



2024 MEDIA KIT

Marketing across print, online, social and newsletters

rex.

TrulyAus AusBiz.



Reach more
than 750,000
people every
month



Reach more
than **750,000**
people every
month

TrulyAus is the inflight magazine for Rex Airlines, Pel-Air Aviation and National Jet Express (NJE).

All content from the magazine can be found online at **Rex.TrulyAus.com** and **AusBizMedia.com**

TrulyAus is dedicated to sharing stories about Australian places, Australian products and businesses, and Australian people doing great things.

AusBiz. (the business magazine within TrulyAus and a standalone magazine) focuses on Australian industries, covering agriculture, mining, business, technology, finance, charity, environmental issues and education.

Each year more than **2.4 million people** travel on the Rex, Pel-Air and NJE networks. That's a captive audience of **more than 583,000 people per issue**, and our research has shown that the magazine is read at least twice, and often three times.

Our TrulyAus for Rex newsletters reach more than **550,000 Rex passengers per month**, and include AusBiz stories, sent to the same audience.

Our readers are some of the highest earners in Australia – decision makers, politicians, and people working in agriculture, mining and finance, with an **average income of around AU\$160,000**.

Rex flies to regional ports all over Australia, drawing a diverse and captive audience. It is the best way to reach readers outside of the major cities.

Reach more than **9 million** people a year

100,000+ interactions on rex.trulyaus.com per month

Reach **200,000** passengers via TrulyAus magazine

5,000 subscribers to AusBiz. eDM 25% open rate

10,000 + followers on Facebook

TrulyAus

ecosystem

5,000+ entries for giveaways on TrulyAus

40,000 followers on Instagram

10,000 followers on Truly Aussie Made Instagram

550,000+ subscribers to TrulyAus for Rex eDM: 20% open rate



Ecosystem

Reach **1.5 million** passengers a year on NJE

Reach **250,000** FIFO workers per issue

5,000 AusBiz. subscribers

No other entertainment is available on the planes

Time spent on plane: up to **two hours**

Passengers are **95% male**, working week on, week off

Average salary of a FIFO worker **\$160,000**

NJE's jets fly to: Ballerina, Adelaide, Moomba, Barrow Island, Karratha, Meekatharra, Perth, Darlot, Granny Smith, Canberra, Sydney, Alice Springs, Darwin, Uluru, Hobart and Paraburdoo. The airline offers charter services mainly in Western Australia and South Australia and it also offers scheduled passengers services on behalf of QantasLink throughout the country, including Queensland, Victoria, Western Australia, Northern Territory, Sydney and Canberra.

Rex Airlines, Pel-Air Aviation and National Jet Express (NJE)

Rex Airlines is Australia's largest independent regional airline, and TrulyAus is the longest continually running inflight magazine in Australia. It was formerly called True Blue.

The Rex Group also owns and operates the Australian Airline Pilot Academy and has joined forces with Delta Air Lines, meaning that Rex passengers can enjoy a seamless experience travelling around Australia and then through Sydney and on to the US.

Pel-Air Aviation services the mining and agricultural industry, taking professionals to and from work. Many government officials and VIP travellers also use these planes for business trips across Australia.

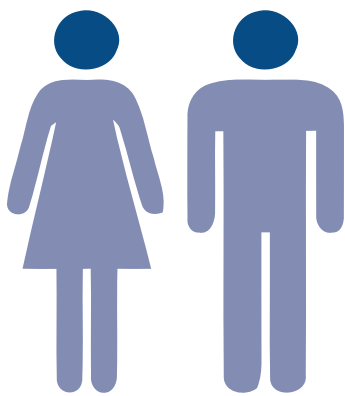
National Jet Express (NJE) is Australia's premium FIFO network – previously called Cobham Aviation.



Who flies on Rex, Pel-Air and NJE?

By having TrulyAus on three airlines, we reach an incredible array of leisure and business travellers. They are regional and metro business professionals, regional and metro leisure travellers and the affluent, well-educated and well-travelled professionals of the mining and resources sector. Rex, Pel-Air and NJE passengers generally have income profiles well above the national average. They often fly nationally and internationally, and spend more than the average person on their lifestyle, homes and businesses.

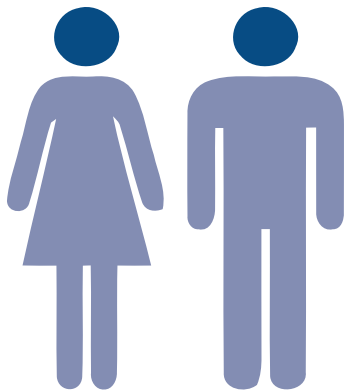
REACH 2.4 MILLION PASSENGERS ANNUALLY



rex.

