

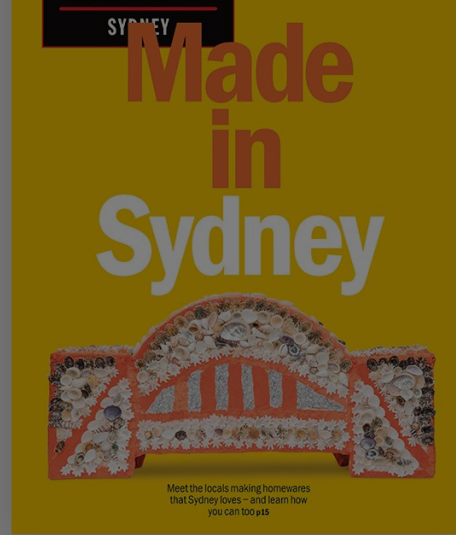
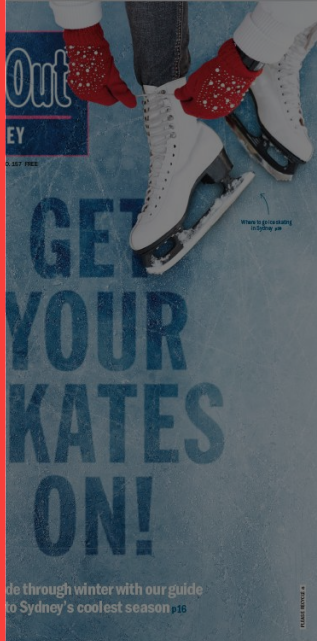
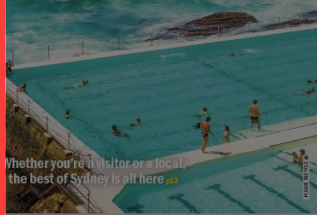
TimeOut

Media Kit

2020

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Time Out
has been
the trusted
urban culture
guide for
over 50 years



Who we are



We believe in a life of cultural exploration and social adventure.

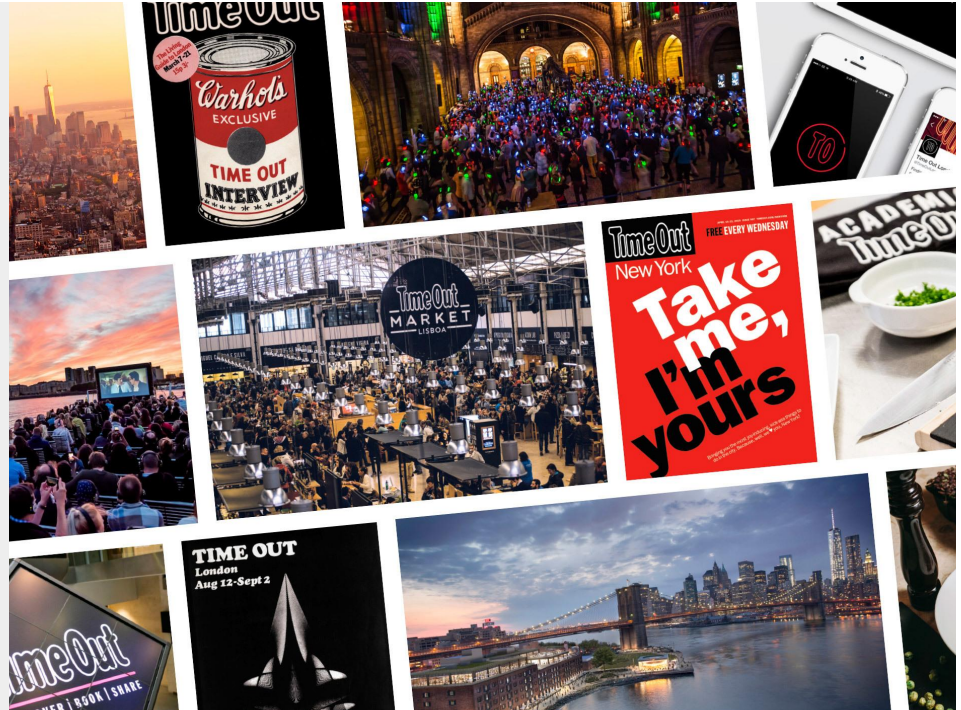
Our mission is to inspire our audience to lead a richer life, to love their city, and to have more fun.

In doing so, we promote and empower those driving positive cultural change.

