS** High quality imagery from Australia's best walking locations
- **IN THE CLUB** Profiles of walking clubs, their members and their favourite walks

snap shot

Distribution 15,000

Frequency Bi-monthly + The Annual

Cover price \$7.95

Page size 297mm x 210mm



about yaffa publishing group

Founded in 1928, Yaffa Publishing Group is one of Australia's largest independent magazine publishers, with a stable of over 35 consumer and business-to-business titles. It has a long history in the outdoor sector, publishing Australia's top-selling fishing magazine, **Fishing World**, as well as **Nature & Health**.

Yaffa Publishing Group is the country's leading marine publisher with magazines such as **Cruising Helmsman**, **Australian Yachting**, **Australian Sailing**, **Boat Fishing** and Australia's premier photography magazine publisher, with titles including **Australian Photography**, **Capture** and **Digital Photography + Design**.

www.yaffa.com.au