45%
FEMALE

55%
MALE



NJE NATIONAL JET EXPRESS

5%
FEMALE

95%
MALE

\$160,000

THE AVERAGE INCOME OF OUR PASSENGERS IS AROUND \$150,000 A YEAR, HOWEVER MORE THAN 20% OF OUR PASSENGERS EARN OVER \$180,000

rex.



45%
LEISURE

55%
BUSINESS

80%

RECOMMEND REX TO PEOPLE THEY KNOW



35-55

IS THE AVERAGE AGE OF OUR PASSENGERS

Cultural Coiffs

SHINING A LIGHT ON CREATIVITY
FROM THE COAST

SUMMER FUN IN WA
Five in a row explore the West

BEDOUINIE IS A BEAUTY
Where you can't always see what you're getting

INDIGENOUS ADELAIDE
Soak up culture from the heart



What kind of stories appear in TrulyAus and AusBiz?

Travel articles

Our travel features are filled with local characters and interesting history, and most importantly they are stories that inspire people to get out and about and explore regional Australia.

Stories on our First Nations people

TrulyAus supports the many Indigenous communities of Australia, covering everything from art and culture to business and education.

Events & Entertainment

We cover the top events from all over Australia and wrap up entertainment in all its many forms, from books to podcasts, to films and theatre.

Sip, Eat, Sleep

Every issue we shine a spotlight on the latest food, beverage and accommodation offerings around the country.

Aussie Made Products

Each issue we pull together some of the best new Australian-made products to share with our readers.

Philanthropy & Charity

We love to cover charities and not-for-profits that benefit Australian people and our precious wildlife.

Agribusiness & Farming

Our producer and agribusiness stories reveal insights into the many industries that keep this country ticking.

Business, Finance & Tech

Covering news in business, finance and technology, we keep our readers well-informed on the latest trends and issues.

Mining & Resources

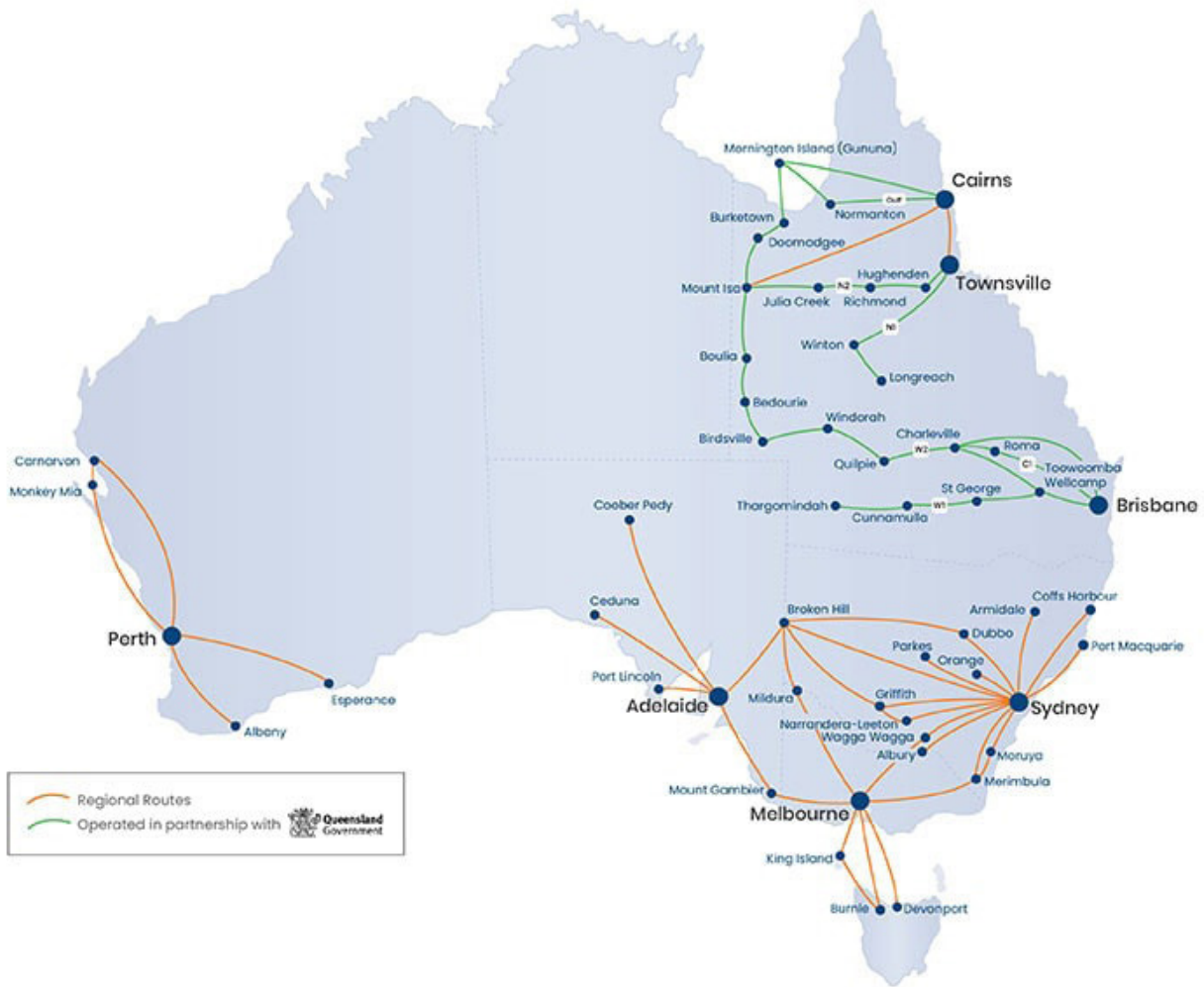
We cover important stories from the resources sector, revolving around issues, people, innovations and events that affect us all.

