



REACH MORE THAN ONE MILLION AUSTRALIANS EVERY MONTH

2025 MEDIA KIT

Print, online, social and newsletter opportunities

rex.
TrulyAus AusBiz.

PUT YOUR BRAND OR DESTINATION IN FRONT OF DECISION-MAKERS AUSTRALIA-WIDE



Reach more
than 1 million
people every
month

We support Australian destinations, products and brands.

TrulyAus is the inflight magazine for Rex airlines.

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

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

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

More than **1.2 million people** travel on Rex annually.

That's a captive audience of **more than 200,000 people per issue**, and our research has shown that the magazine is read at least three times.

TrulyAus for Rex newsletters reach more than **850,000 per month**, and include AusBiz stories.

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.**

TrulyAus
ecosystem

Reach more
than **1.2 million**
people a year

50,000+
interactions on
rex.trulyaus.com
per month

Reach
200,000
people through
our magazine
every month

5,000
subscribers to
AusBiz. eDM
28% open rate

10,000 +
followers on
Facebook

5,000+
entries for
giveaways
on TrulyAus

40,000
followers on
Instagram

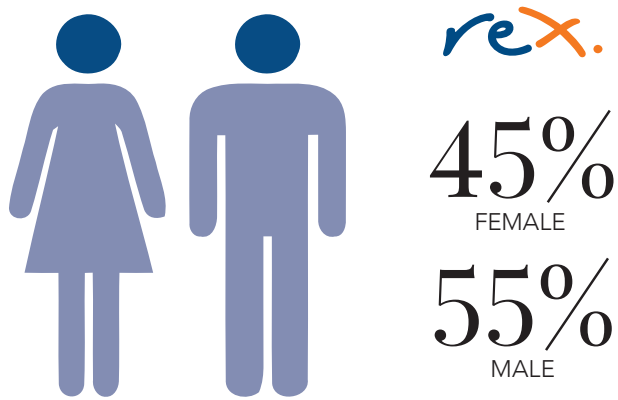
10,000
followers on
Truly Aussie
Made
Instagram

850,000+
subscribers to
TrulyAus for Rex
eDM: 42%
open rate

So....who flies on Rex airlines?

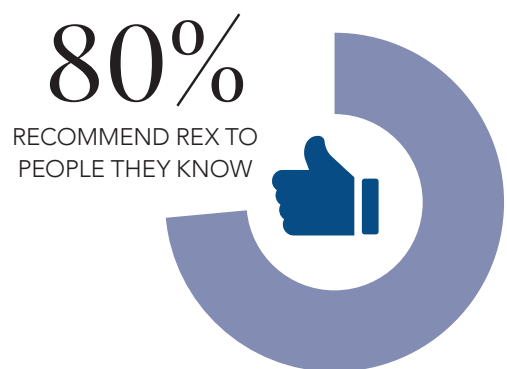
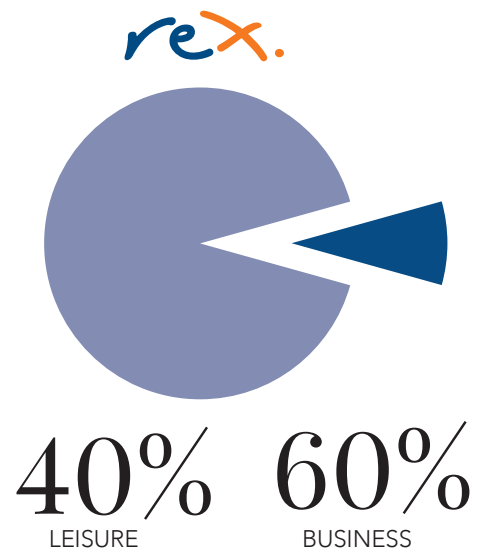
Rex passengers are business professionals and leisure travellers from across Australia. Many are working in mining, agriculture, SMEs and in various government sectors. Rex passengers generally have income profiles well above the national average. They often fly nationally and internationally, and spend more than the average person on their lifestyle, homes and businesses.

