

CRÈME *de la Crème*
Media Kit

CRÈME *de la Crème*



“Since 1994, Crème de la Crème has welcomed and informed well-to-do travellers staying in Australia’s elite hotels”.

Crème de la Crème dominates the prime space in a superior hotel room: the desk in the guest suite. Designed and printed to the highest standards, the annual hard-backed A4-format book exudes quality and class.

Crème de la Crème offers an eclectic mix of articles to appeal to the wide ranging tastes of its target audience: wealthy travellers, be they travelling on business or pleasure.

Crème de la Crème empowers and inspires its readers in the fields of design, fashion, fine dining, travel, collecting, jewellery, events, motoring, literature, fine art, photography, adventure, poetry and humour.

Crème de la Crème’s strictly limited advertising space delivers unrivalled exposure to a very highly qualified audience.

Crème de la Crème is CAB-audited - your guarantee of circulation. Each year, our circulation department must comply with strict audit procedures set down by the Circulations Audit Board (CAB) of Australia.

CRÈME *de la Crème*



Reach and Focus.

Over 3m readers per annum

Only the affluent and influential stay in these exclusive properties.

Reach

43 elite hotels, 10,790 premium hotel rooms
Occupancy rate 83%
Average 1.8 occupants per room
Average length of stay 1.9 nights
3.27 million guests per annum

Sydney: The Observatory, Sofitel Wentworth, Fraser Suites, Quay West, Menzies, Sydney Harbour Marriott, Marriott, Stamford North Ryde, Swissôtel, Sebel Pier One, Sebel Manly Beach, Sir Stamford Circular Quay, Stamford Plaza Airport, Holiday Inn Darling Harbour, Radisson Hotel and Suites, Rydges World Square, Swiss-Grand Bondi, Novotel, Grand Mercure Apartments, Mercure Airport, York by Swiss Bel-Hotel.

Perth: Chifley on the Terrace

Canberra: Clifton, Novotel and Griffin

Adelaide: Hilton, Sebel Playford

Melbourne: Sofitel Mansion Werribee Park, Marriott, Radisson on Flagstaff, Quay West, Amora Riverwalk, Sebel, Langham

Darwin: Novotel Atrium

Brisbane and Gold Coast: Chifley at Lennons, Quay West, Royal on the Park, Hilton, Radisson Gold Coast Resort, and Hayman Resort.

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Focus

The Crème de la Crème reader is :

Aged	
18-34	34%
35-49	32%
50+	34%
Male/Female	50% / 50%
Married	80%
University graduate	85%
Professional, Senior Executive Business owner	96% 46%
Household income over \$150,000	89%
Personal income over \$150,000	78%
Average Value Primary Residence	\$1.3 million
Average Value Other Real Estate	\$1.9 million
Domestic traveller From overseas	65% 35%

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Material Specifications:

Crème de la Crème is sheet-fed, 4 colours on 157 gsm matt artpaper (Equiv to Hi-Q).
Screen: colour 175

Single Page:

trim size: 300mm deep, 229mm wide
bleed size: 306mm deep, 235mm wide

Double Page Spread:

trim size: 300mm deep, 458mm wide
bleed size: 306mm deep, 464mm wide.



Pricing

All costs in AUD, excluding GST.

Crème de la Crème per annum

Standard Full Colour Page	10,850
First Page	21,700
Spread	21,700
First Spread	25,000
Single Page Special Section	21,700
Shopping Guide 1/8th page (free if full page taken)	2,000

Contact:

One World Publications
Suite 160, 656 Military Road,
Mosman, NSW 2088
T 0412 081754 F 02 9402 9982
sales@oneworldpublications.com
www.oneworldpublications.com