Education

We cover innovation in education, students and institutions doing something out of the ordinary, and news and views from some of the country's top minds.

Where our passengers are flying while reading TrulyAus and AusBiz

Reach more than 750,000 people every month

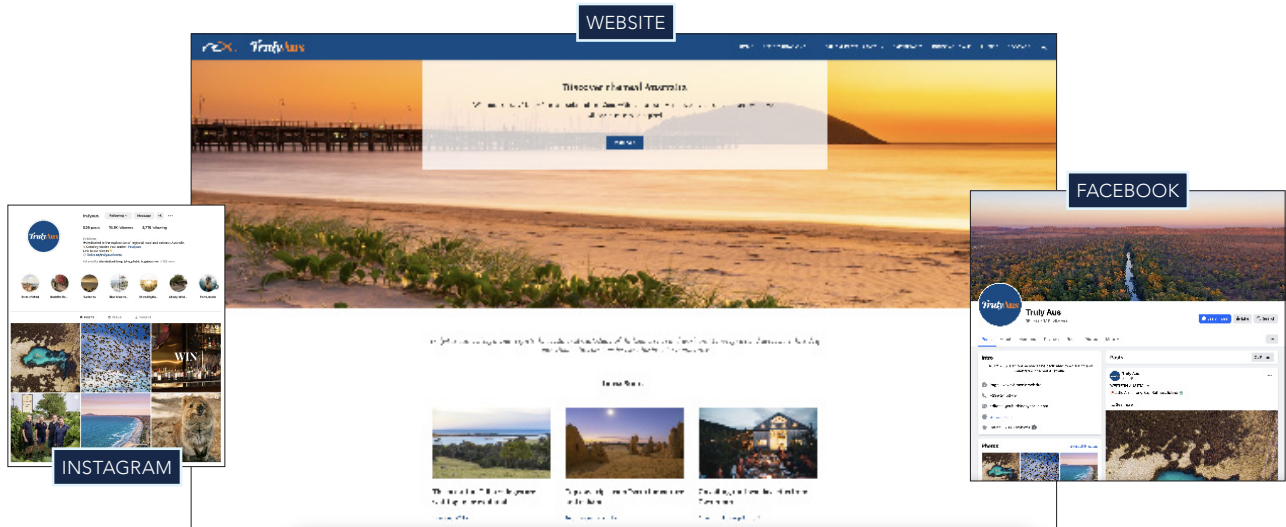


TrulyAus

DIGITAL MARKETING

Our team targets a highly engaged audience via rex.trulyaus.com, social media and **TrulyAus for Rex newsletters**. We reach **40,000+ followers** across FB & Insta, our geo-targetted newsletters reach **550,000 subscribers**, and we have **100,000+ interactions per month** to rex.trulyaus.com.

We specialise in creating meaningful, vibrant digital content, allowing businesses and tourism bodies to land smack-bang in the inboxes of business and leisure travellers right across Australia and beyond.



KEY FIGURES

550,000

subscribers

to TrulyAus for Rex newsletters

100,000+

interactions

on Rex.TrulyAus.com monthly

20%

open rate

on TrulyAus for Rex newsletters

40,000

followers

on Facebook and Instagram

2.4 MILLION

passengers

on Rex, Pel-Air and NJE airlines annually

Digital packages can be customised to maximise value for money. Many of our clients choose a mix of print, online, newsletter inclusions, and social media to amplify their message. We also create podcasts for tourism bodies, which can include many local businesses. To discuss rates and possible inclusions in a package, please get in touch.