REACH MORE THAN 1.2 MILLION PASSENGERS ANNUALLY



\$160,000

THE AVERAGE INCOME OF OUR PASSENGERS
IS AROUND \$160,000 A YEAR. MORE THAN
20% OF OUR PASSENGERS EARN OVER \$180,000



35-60

IS THE AVERAGE AGE
OF OUR PASSENGERS



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 and 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

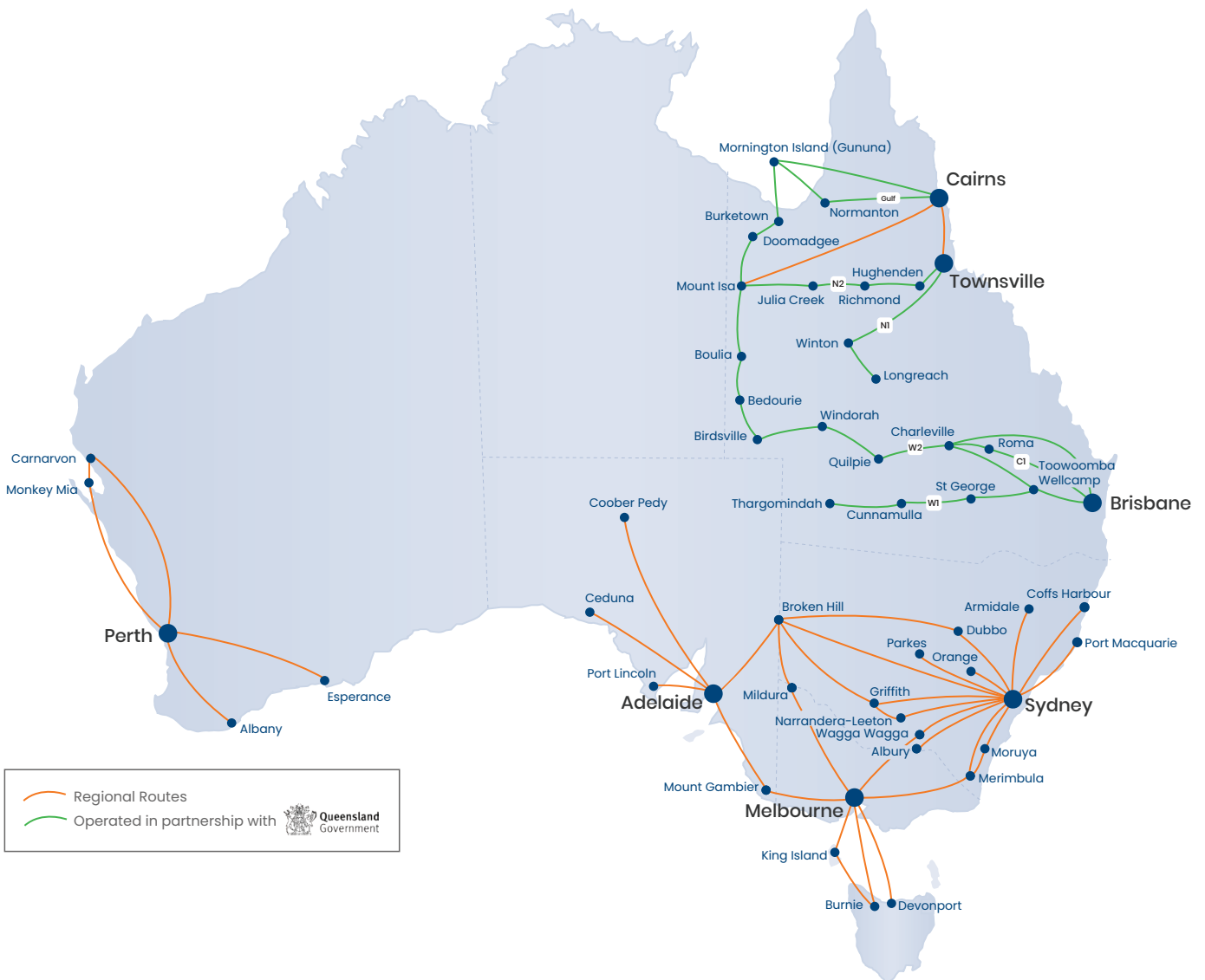
We cover important stories from the resources sector, revolving around issues, people, innovations and events that affect us all.

