Gourmet Traveller: WINE

Gourmet Traveller WINE's print edition targets men and women who love wine, and publishes content exploring everything associated with it: cooking, dining out, travel and entertainment. The magazine caters to professionals, who are well-educated and possess high disposable incomes. Gourmet Traveller WINE's audience enjoys the finer things in life, and this high-quality printed magazine is one of them.

Objective:

Gourmet Traveller WINE's editorial objective is to entertain and inform its audience and maintain a reputation as a trusted source of information for readers and wine professionals. Gourmet Traveller Wine intends to constantly evolve and grow with changing markets and trends, and utilises the print magazine as a core of the experiences they deliver.

people.





Case Study:

Gourmet Traveller: WINE



Partnership with other publications has expanded reach and audience growth.

Method:

Gourmet Traveller WINE is a respected title representing a niche part of the market. Six issues of the magazine are printed and distributed each year to maintain and grow readership. Gourmet Traveller WINE has also expanded its reach by working with other businesses such as Qantas, Vintage Cellars, and Harvey Norman, to produce wine guides and magazines. The magazine is distributed mainly through Newsagents, across Metro Australia and New Zealand.

Results:

Gourmet Traveller WINE has stood the test of time, celebrating its 25th anniversary this year. The magazine has been commended at awards, winning the Wine Communicators of Australia Award for Best Consumer Magazines for five consecutive years. Gourmet Traveller WINE has a substantial circulation, subscriber and EDM database of 25,000. ●