TrulyAus

NEWSLETTER FOR REX PASSENGERS

550,000

TrulyAus for Rex newsletters reach more than 550,000 readers every fortnight.

Land straight in our readers' inboxes

Our TrulyAus for Rex newsletters bring the best of Australia to our 550,000 subscribers, many of whom live in rural and regional communities around the country.

Whether we're covering breathtakingly beautiful towns, quintessentially country regions, or great things to do and see in nature, we always strive to create highly engaging, rich content that resonates with our passengers and readers.

Our team can create content from scratch, or be guided by clients. After the content has appeared in our newsletters, it can then be placed online at rex.trulyaus.com and we utilise social media to offer further exposure.



Join us as we explore our great southern land

Enjoy these inspirational travel stories about the many amazing places on the Rex network. We've also added some great business stories so that you can keep abreast of interesting things happening right across Australia.



Macleay Valley charm

Located just 40 minutes north of Port Macquarie, the Macleay Valley Coast is a perfect holiday destination for those seeking peaceful towns with country charm.

[READ MORE](#)



[SPECIAL OFFERS | LUXURY RESORT](#)

Enjoy limitless luxury on the gorgeous Gold Coast

From the stunning lagoon to the world-class conference centre, there's something for everyone at JW Marriott Gold Coast Resort & Spa.

[READ MORE](#)



[TOP TAKEAWAYS | EAT & DRINK](#)

5 mouth-watering restaurants in Melbourne

These sub-800 Melbourne restaurants will remind you why this city is ranked as one of the top foodie destinations in the country.

[READ MORE](#)



EXAMPLE ADVERTISEMENT

What does it cost to get involved?

Size	1 newsletter	3 newsletters	6 newsletters
Standard story	\$2,500	\$2,000	\$1,500
Hero story	\$3,500	\$2,500	\$2,000
Strip Advertisement	\$2,500	\$2,000	\$1,500

AusBiz.

AusBiz. is a highly engaging business magazine that is targeted at the passengers onboard Rex, Pel-Air and NJE. It can also be found online at AusBizMedia.com, and on Instagram (@ausbizmedia)

From mining and agribusiness, to philanthropy, small business, infrastructure, property and technology, the magazine and website bring together news, stories, reports and investigative features that inspire and inform our passengers.

All content is then shared across Facebook, Instagram and LinkedIn in our highly targeted newsletters.

WEBSITE

SYNTHETIC BIOLOGY PROGRAM SCIENCES
An incubator program founded by UNSW. Founders in bio-tech or exploring the subject of Synthetic Biology and Biotech startups.
[READ MORE](#)

PURSUING JOB SATISFACTION BUSINESS
A survey has found young graduates are at the forefront to seek job satisfaction and stand up for their professional quality at work.
[READ MORE](#)

FARMING FOR THE FUTURE AGRICULTURE
We explore new farm solutions that bridge the gap between on-farm solutions and commercialisation on the land.
[READ MORE](#)

PERFECTION FRESH TOMATOES AGRICULTURE
Perfection means Two Weirs Glasshouse is a state of the art facility located in South Australia where all things tomato is suited for consumption.
[READ MORE](#)

NEWSLETTER

SOCIAL MEDIA

FEATURES

HOT PROPERTY: TRENDS IN 2022
Last year, most people who bought a house in 2021, did so in the first half of the year. This year, the market is expected to be more active in the second half of the year.

USING MACHINE SAFETY SOLUTIONS TO KEEP WORKERS SAFE

NATIVE CONTENT

Because getting home is the most important thing
Safety solutions for heavy industry
Scalable. Affordable.

