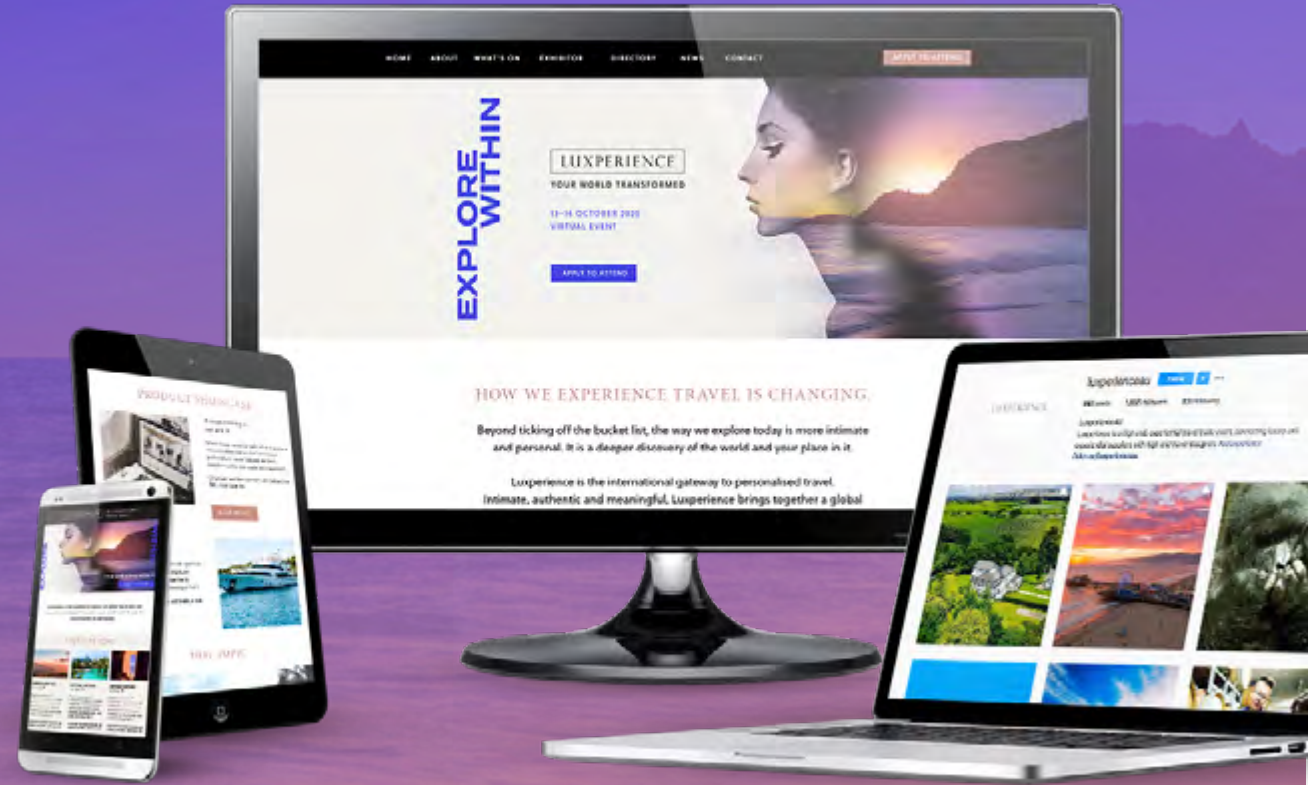


# LUXPERIENCE

## BESPOKE DIGITAL OPPORTUNITIES

LUXPERIENCE.COM.AU



# MORE THAN DIGITAL DESTINATIONS AN EVENT

We invite you to engage with travel's most discerning community year-round, with bespoke digital offerings designed to keep you connected to the luxury travel industry.

## WHAT?

Luxperience is the international gateway to personalised luxury travel. Intimate, authentic and meaningful, it brings together a global community to create exceptional experiences for their clients. For the first time, we're opening up Luxperience's digital platforms for travel destinations and suppliers to create new conversations and connect with a dedicated audience of 9,470+ hand-picked, travel professionals.

## WHY?

As the industry and broader population faces increased screen time, Luxperience remains a digital destination for brands to stay connected and feed our audience's desire for wanderlust. Our digital content and channels reflect the latest in travel trends, exceptional experiences and inspire meaningful, long-lasting connections. Our bespoke brand solutions can ensure your brand stays connected to our discerning buyer audience.