A global brand

Founded in 1968, Time Out has become the authority on entertainment, events, and everything that's happening in the most exciting cities in the world. Reaching more than 217 million people, in 315 cities, in 58 countries, through a range of media channels, we provide our readers with everything they need to know to make the most of their cities.

Winner of the 2010, 2011, 2013, 2014 and 2018 PPA Awards for International Consumer Media Brand Of The Year, we launched Time Out Australia in 2007, and have grown rapidly ever since.



Global, but hyper local

Our site covers five key Australia cities



Our audience



Audience By the numbers

TimeOut

CONCRETE
PLAYGROUND.

URBAN
:LIST

● BROADSHEET

1,346,620 National Unique Audience

747,170 National Unique Audience

1,488,727 National Unique Audience

1,233,452 National Unique Audience

Audience Demographic

Age	Time Out Australia unique audience	Percentage
18 - 20	74,004	5%
21 - 24	153,806	11%
25 - 29	231,038	17%
30 - 34	204,379	15%
35 - 39	192,104	14%
40 - 44	111,803	8%
45 - 49	113,533	8%
50 - 54	73,841	5%
55 - 64	112,348	8%
65+	79,764	6%

58%
of Time Out's
audience

Audience By the numbers



2,097,413

Unique visitors*



160,000+

Print readership



1,346,620

Unique audience**



400,000+

Facebook fans



4,687,979

Monthly page views*



349,000+

Instagram followers



139,000+

eDM subscribers



342,000+

Twitter followers



Sydney*

1,031,517 Unique visitors
72,000+ eDM subscribers

Melbourne*

1,131,755 Unique visitors
67,000+ eDM subscribers

Adelaide*

8,000 Unique visitors

Brisbane*

10,000 Unique visitors

Perth*

8,000 Unique visitors

Audience By the numbers

	TimeOut	CONCRETE PLAYGROUND.	URBAN :LIST	BROADSHEET
NSW Unique Audience	276,000	156,000	162,000	237,000
QLD Unique Audience	40,000	53,000	86,000	62,000
SA Unique Audience	2,000	-	-	23,000
VIC Unique Audience	264,000	17,000	108,000	248,000
WA Unique Audience	21,000	4,000	95,000	25,000

Audience Demographic



59% | **41%**
Female | Male



86%
Aged between 18-44



89% of our
audience are influencers
within their social circles



88% use
Time Out for food and
drink recommendations



48% visit a Time Out
listed bar or restaurant at
least once a week



53% of our
audience earn
over \$70,000



71% of our audience
are SINK or DINK



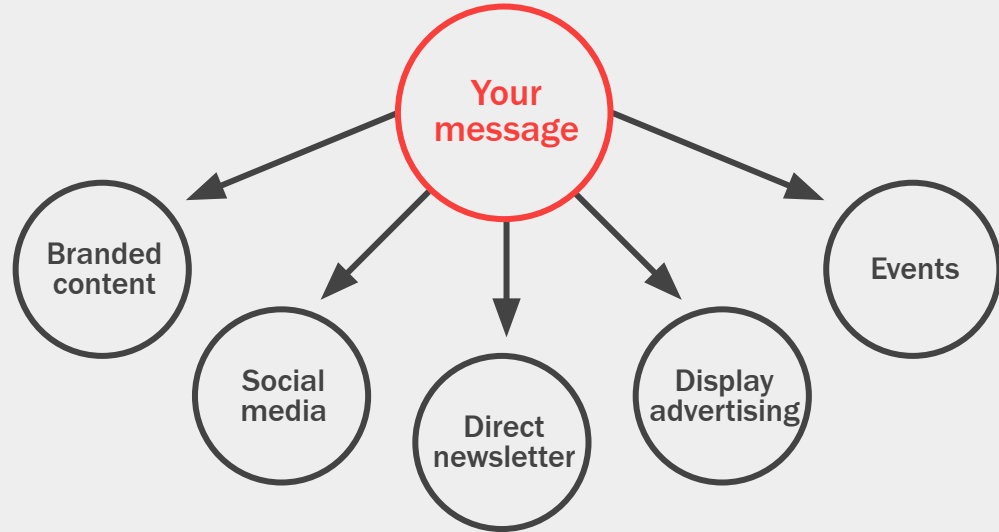
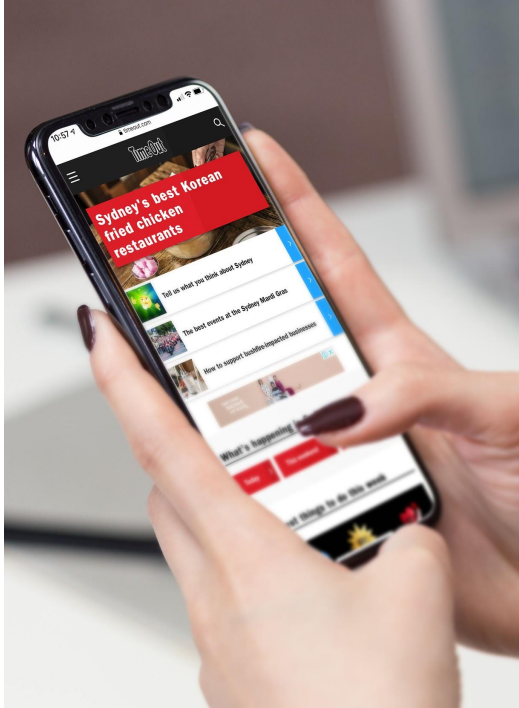
89% purchase goods
online at least once a month