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

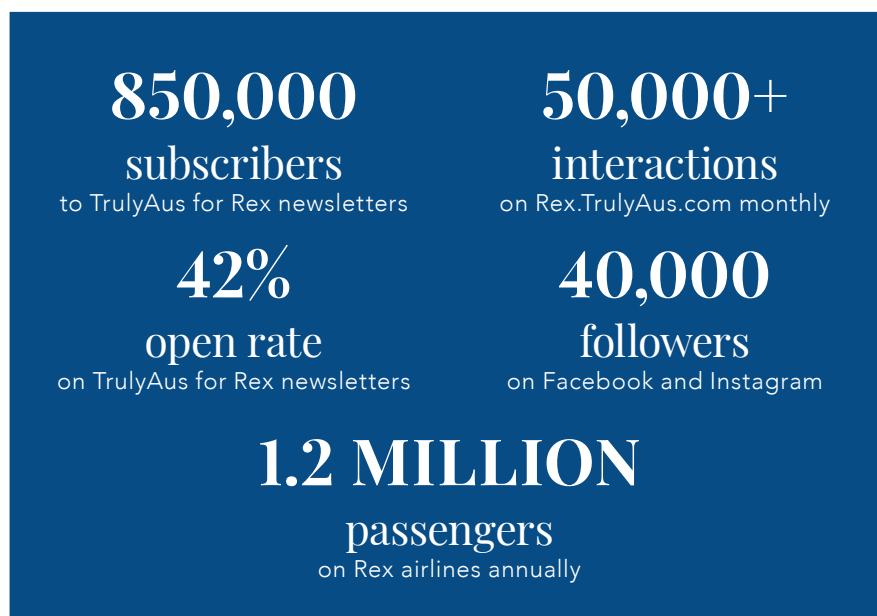
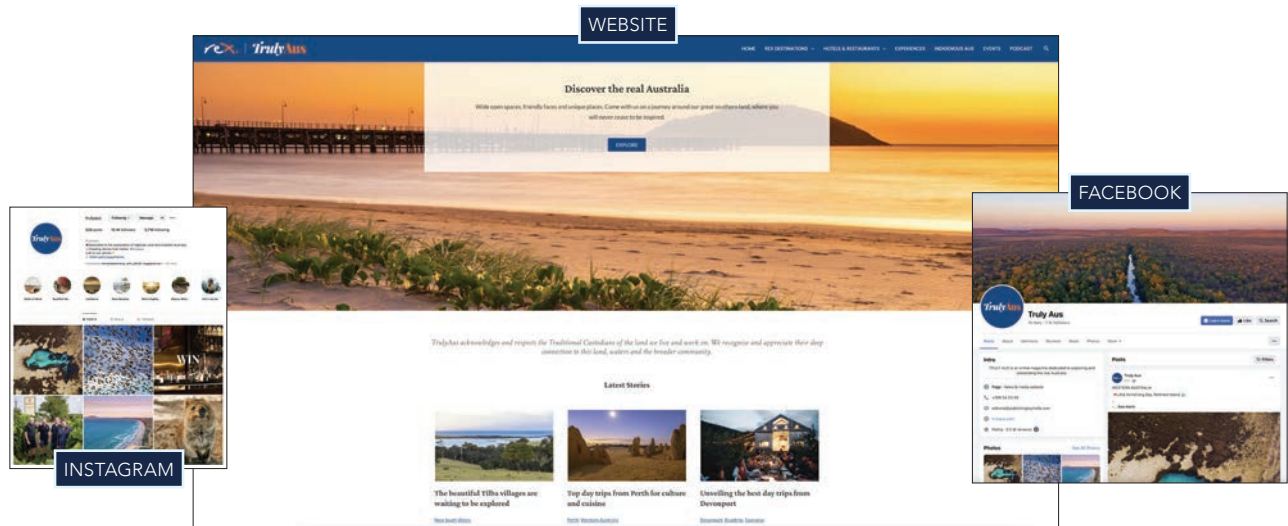
Reach more than 1 million people every month



TrulyAus

DIGITAL MARKETING

We target 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 **850,000 subscribers**, and we have **50,000+ interactions per month** on rex.trulyaus.com. We specialise in creating meaningful, vibrant digital content, allowing businesses and tourism bodies to land in the inboxes of business and leisure travellers.



Digital packages can be customised to maximise value for money. Choose a mix of print, online, newsletter inclusions, and social media. To discuss rates and possible inclusions in a package, please get in touch.