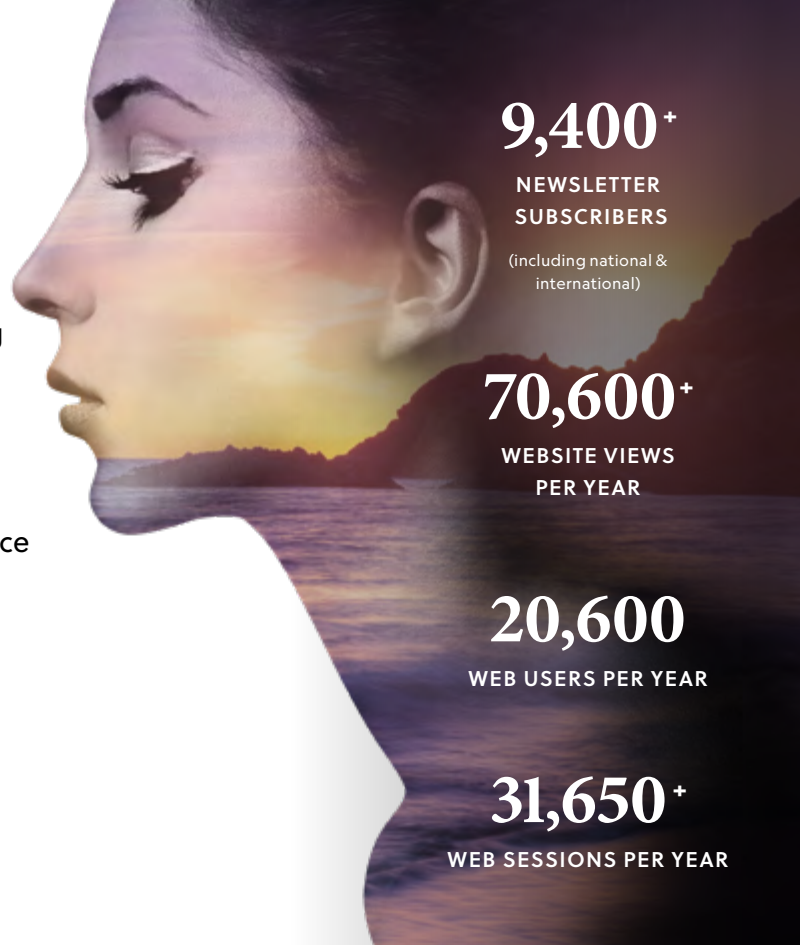
## WHO?

Our audience design and offer some of the most exceptional itineraries and experiences travel can offer. From premium travel consultants to exclusive concierge services and once in a lifetime tour operators, Luxperience is where they come to create connections. And our editorial contributions sourced from partner publications, freelance writers and exhibiting/sponsoring brands, they are guaranteed that our content is as high-end as their services.

# OUR AUDIENCE

The Luxperience readership is the ultimate collection of high-end and experiential travel professionals representing some of the world's most discerning clients.

Luxperience is the gateway that invites this boutique audience to explore new destinations, create unmatched experiences and provide a level of exclusivity unique to this industry via channels including newsletters, website and new customised digital opportunities.



9,400+

NEWSLETTER  
SUBSCRIBERS

(including national &  
international)

70,600+

WEBSITE VIEWS  
PER YEAR

20,600

WEB USERS PER YEAR

31,650+

WEB SESSIONS PER YEAR

Our audience spans both inbound and outbound travel and the following sectors:



PREMIUM  
TRAVEL  
DESIGNERS



PREMIUM  
CORPORATE  
TRAVEL



CONCIERGE  
SERVICES



LUXURY TOUR  
WHOLESALE

## PRODUCT INTERESTS

- BOUTIQUE LODGES
- CRUISE & EXPEDITIONS
- CULTURAL EXPERIENCES
- DESTINATIONS
- ELITE SPORTS
- GASTRONOMICAL EXPERIENCES
- HEALTH, SPA & WELLNESS
- LUXURY HOTELS & RESORTS
- NATURE & ADVENTURE
- PRIVATE AIRCRAFTS & YACHTS
- PRIVATE ISLANDS
- PHILANTHROPIC TRAVEL



LIFESTYLE SERVICE  
PROVIDERS



LUXURY TOUR  
OPERATORS

# WEBSITE OPPORTUNITIES

## BANNER ADVERTISING

Luxperience's digital platforms offer year-round engagement. Our website alone receives over 70,600 views each year.