Our products



What we do



Time Out's content team will work with you to develop commercial content concepts that will resonate with our audience and best meet your objectives.

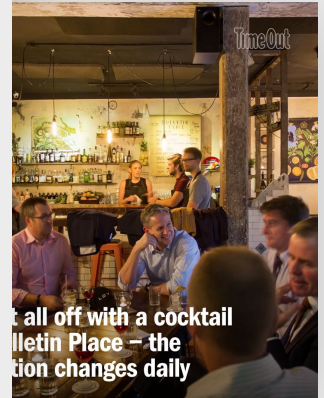
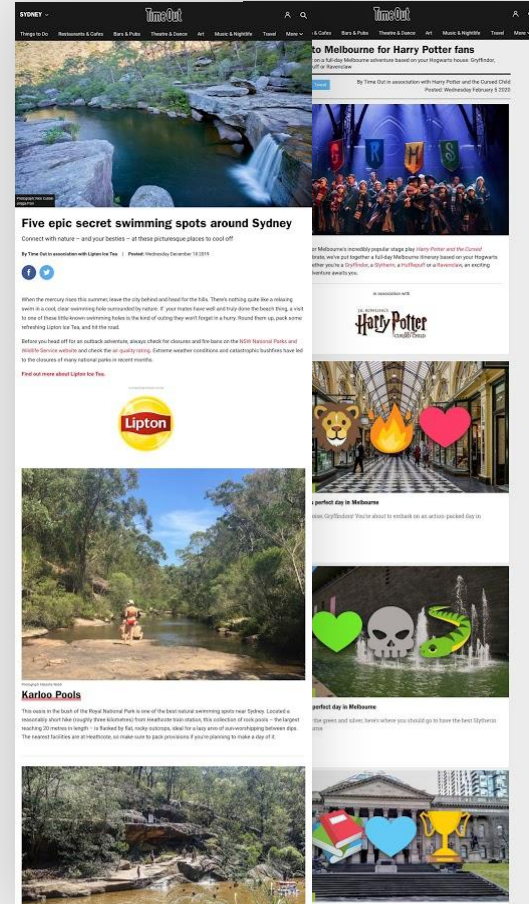
Branded content

We create branded content solutions – from short listings to full custom-published guides – through the innovative application of our brand attributes, motivating engagement by speaking to our audience in a voice they can relate to.

With editorial, design and production by Time Out’s esteemed content team, branded content offers you an opportunity to connect with our switched-on audience.

Examples of branded content we offer:

- Articles that inspire our audience to experience their city
- Supporting image galleries
- Image-rich list features
- Dedicated eDM
- Newsletter eDM
- Video
- Competition
- Interactive content
- Interactive maps
- Interactive quizzes



Newsletters

Weekly newsletters


Newsletter advertising and content placements connect you with Sydney and Melbourne's most active urbanites. Our active subscribers receive Sydney and Melbourne's original and best weekend planners on Monday for the *Best of the Week* and Friday for the *Best of the Weekend* in your inbox by 1pm.

Dedicated newsletters

We also regularly produce targeted newsletters to appeal to specific reader interests. These are based on real time content engagement and are solus newsletters that give you 100% share of voice, through a proven combination of branded content and brand association.

TimeOut My Preferences


New week, new you



The best things to do this week

Celebrate the Year of the Rat with food, fireworks and festivities. We've gathered the best things to do in Sydney this Lunar New Year for your pleasure.