TrulyAus

DIGITAL CONTENT DEAL: \$950

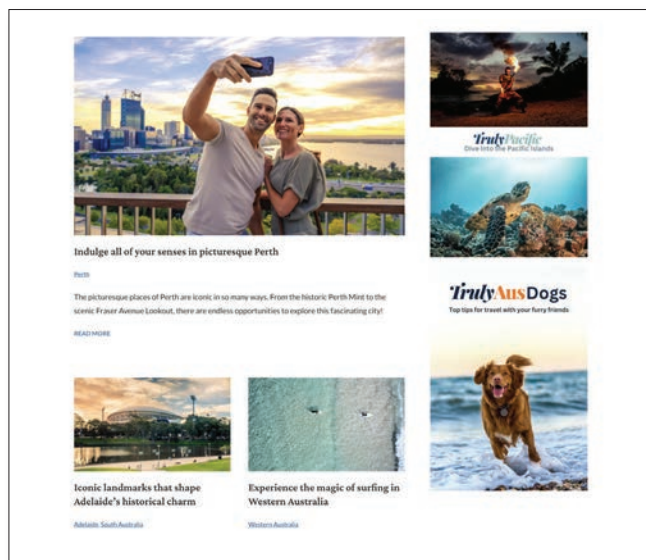
**REACH
1 MILLION
READERS**
Online, across
newsletters and
social media

\$950
Have your business
included online, in our
eDMs to **850,000 pax**,
and in a reel for
only **\$950**

Spread word of your brand or business to 1 million people

Rex is still flying to all of its usual regional, rural and outback destinations, and we want to help spread word of your company or brand/s.

For as little as **\$950 + GST** we'll craft a story online at rex.trulyaus.com (**50k visitors a month**) then share it in our TrulyAus newsletters to **850,000 Rex passengers** who are living across Australia. We can then create a reel for Instagram and share a post on FB, reaching another **40,000 followers**.



EXAMPLES OF STORIES ONLINE

EXAMPLE NEWSLETTER



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 laidback holiday destination for those seeking peaceful towns with country charm.

[READ MORE](#)



SPECIAL FEATURE | 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](#)



CITY GETAWAYS | EAT & DRINK

5 mouth-watering restaurants in Melbourne

These super-cool Melbourne restaurants will remind you why this city is lauded as one of the top foodie destinations in the country.

[READ MORE](#)



EXAMPLE ADVERTISEMENT

What does it cost to get involved?

Package options	Story online	Newsletter	Social reel and post
GOLD	\$950 for 6 months	Hero story	One reel and 2 x posts
SILVER	\$750 for 3 months	Standard story	One reel
BRONZE	\$600 for 2 months	Not included	One post

AusBiz.

AusBiz. is a highly engaging business magazine that is targeted at the passengers onboard Rex airlines. 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.



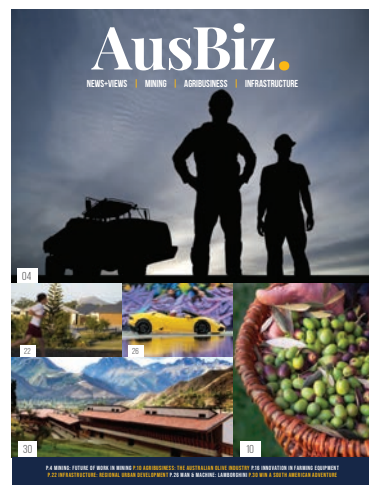
5,000
subscribers
to our newsletters

25%
open rate
for newsletters

10,000
visitors to
AusBizMedia a month

10,000
followers on
FB, Insta & LinkedIn

1.2 MILLION
passengers
on Rex airlines



AusBiz. CONTENT

Articles in AusBiz. 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

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.