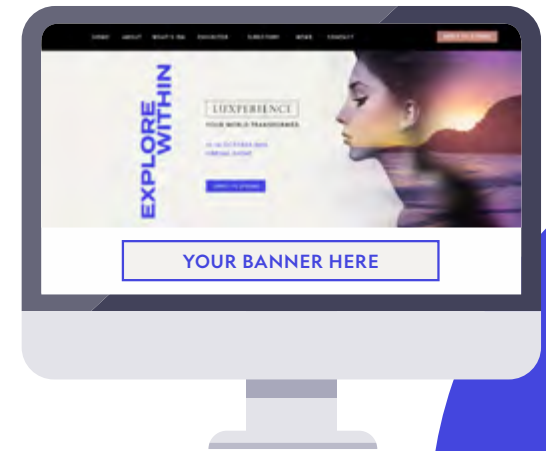
Make the spotlight exclusively yours - take advantage of this premium exposure to our premium audience while they are online more than ever before.

### Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the Luxperience website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

**\$2,500** + GST

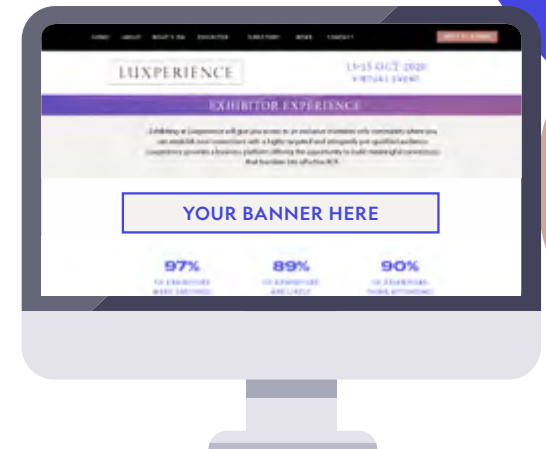


### Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the top visited pages of the Luxperience website, with the exception of the home page.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

**\$2,000** + GST



All content to be provided by client.  
Prices in AUD.

LUXPERIENCE

# NEWSLETTER OPPORTUNITIES

## BANNER ADVERTISING

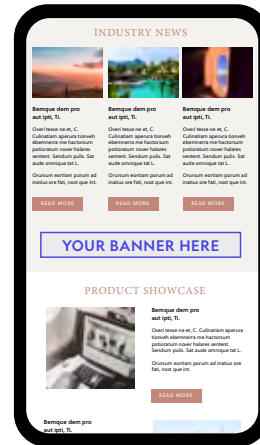
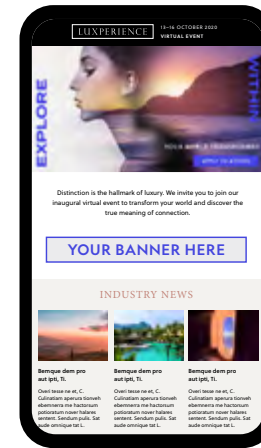
Luxperience's official monthly e-newsletter, presents the latest industry news, unique editorial, partner and association announcements and industry product highlights.

Delivered directly to 9,470+ travel industry professionals around Asia Pacific and beyond, it is a proven industry source of news for the elite in the business of personalised travel.

### Premium Leaderboard

Your artwork will be the first leaderboard banner advertisement in one selected newsletter, linking to your provided URL.

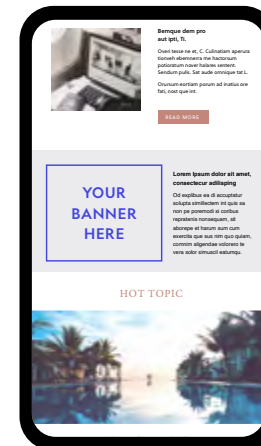
\$2,500 + GST



### Standard Leaderboard

Your artwork will be the second leaderboard banner advertisement in one selected newsletter, linking to your provided URL.