[READ MORE](#)



Get ready for Mardi Gras

Everything you need to know ahead of the parade, after parties and in-between.

[READ MORE](#)




Explore the great outdoors

Enjoy a leisurely stroll or elevate your heart rate with a stunning coastal view.


[READ MORE](#)

From our critics...




★★★★☆
Bathers Pavilion embraces the next generation.

[READ MORE](#)



★★★★★
Parasite wins Best Picture at the Oscars, and here is why.


[READ MORE](#)



★★★★★
See revolutionary classic play *The Deep Blue Sea*.

[READ MORE](#)


But wait, there's more...



Game, set, match

Watch global tennis pros ace the new ATP Cup.


[READ MORE](#)



Al fresco flicks

Add this operatic cinema to your summer bucketlist.

[READ MORE](#)



Defying gravity


See this futuristic spin on traditional circus.

[READ MORE](#)

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TimeOut My Preferences




Five secret swimming spots around Melbourne

There's nothing quite like a relaxing swim in a cool, clear swimming hole surrounded by nature. If you and your mates have well and truly done the beach thing, a visit to one of these little-known swimming holes is the kind of outing you won't forget in a hurry. Fire up the group chat and start planning a trip to one of these five epic secret swimming holes around Melbourne.

[READ MORE](#)


Get more summer fun...



Where to sizzle snags with a view

Add these seven outdoor barbecue spots to your summer hang agenda.

[READ MORE](#)




Where to enjoy the outdoors with mates

Five essential places and events to hit up with your gang this summer.

[READ MORE](#)

In association with



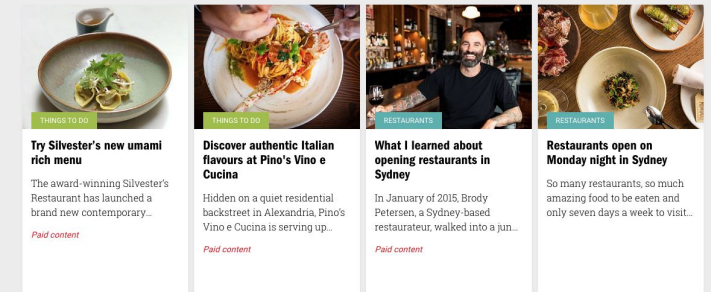
Content drivers

We offer a variety of content traffic driver placements across our platform including:

- **Homepage placements** that appear on our site as ‘Have you heard about...’ placements and are positioned around existing content or section homepages.
- **Premium content placements** that are presented as organic content suggestions and drive readers to your content.
- **Custom content display** drivers that are designed in-house by the Time Out team to ensure they look organic and encourage more discoverability.

A mix of these drivers are a great way to increase traffic with an audience that is already engaged with similar content.

Have you heard about...

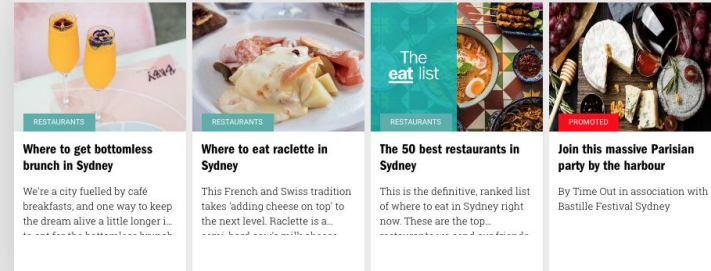


- THINGS TO DO**
Try Silvester's new umami rich menu
The award-winning Silvester's Restaurant has launched a brand new contemporary...
Paid content
- THINGS TO DO**
Discover authentic Italian flavours at Pino's Vino e Cucina
Hidden on a quiet residential backstreet in Alexandria, Pino's Vino e Cucina is serving up...
Paid content
- RESTAURANTS**
What I learned about opening restaurants in Sydney
In January of 2015, Brody Petersen, a Sydney-based restaurateur, walked into a jun...
Paid content
- RESTAURANTS**
Restaurants open on Monday night in Sydney
So many restaurants, so much amazing food to be eaten and only seven days a week to visit...