1300 867 266
Position
Trucking Time Reimagined

KEY FIGURES

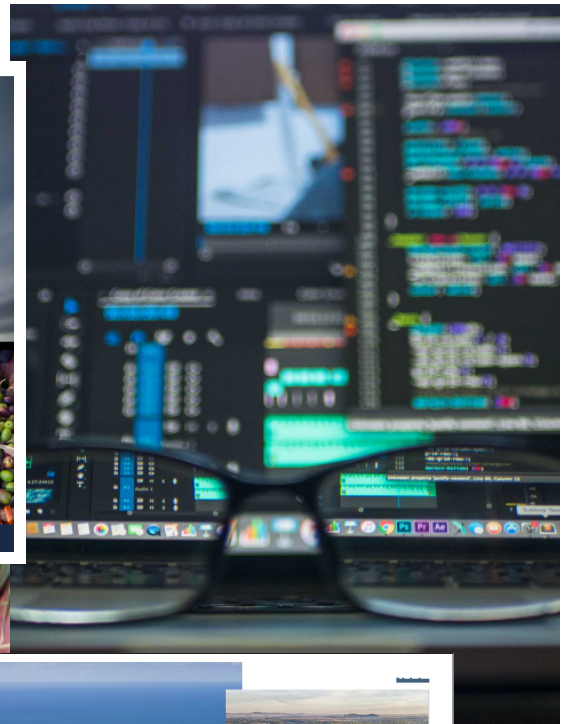
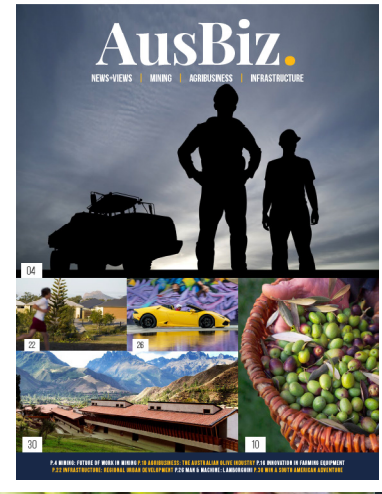
5,000
subscribers
to our newsletters

25%
open rate
for newsletters

10,000
visitors to
AusBizMedia a month

10,000
followers on
FB, Insta & LinkedIn

2.4 MILLION
passengers
on Rex, Pel-Air and NJE annually



AusBiz. CONTENT

Articles in AusBiz. magazine span a diverse range of industries, and all articles are written by top writers and reporters with interesting and informative opinions. AusBizMedia.com is the online content portal.

NEWS & VIEWS

In this section we cover issues and news in bite-sized chunks that give our passengers insight into what's happening in metro, regional, rural and outback Australia.

BUSINESS & AGRIBUSINESS

We cover small business, charities, philanthropy and agribusiness in a section that delves behind the scenes and looks at what makes particular businesses tick. We interview people who have made a success of their business, and those still on their way up.

MINING & RESOURCES

In this section we have lengthy news pieces, interviews, issues, and hard-hitting investigative features that look into this mammoth industry that is largely responsible for fuelling Australia's growth.

TECH & INNOVATION

The people and companies working in tech sectors across Australia are some of the best in the world. From savvy products for small businesses and new equipment for ag and mining, to how AI is affecting Australian industries, we cover all things tech and innovation.

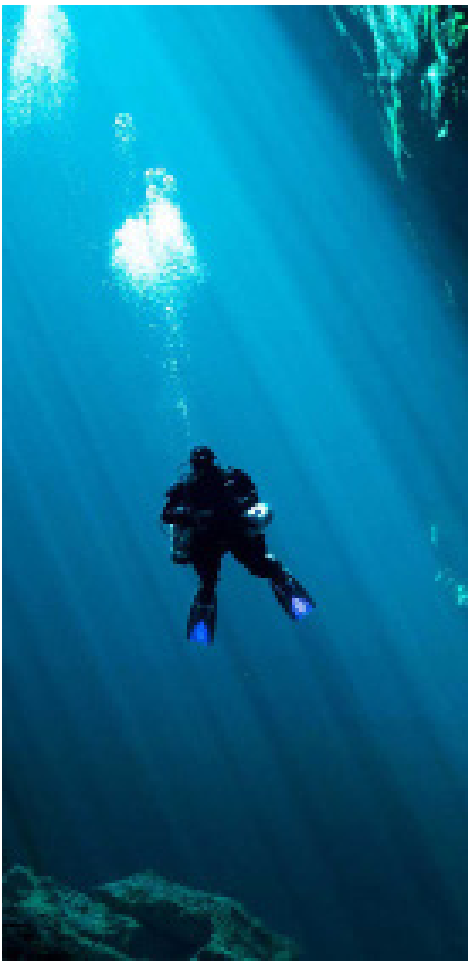
FINANCE & INVESTMENT

From tips on tax, to places ripe for investment, and what's happening with the banks of Australia, our writers have their fingers on the pulse – and many interesting tales to tell.

EDUCATION

No matter what sector is in the spotlight, education is key. And for families in far-flung Australia, or for FIFO parents, where their children are educated is crucial to the family staying connected.