\$2,000 + GST



### MREC Advert

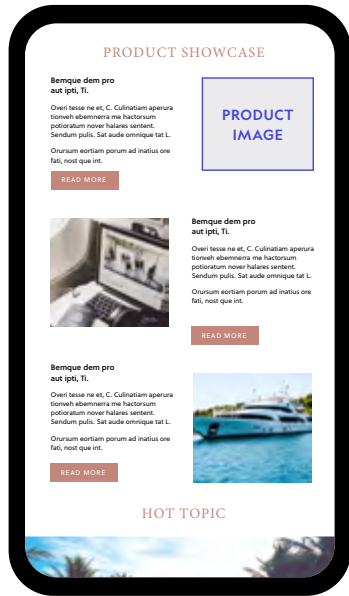
Your artwork will be the first MREC banner advertisement in one selected newsletter, linking to your provided URL.

\$1,900 + GST

Average Email Open Rate

23%

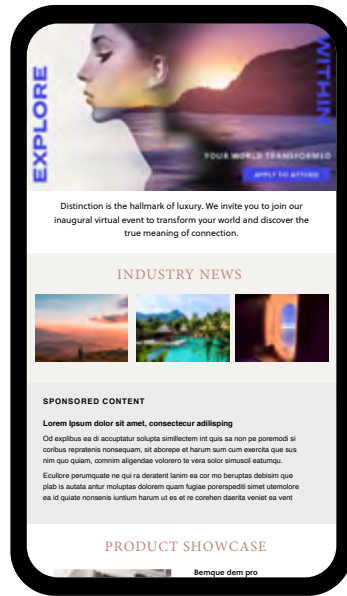
All content to be provided by client. Prices in AUD.



## Featured Product Highlight

Your product (new or existing) will feature as 1 of 3 products highlighted in one selected newsletter, linking to further detail hosted as Industry News on Luxperience's website, including a URL of your choice.

**\$1,000** + GST  
(limited per issue)

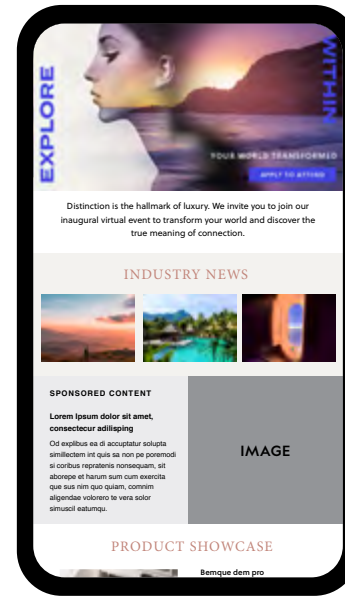


## Sponsored Article (Editorial or Advertorial) No image in newsletter

Your content piece will be featured as a sponsored article in one selected newsletter.

The newsletter will feature an article teaser, linking through to the full content hosted as Industry News on Luxperience's website, including a URL of your choice.

**\$1,300** + GST  
(limited per issue)



## Sponsored Article (Editorial or Advertorial) Inc. image in newsletter

Your content piece will be featured as a sponsored article in one selected newsletter.

The newsletter will feature an article teaser with an image of your choosing, linking to the full content hosted as Industry News on Luxperience's website, including a URL of your choice.

**\$1,500** + GST  
(limited per issue)

*All content to be provided by client.  
Prices in AUD.*

## NEWSLETTER PACKAGES

### The full Luxperience!

Capture our audience's undivided attention with multiple touchpoints.

Choose to run your banner and article/product highlight in the same newsletter edition, or separate them into different months for sustained connections.

## ENGAGED SOCIAL CAMPAIGNS

As well as your sponsored content featuring in the newsletter and website, all content packages will be shared across Luxperience's highly targeted social channels.