How to choose the perfect whisky for your occasion

[READ MORE](#)



- RESTAURANTS**
Where to get bottomless brunch in Sydney
We're a city fuelled by café breakfasts, and one way to keep the dream alive a little longer I...
Paid content
- RESTAURANTS**
Where to eat raclette in Sydney
This French and Swiss tradition takes 'adding cheese on top' to the next level. Raclette is a...
Paid content
- RESTAURANTS**
The 50 best restaurants in Sydney
This is the definitive, ranked list of where to eat in Sydney right now. These are the top...
Paid content
- PROMOTED**
Join this massive Parisian party by the harbour
By Time Out in association with Bastille Festival Sydney

Video display

Our video platform allows you to circulate your video advertising within our content. Video commences once the user is below the fold, while sound is activated on mouse-over. Consumers can engage with the video and click through to your desired landing page.

Video units are present on all article pages. Videos only render if visible to the user, collapse when video is finished, and pause if/when no longer visible.

Video are booked 'per video start' and around 62% of page impressions result in a video start.

Photograph: Anna Kucera 1/13

This slick CBD brew bar is punching out coffees that'll get you out of bed and right into the rat race

Unlike their candy counterpart, Skittle Lane's interiors stick to a more muted palette of blonde wood, black marble coffee bar and high, white ceilings. Sunlight streams in from the long windows and a vase of fresh cotton balls and paint tins provide the minimal adornment of the space. It's all very Nordic and elegant.

ADVERTISING

Kellogg's Sultana Bran MORE FIBRE than 2 slices of wholemeal toast

The space is beautiful but Skittle Lane ain't just about Instagram-worthy interiors – these guys are dishing out full-bodied brews. Two large steely silver La Marzocco coffee machines pump out espresso, which are the exact right way to kick start your

Near Skittle Lane

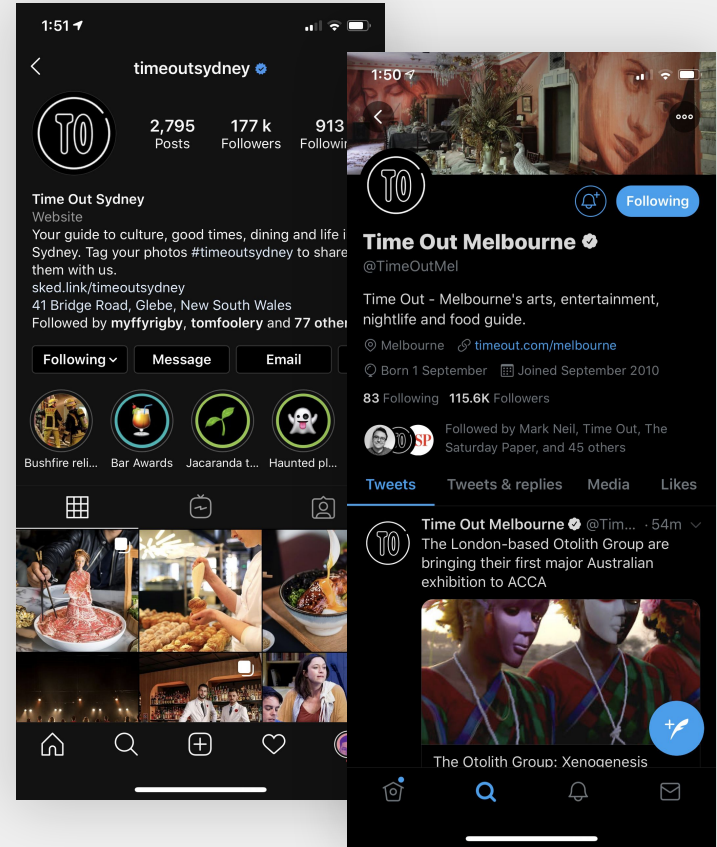
- PS40
- Old Mate's Place
- PJ O'Brien's
- The Swinging Cat
- Kakawa - Gaffa Gallery

Social media

Time Out is a global brand with a hyper-local feel. Our social media tone and use of imagery reflect this and are adapted specifically to each social channel's audience across Facebook, Instagram and Twitter. Whether clients choose sponsored or organic post options, we strategically target core audience to extend beyond our followers and reach targeted people based on their interests, location, demographic, etc.

We have a dedicated team of social media gurus who use their knowledge to maximise consumer engagement. Our specialists A/B test our sell, which we then use to optimise your social campaign.

This is an effective way for us to increase consumer traffic, engagement, trial and advocacy.



Social cards

Social Cards are brand's own social posts that are promoted out of a mobile MREC placement as a display unit.

They are a great way to maximise social assets (either your own posts, or the Time Out posts on your behalf) in a relevant publisher environment.

Social Cards have greater engagement rates than standard display units.