Reach more
than 750,000
people every
month

WORKING TOGETHER ON AUTHENTIC CONTENT TO SHOWCASE REGIONS, TOWNS AND CITIES

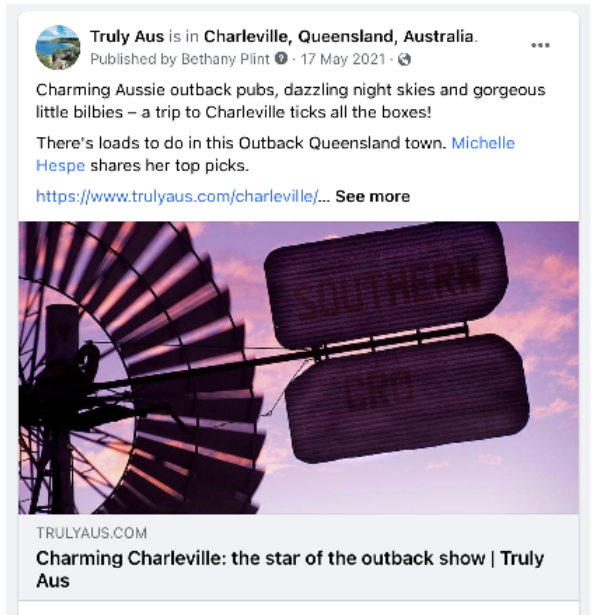
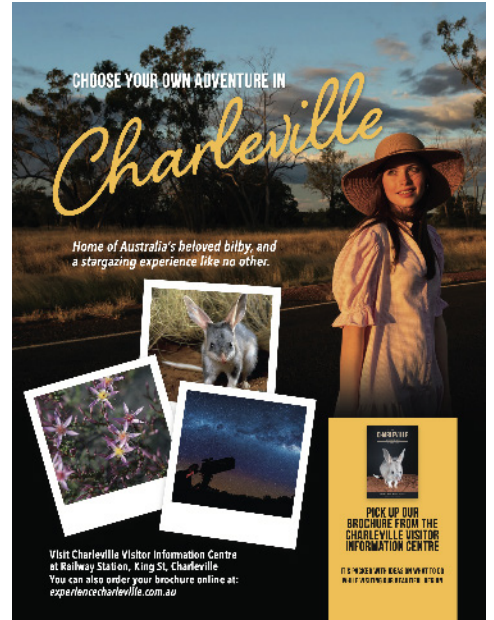
Word of your region or brand can reach more than **400,000 people** through our bi-monthly TrulyAus magazine (which is on all Rex, Pel-Air and NJE planes as well as in Rex lounges in Sydney, Melbourne and Adelaide). We also reach more than **750,000 people online** at Rex.TrulyAus.com and AusBizMedia.com, and through our social channels and newsletters.

We pride ourselves on producing highly creative media collaborations, and on the following pages are some recent examples. We work closely with all of our clients to ensure that the content is authentic and has genuine cut-through. We also work with all kinds of budgets to achieve our clients' goals. No project is too big or too small.



CASE STUDY 1: THE LIMESTONE COAST

This stunning collaboration included a four-page feature on Mount Gambier and the Coonawarra, supported by The Limestone Coast and *TrulyAus*. It reached more than 550,000 people. The article was supported by social media on Facebook and Instagram, reaching an additional 55,000 followers. The feature was also supported by a double-page spread advertisement and an online feature that was included in our popular *TrulyAus* newsletters.



CASE STUDY 2: MURWEH SHIRE COUNCIL & CHARLEVILLE

TrulyAus and Murweh Shire Council teamed up to promote the Outback Queensland town of Charleville and surrounds. We utilised the front cover of *True Blue* (now *TrulyAus*) and created a dynamic, eye-catching design based upon an outback windmill. We ran a four-page feature with a full-page advertisement with a strong CTA. Included was a feature online at Truly Aus and we guided our readers to the story via 55k+ followers on social media. We also distributed the magazines in Visitor Information Centres across Australia, and the campaign reached more than 600,000 people.



TrulyAus

TRULY AUSSIE MADE

Aussie Made is a platform that gives some of our country's most creative, innovative producers the chance to be discovered. We and our readers believe that buying Australian products supports local communities and Australian businesses.

We feature products online at trulyaus.com/aussie-made and also showcase products to more than 9,700 followers on Instagram. We run giveaways to further promote products and ensure that brands are receiving the recognition they deserve. We usually receive more than 2,000 entries and can also talk to your company about data acquisition for your own newsletters.

For your chance to be featured on Aussie Made, please get in touch.