**Premium Leaderboard  
+ Sponsored Article**

**\$3,400** + GST

**Standard Leaderboard  
+ Sponsored Article**

**\$2,975** + GST

**Premium Leaderboard  
+ Featured Product Highlight**

**\$2,975** + GST

**Standard Leaderboard  
+ Featured Product Highlight**

**\$2,550** + GST

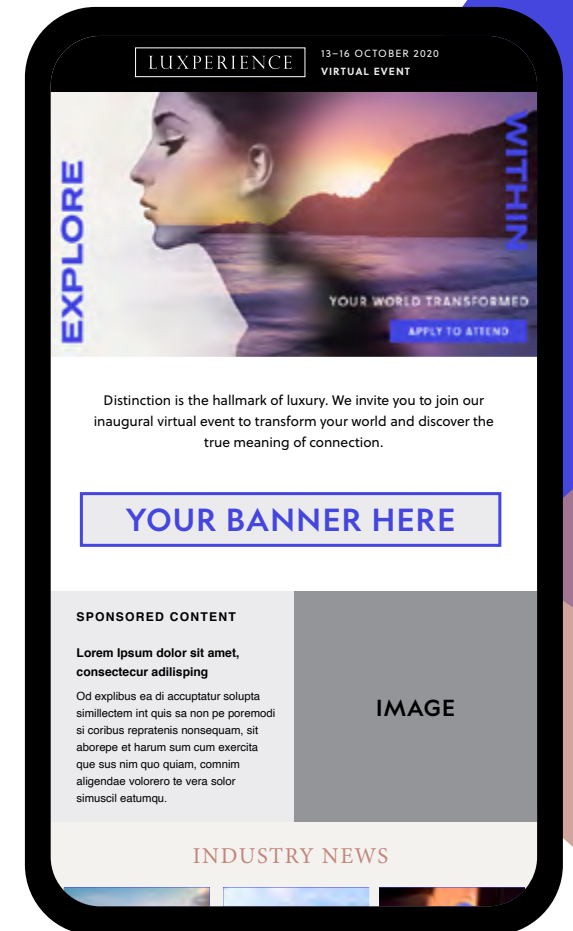
### CONNECT WITH US:

 @luxperienceau

 /Luxperience

 @Luxperienceau

 Luxperience



*All content to be provided by client.  
Prices in AUD.*

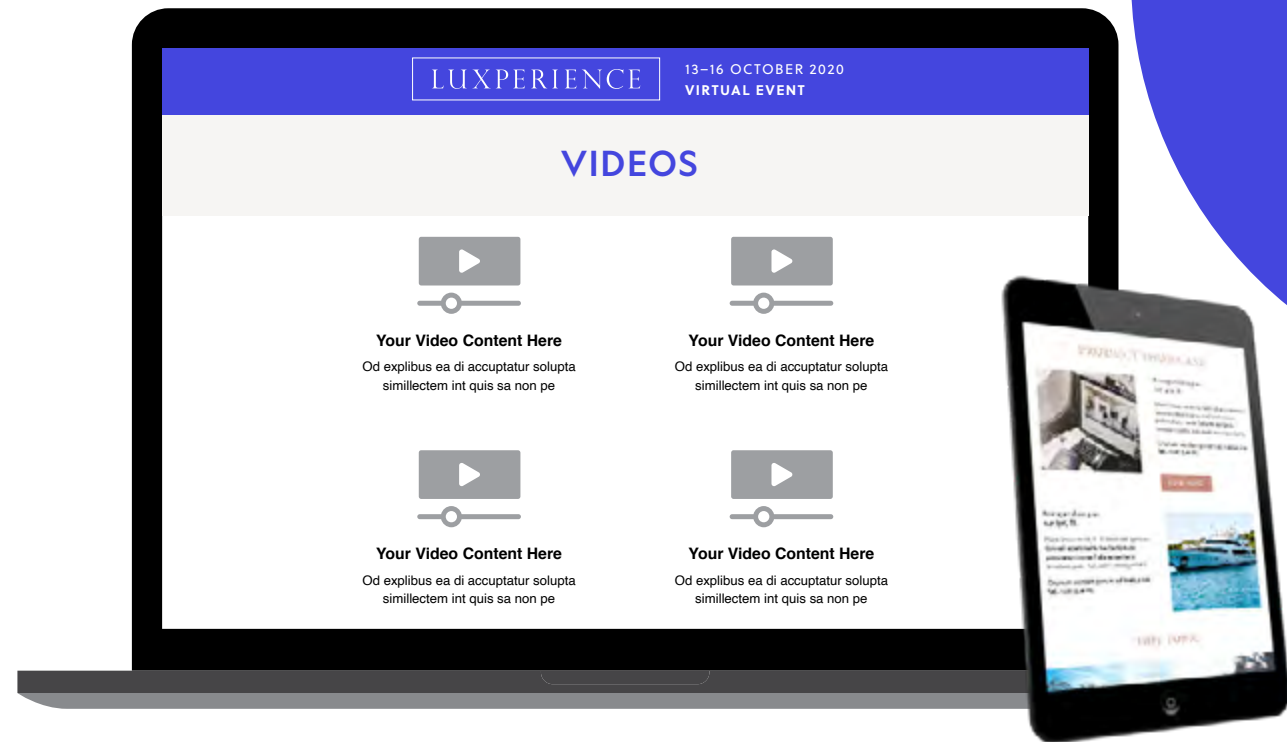
# VIRTUAL DESTINATIONS

## VIDEO ADVERTISING

Take our audience on a tour of your destinations, properties and attractions with hosted virtual families and videos on our premium content channels.