Social Card Engagement Rate

Average CTR: 0.50%

Attention (in-view time): 9 seconds

Now, the classic portrayal of racial injustice and loss of innocence in the American Deep South is being brought to a new generation in the form of a graphic novel.

SPONSORED



New route, old moves. Get back in the swing of things with our new route to Charleston, South Carolina from London Heathrow, starting 4 April 2019: <http://ba.uk/ySAH2g>

👍 574 🗨️ 175 ➦ 87

Instead of devouring Harper Lee's humorous and astute child's-eye prose, readers can follow the tale of Scout, Jem, Boo Radley and Atticus Finch through 260 pages of richly drawn

Desktop and mobile

Time Out websites create a fully interactive off-the-page experience providing deeper, richer content for the city enthusiast. Time Out's mobile sites include intelligent location-based features so mobile users can find what they need or be inspired to do something else.

Standard rich content

Leaderboard
ATF MRec
Mid MRec

Mobile Display

Stick Mobile Leaderboard
Mobile Leaderboard
Mobile MREC
Rich media executions attract a CPM surcharge

Premium Desktop Display

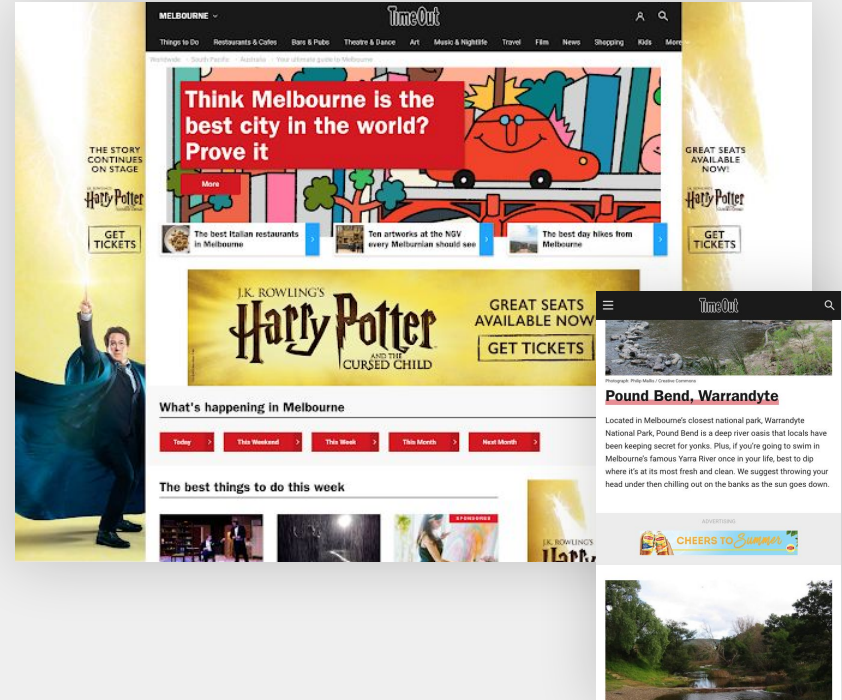
Billboard
ATF Half Page

Targeting and retargeting

Target your ads to your target market by section or by content.
Also tap into our permative network to retarget ads to particular interest groups.
This execution attracts an additional CPM surcharge.

High impact placement

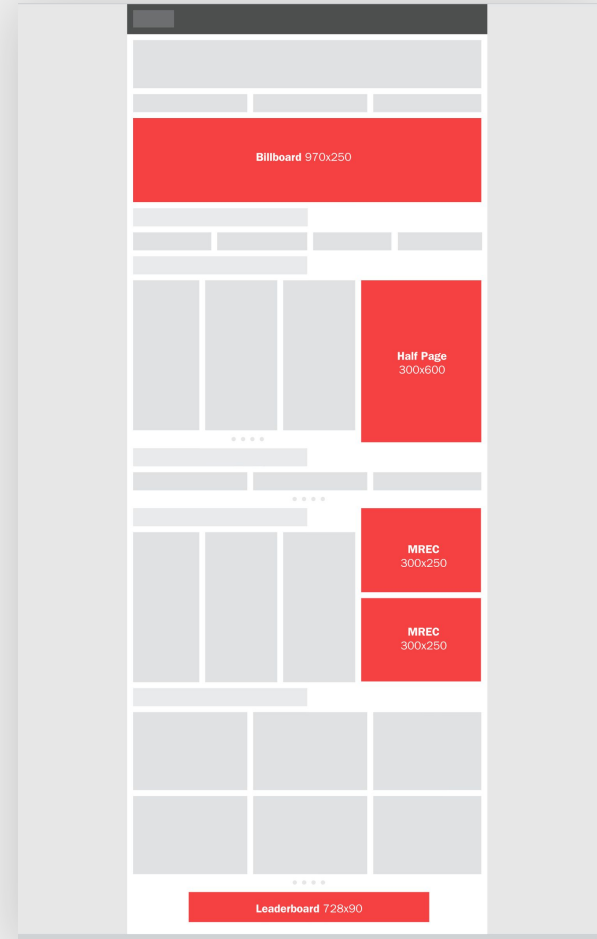
Skin
Billboard
Half Pages
MRecs
Leaderboard
Mobile Leaderboard



