

THE AGE FREE TRAVEL BROCHURE SERVICE

The Age is now offering you the convenience of selecting all the travel brochures you need, straight from your armchair. The service is simple:

- 1) Log on to www.theage.com.au/travelbrochures
- 2) Select your destination or holiday type and then the brochures you desire from our broad range
- 3) Sit back, relax and wait for your brochures to arrive in the mail

The best thing is - its FREE

Log on to www.theage.com.au/store/travel to see our other

The Sun-Herald FREE TRAVEL BROCHURE SERVICE

The Sydney Morning Herald is now offering you the convenience of selecting all the travel brochures you need, right from your armchair. The service is simple:

- 1) Log on to www.smh.com.au/travelbrochures
- 2) Select your destination or holiday type and then the brochures you desire from our broad range
- 3) Sit back, relax and wait for your brochures to arrive in the mail

The best thing is - its FREE!

Log on to www.smh.com.au/store/travel to see our other great offers including travel insurance packages, lonely planet/rough guide offers and more.

Travel Brochure Service

The Sydney Morning Herald & The Age Travel Brochure Service is a free service to readers allowing them to request brochures from our Travel advertising partners.

Practical and convenient, users can search by destination, holiday type or supplier and order up to 6 brochures.

Promoted from within the Saturday and Sunday Travel sections, and integrated into the relaunch of the Travel website from March 2005, the Brochure Service is an ideal platform for delivering your brochures into the hands of interested consumers.

And, with the consent of consumers, advertisers are able to contact them to discuss travel needs when they are hot to talk.

Billed on either a flat fee or per brochure basis, the Brochure Service is both accountable and trackable for advertisers.

A first from an Australian media company, it is however an established model overseas, reflecting the growing importance of direct marketing to the Travel industry.

KEY FEATURES FOR CONSUMERS

- **Comprehensive:**
The service aims to offer readers choice from all major destinations and holiday types
- **Relevant & convenient:**
Valuable, useful service, saving time and effort for readers

BENEFITS FOR ADVERTISERS

- **Lead generation:**
Contact details captured and consent requested for future contact with the advertiser
- **Risk free prospect generation:**
Remuneration based upon volume of brochures requested
- **Data licensed to the advertiser for 12 months use (limits apply)**
- **Timing:**
Consumers in decision-making mode

Rates (All rates are exclusive of GST)

Flat fee	Unlimited Responses	\$1,500 per month
Cost per brochure	0 - 250	\$5.00
	250+	\$4.50

Travel Brochure Service

The Sydney Morning Herald and The Age readers are serious about their travelling. Advertising in our Travel sections gives you the means to reach in NSW/VIC:

- 1,197,000 people in NSW would use the SMH/SH for purchasing travel or making a holiday booking
- 870,000 people in VIC would use The Age/Sunday Age for purchasing travel or making a holiday booking
- 1,789,000 people in NSW/VIC who have gone overseas twice in the last 12 months
- 2,230,000 people in NSW/VIC who intend on going on an overseas holiday in the next 3 years

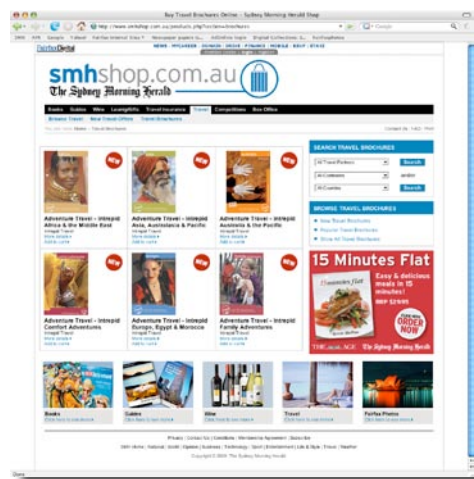
STEP 1

Reader sees ads in paper



STEP 2

Reader goes online to order



STEP 3

Data captured and sent to advertisers

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