Your video will sit on a dedicated video page on the Luxperience website and be shared in our monthly newsletter as well as via our social channels, so that they can explore within the comfort of their own environment.

**\$500** + GST



*All content to be provided by client.  
Prices in AUD.*



# SOLUS EDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged buyer audience.

Send your message without interruption to the Luxperience reader database via a solus eDM blast, with your branding included.

## BESPOKE AUDIENCES

This opportunity includes the option to segment and send to specific audiences based on your brand's needs, including specific product verticals, job titles or geographical locations.

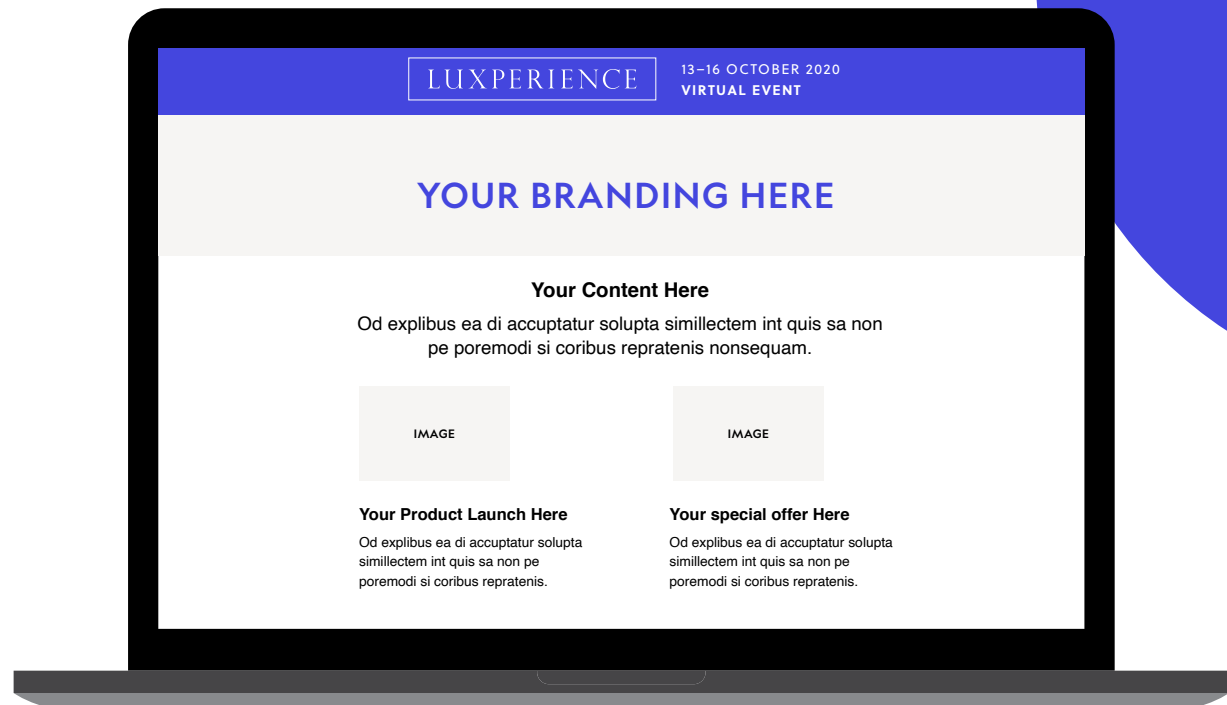
### Suggested topics to promote via solus eDMs include:

- Exclusive travel offerings
- Customised packages
- Content Pieces
- Topical Advertorial
- Promote your online event or workshop

**\$2,995 – \$4,500\*** + GST

*\*Prices may vary depending on bespoke packages and marketing support. Prices in AUD.*

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# TAILOR-MADE PACKAGES

Can't quite find what you are looking for?

Or would like to combine activity to give your brand  
maximum exposure?

Our team is available to walk you through the options  
that best fit your business objectives.

GET IN TOUCH TODAY.

**Lynn Ormiston**

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P: +61 2 9275 9211

[LUXPERIENCE.COM.AU](http://LUXPERIENCE.COM.AU)

LUXPERIENCE

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COMMUNICATIONS ■ AUSTRALIA

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