Programmatic, PMP & RTB

Bid on Time Out display advertising inventory through Private Market Place deals, or in the Open market place through Real time bidding. Time Out's inventory is available on Rubicon, Criteo and Index Exchange

Get in touch to arrange a PMP deal with us for your clients. Guaranteed orders are also available.

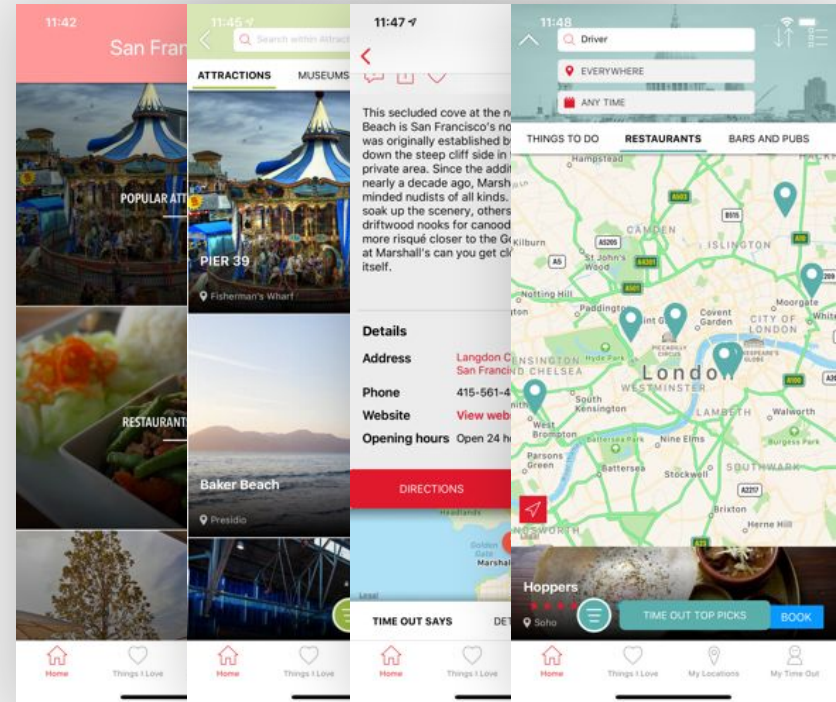


Time Out iOS app

The Time Out app for iOS and Android allows our audience to make the most of their city whether at home or in 47 cities around the world.

Features include:

- Enhanced location-based search for social planning
- Shortcuts to inspiration from the editable homescreen
- Editors' picks
- Easy booking for tickets and reservations
- Uber pick-up integration



Print

Each season in Sydney and Melbourne we curate and package the best of city life for our audience of social adventurers and cultural explorers. Expect independent reviews and previews across art, film, food and drink, music, theatre and more, four times per year.

Our products are delivered directly into the hands of commuters who are searching for social inspiration.



Custom publishing

Custom publishing is our premier service. Through custom-published content, we leverage over 11 years of local market intelligence – along with 50 years of brand heritage – to deliver a quality, custom-built product that will exceed your communications objectives.

Time Out Custom products typically follow one of the following three formats: branded content, custom publishing and white label. Subject to your objectives, Time Out will consult with you to agree upon the most relevant packaging for your product, prior to commencement.



TimeOut **The Time Out Times**

A very special publication by Time Out + VisitCanberra Everything you need to plan your perfect weekend away. **Free!**


50+ CANBERRA ACTIVITIES
lonely planet
BEST TRAVEL 2018

Canberra named world's third best city to visit this year!

Lonely Planet ranked Canberra third on its Best in Travel 2018 list. Time Out took a closer look at the attractions of our capital city...