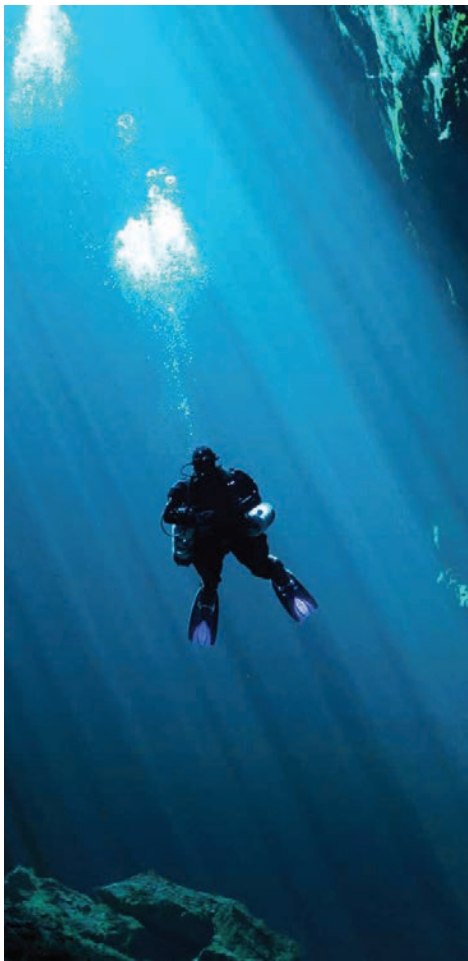
FINANCE & INVESTMENT

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 1 million
people every
month

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

Word of your region or brand can reach more than 200,000 people through our bi-monthly TrulyAus magazine (which is on all Rex planes as well as in Rex lounges in Sydney, Melbourne and Adelaide). We also reach more than 1 million 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.

Food and Wine



With its remarkable sinkholes and sunken gardens, Mount Gambier is a stunner. And with its world-class wine and food offerings, the Coonawarra is an insatiable seducer. Whatever you fancy, after a visit to the Limestone Coast, you'll become one of her many lovers.

WORDS BY MICHELLE HESPE

JOURNEY INTO THE EARTH

50 | **TrulyAus**

Food and Wine

Looking below the surface

I'm feeling rather like Alice in Wonderland as I descend into the startling verdant gardens of Umpherson Sinkhole, which is otherwise known as the Sunken Garden. Lucky for me and unlike poor Alice, my pace is a leisurely stroll, and not a frantic tumble. However the feeling of reaching the bottom is just as surprising, as soon I am standing in another world: heavy drapes of vines cascading down the limestone walls, hedges of bright greenery and pretty garden beds filled with ferns and flowers adding to the fairy tale vista.

The original limestone cave that, millions of years ago, arched over the place where I now stand was formed by the dissolution of limestone. The sinkhole was created when the top of the chamber collapsed downwards.

In 1868 James Umpherson purchased the land including the sinkhole, and in 1884, after retiring from farming, he decided to turn it into "a pleasant resort in the heat of the summer". Back in the good old days there was a small lake in the sinkhole, and when people gathered to socialise, they'd also drift about on boats and enjoy picnics on the lake's side.

Mount Gambier, being built on limestone, has plenty of sinkholes to explore, including the famous Engelbrecht Caves in the middle of town. However my next journey into the Earth is at Kilahey Sinkhole, which despite having been around for thousands of years is a newcomer for tourists on the Mount Gambier cave scene.

A sheep farming family have had this remarkable sinkhole on their property for four generations, and it has been used by professional divers for many years for training. Recently it has been developed so that tourists will now be able to enjoy snorkelling and, if qualified, scuba-diving in the stunning blue cave. The water is so clear that looking into it, the bottom seems as though it's about five metres away, when in fact it's around 30 metres below. A gin, aptly called Sinkhole Gin, will soon be released so that guests can enjoy a tipple on the new wooden deck above this natural phenomenon.

For anyone who enjoys caving, Naracoorte Caves should be on the must-do list. It is the only World Heritage Listed site in South Australia, and in the Victoria Fossil Cave you can see astounding piles of megafauna bones from creatures that fell through the forest floor around half a million years ago, possibly up to 800,000 years. Due to it being pitch-black and hard to navigate, they could not find their way out. Visitors can take an enthralling tour and see the bones of marsupial lions, giant kangaroos and five-metre snakes. Leave enough time to explore the many other caves in the region, as they also have extremely impressive exhibits and you'll no doubt want to spend hours exploring. ▶



LEFT TO RIGHT: KILAHEY SINKHOLE, UMPHERSON SINKHOLE, THE VICTORIA FOSSIL CAVE AT NARACOORTE CAVES

51 | **TrulyAus**



WELCOME TO OUR ANCIENT LAND

Join the journey that began millions of years ago...nature's miracles are plain to see, and ready to explore. Dominant volcanoes with mountain trails dominate the Limestone Coast skyline, while deep underground, secret caves harbour prehistoric creatures and a labyrinth of hidden waterways. Giant sinkholes shine light on the past, their craters transformed with spectacular lakes, sunken gardens, and crystalline ponds offering world-class diving experiences. Incredible food and wine are another legacy of this wondrous landscape. Fertile soils stretch all the way to the chilly Southern Ocean, leaving guests spoilt for choice when it comes to seafood, meat, fruit, vegetables and world-class wines.