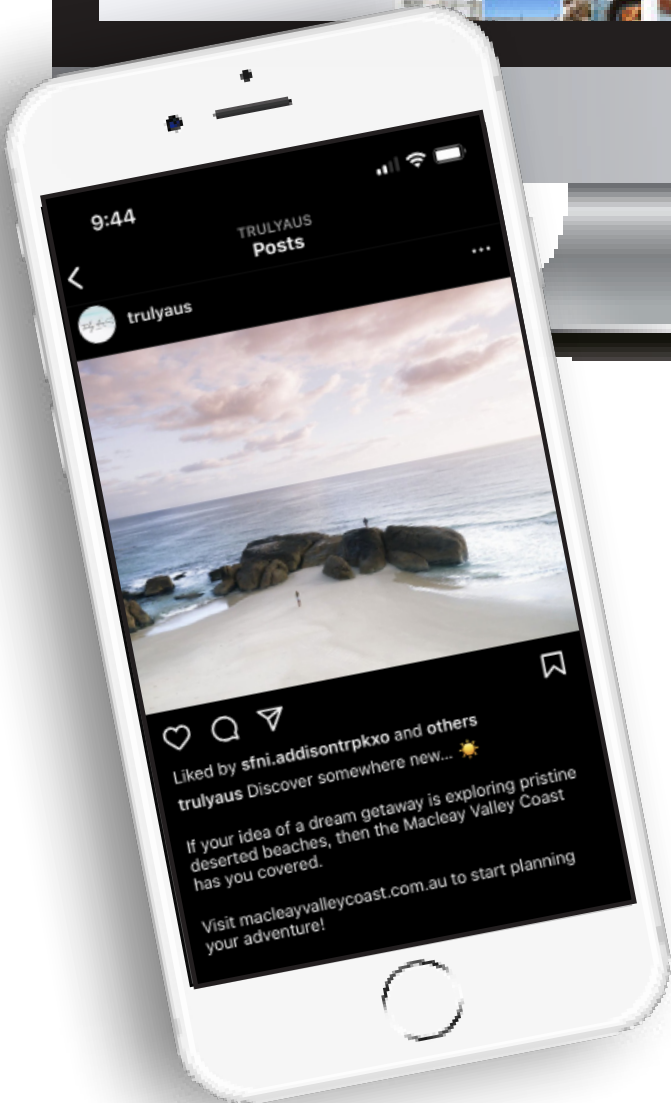
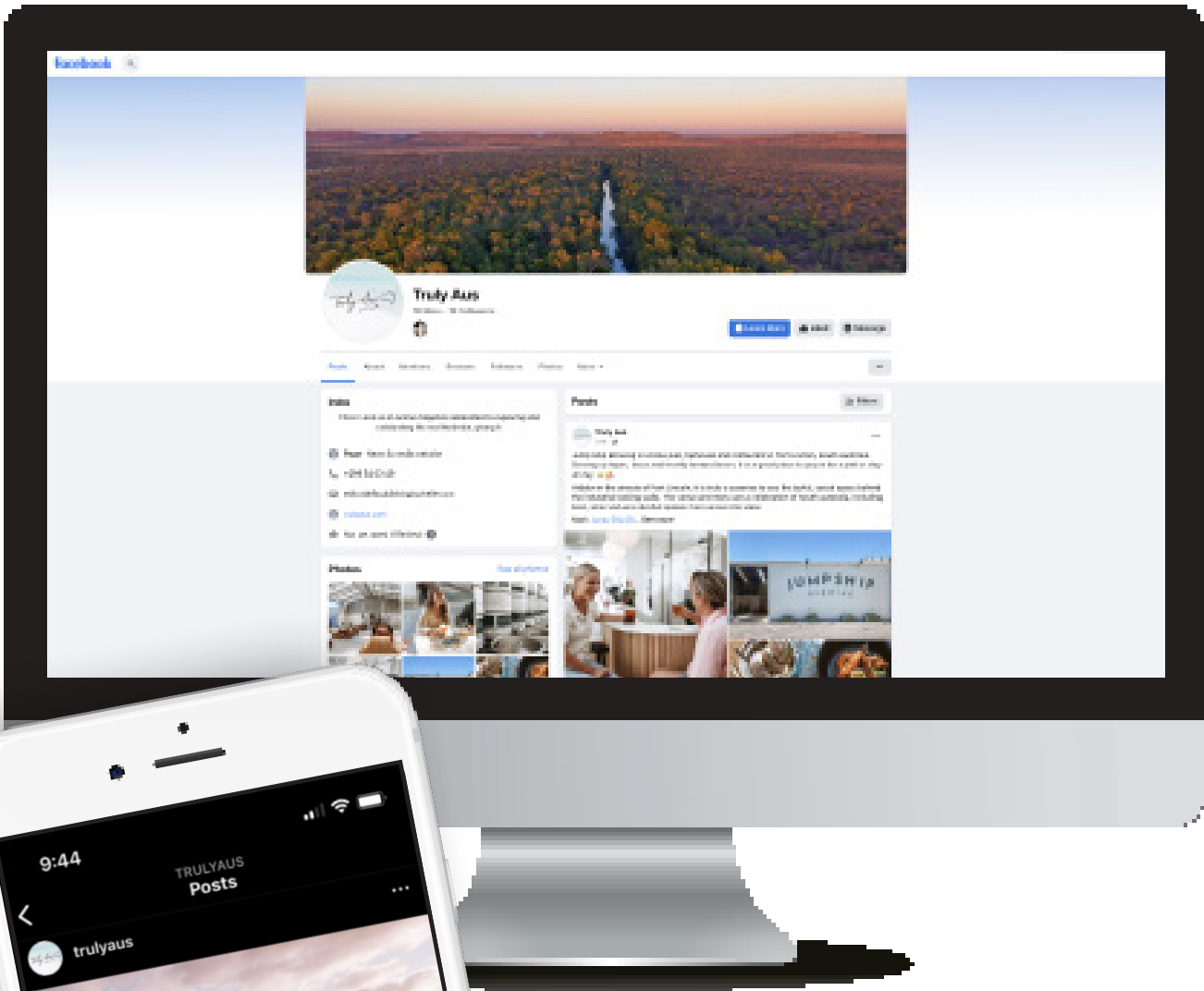
100,000
interactions
on Rex.TrulyAus.com every month