 Things to Do Here are 10 things everyone must do in Canberra – from the best precincts to gardens, lakes and mountains. p10	 Arts & Culture The treasures of the nation can be found at Canberra's museums and galleries, while what's best about being the nation's city. p15	 Kids & Families Get little ones in tow! With everything from miniature villages to dinosaurs, Canberra is a family-friendly playground. p19	 Food & Drink Sate your hunger and slake your thirst at Canberra's array of award-winning cafes, restaurants and drinking spots. p20
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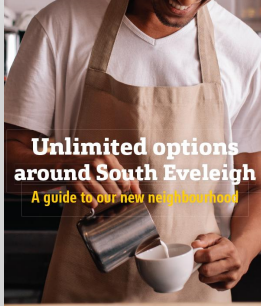
Visit **ONE Good Thing** AT ANOTHER



SG

Singapore

WHERE PASSION AND POSSIBILITIES MEET



Unlimited options around South Eveleigh

A guide to our new neighbourhood

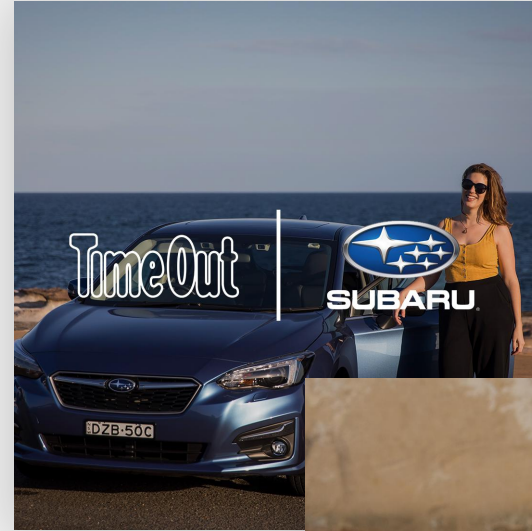
CommonwealthBank

Creative solutions

Not only can we help provide content for brands, but we can also provide the visuals.

Our in-house creative design department can build custom creative and video. We dip into our little black book of photographic and video talent and bring to life the perfect campaign.

Our services can be either Time Out branded or white labelled to suit your needs.



Experiential

Time Out can deliver an array of experiential products: activations, private parties, film screenings, tours, festivals, sneak peeks and more.

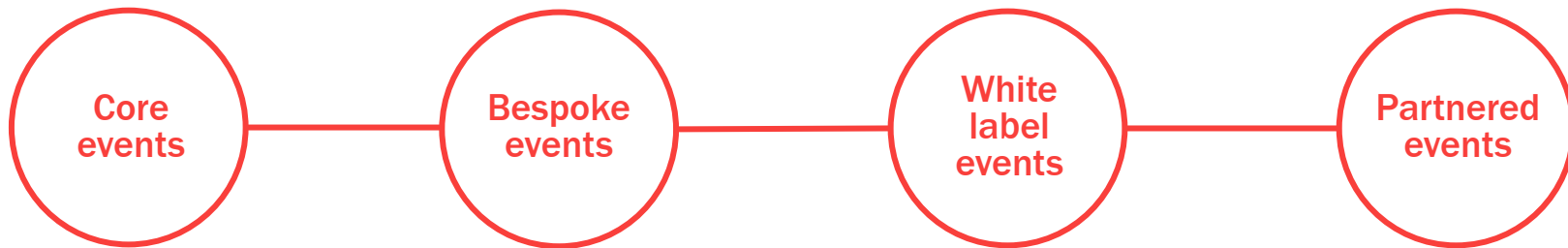
We work with your brand objectives to deliver a unique consumer experience that makes your brand stand out from the crowd.

Activation packages include:

- Event conception and curation
- Event management
- Creative direction and design
- Supporting media and PR
- A dedicated team of experts
- Access to a highly influential audience
- Post-campaign reporting



Experiential



Annual awards with industry and consumer cult following available for sponsorship.

Time Out Bar Awards

[\(2018 example\)](#)

Time Out Food Awards

[\(2018 example\)](#)

Commercial events designed exclusively with your objectives in mind.

Sonos Playlist Potluck

[\(2017 example\)](#)

Time Out's event expertise disguised as the client's product.

San Francisco Tourism

[\(2018 example\)](#)

Partnered events that provide added value to your offering.

Time Out Insiders Club –

Old Mate's Place

[\(2018 example\)](#)

**We look forward to
working with you soon.**

media.au.timeout.com

TimeOut