the Limestone COAST
unearth our treasures

southaustralia.com/places-to-go/limestone-coast/

640,000

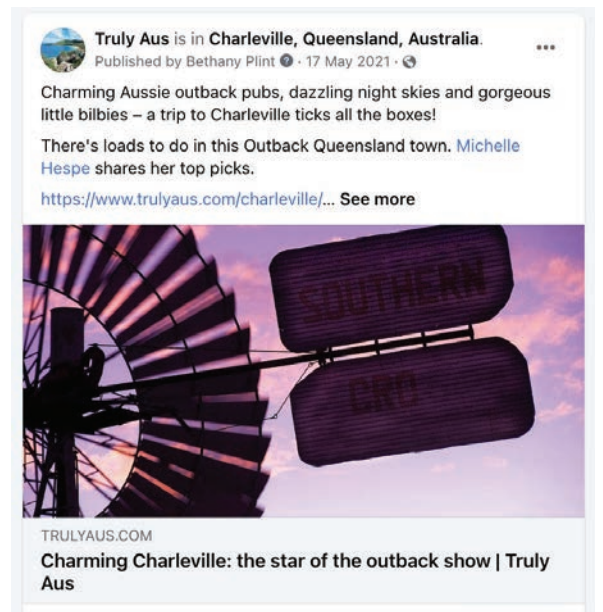
Reached more than 500k Rex passengers, 50k+ followers on Insta and FB, and 90k+ readers online.

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 640,000 people. The article was supported by social media on Facebook and Instagram, reaching an additional 50,000 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.



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.

TrulyAus is on planes for 2 months, reaching around **1.2 million annually, or 200,000 passengers per issue.**

What does it cost to feature in TrulyAus?

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

Digital	1 month	2 months	3 months	Ad creation
Online story or ad	\$1,000 + GST	\$1,750 + GST	\$2,500 + GST	\$150

Newsletters	Hero story	Advertisement	Ad creation
850,000 subscribers	\$1,500 + GST	\$1,250 + GST	\$150

2024/2025 Deadline Dates

Issue date	Booking deadline	Magazines on board
June/July 2025	May 20, 2025	June 8, 2025
Aug/Sept 2025	July 20, 2025	August 8, 2025
Oct/Nov 2025	Sept 20, 2025	October 8, 2025
Dec 2025/Jan 2026	Nov 20, 2025	December 8, 2025
Feb/March 2026	Jan 20, 2026	February 8, 2026
April/May 2026	March 20, 2026	April 8, 2026

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

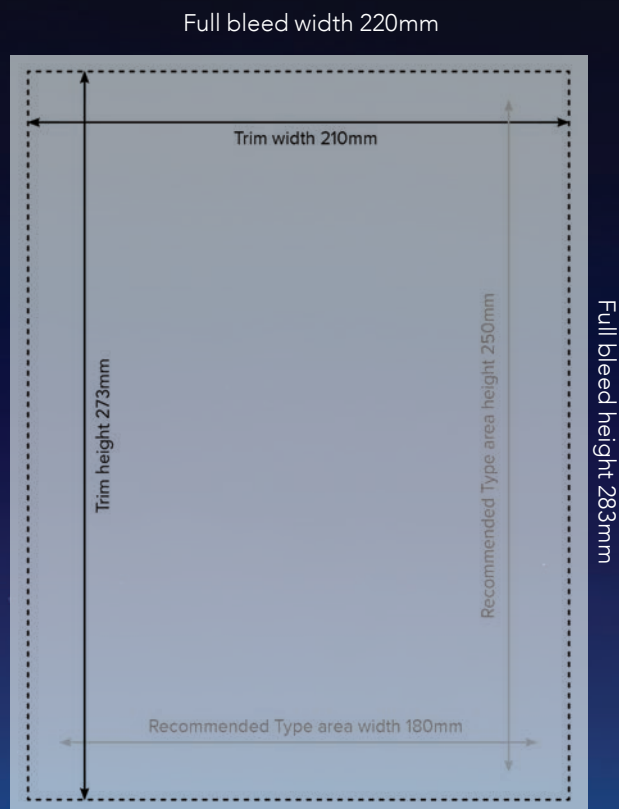
Resolution: 300dpi minimum at 100% size

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



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