10,000
NEW visitors
to Rex.Trulyaus.com every month

550,000
subscribers
to the Rex.TrulyAus newsletter

20%
open rate
for our weekly newsletter

10,000+
followers
on Instagram



Get social with us

We have more than 50,000 followers on social media channels for TrulyAus, AusBiz and Truly Aussie Made, so talk to us about including Facebook and Instagram coverage in your package. A combination of print, online and social media coverage for your brand is the best way to reach your intended audience. We are in the unique position of not having any other form of entertainment on our aircraft on regional routes. However we know that when our readers are back on the ground, they put the magazine down and switch on their devices. We'll ensure that you have all bases covered.



@TRULYAUS
@AUSBIZMEDIA



/TRULYAUS
/AUSBIZMEDIA

RATES, PACKAGES & DEADLINES

We offer a mix of print, online, social, podcasts and newsletters, so talk to us about your budget and we can make it work. Here are guidelines for print, digital and newsletters. We can build other elements such as social and podcasts into a package.

Each issue of TrulyAus is on planes for two months, so your content reaches around 2.4 million annually, or 400,000 passengers per issue.

What does it cost to feature in TrulyAus?

Size	1 Issue	3 issues	6 issues	Ad production
Double-page spread	\$10,000 (per issue)	\$8,000	\$6,000	\$800
Full page	\$6,000 (per issue)	\$5,000	\$4,000	\$450
Half page	\$2,500 (per issue)	\$2,200	\$2,000	\$250
Quarter page	\$1,500 (per issue)	\$1,200	\$1,000	\$150
Front cover	POA	N/A	N/A	N/A
Inside front cover	\$7,000 (per issue)	\$5,000	\$4,000	\$450
Inside back cover	\$6,500 (per issue)	\$4,500	\$3,500	\$450

Digital	1 month	2 months	3 months	Ad creation
Online ad:	\$1,500	\$2,500	\$3,000	\$300

Newsletters	Standard story	Hero story	Advertisement	Ad creation
750,000+ readers	\$2,500	\$3,500	\$2,500	\$300

2024/2025 Deadline Dates

Issue date	Booking deadline	Magazines on board
Feb/Mar 2024	January 22	February 8
Apr/May 2024	March 18	April 8
8Jun/July 2024	May 20	June 8
Aug/Sept 2024	July 23	August 8
Oct/Nov 2024	September 20	October 8
Dec/Jan 2024/2025	November 20	December 8

MOVING FORWARD ... DIMENSIONS & SPECIFICATIONS

For your print content, here's what we need from you. Or feel free to reach out and our tech-savvy and highly creative team can put your content together for you. We can also add QR codes to advertisements so that views are trackable.

We look forward to working with you, and putting your brand, company or destination in front of millions of Australians.

Format Guide

Publication size: 273mm x 210mm

Bleed: 5mm all around

Type area: 250mm x 180mm
 Note: We recommend all copy used in your advertisement sits within these dimensions to allow for best readability and avoid being lost in the gutters of the magazine.

File type: High resolution, print-ready PDF

Resolution: 300dpi minimum at 100% size

Colour: CMYK only – RGB and Pantone colours will be converted in-house to CMYK and may cause unexpected colour variations.

Printer marks: Trim marks ON

Send ads to: publisher@trulyaus.com

Supply: Artwork can be sent via email to: publisher@trulyaus.com

Full bleed width 220mm



Ad type	Ad size	Bleed size
Double-page spread (DPS)	273mm H x 420mm W	283mm H x 430mm W
Full page	273mm H x 210mm W	283mm H x 220mm W
Half page horizontal	123mm H x 183mm W	n/a
Half page vertical	253mm H x 89.5mm W	n/a
Quarter page	123mm H x 89.5mm W	n/a