

A nighttime photograph of a city skyline, likely New York City, featuring several illuminated skyscrapers. In the foreground, a group of people is gathered at a rooftop bar or restaurant, with a red patio heater visible on the right. The scene is lit with city lights and the warm glow of the bar.

TimeOut

Media Kit 2022

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



Who We Are

The Best of the City

We're your trusted friend. The smart one, the funny one. The one who knows the city like the back of their hand, and will help you make the most of it. We are the Best of the City.

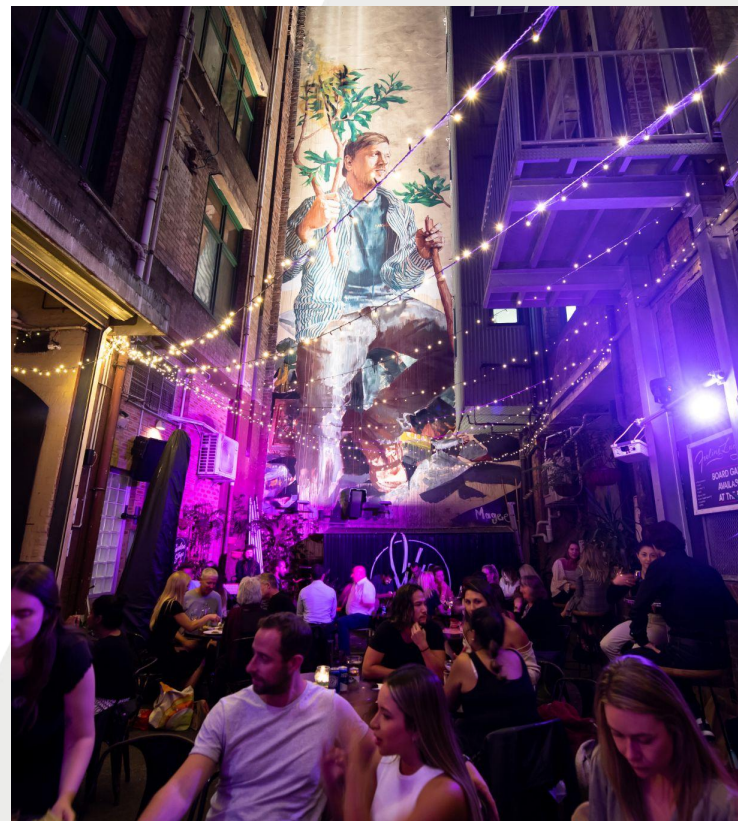
We are the unbiased authority on the city. We promote, empower and support businesses through our offering.

We don't just drive awareness; we drive action and advocacy through media outlets including:



The power to drive purchase

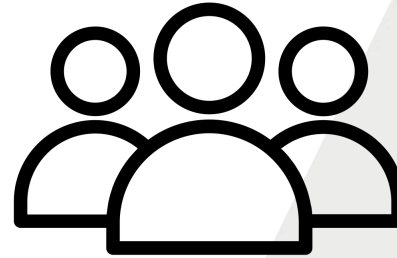
Our 'Book Now' buttons received 317,000 clicks in the last 12 months, indicating intent to purchase by Time Out readers and our power to drive action.



Our Pedigree



**>50 years of
experience**



**>217m
readers**



**Presence in
58 countries**



**Covering 328
cities
...and counting**

Supporting the City



Phase 1 Time In Pivot

A global, temporary shift to Time In, focusing on content that's both educational and inspirational to our readers during the crisis.

[Time In Melbourne](#)
[Time In Sydney](#)



Phase 2 Time In Awards

A celebration of the best responses to Covid-19. We wanted to recognise and praise those who have done so much to enhance our lives during lockdown.

[Time In Awards Melbourne](#)
[Time In Awards Sydney](#)



Phase 3 Love Local

Time Out is driving advocacy for local business and encouraging our readers to shop with local makers and producers, online or in-venue if safe to do so.

[Time Out Melbourne](#)
[Love Local](#)
[Time Out Sydney](#)
[Love Local](#)



Phase 4 Future Shapers

Our cities are changing and Time Out is here to celebrate the 'future shapers' spearheading positive change and leading the way to a better tomorrow.

[TOM Future Shapers](#)
[TOS Future Shapers](#)



Phase 5 Revive Awards

We showed the hospitality industry how much we've missed it with a People's Choice Awards to celebrate revival.

[TOM Revive Award](#)
[TOS Revive Awards](#)


Award-winning Innovation




Our clear publishing purpose has won us several awards around the world recently, including the following:

-  **Mumbrella Publish Awards 2021**
Brand of the Year (*Highly Commended*)
-  **Mumbrella Publish Awards 2020**
Publishing Company of the Year
Large (Winner)
-  **2020 Publish Leader of the Year**
Michael Rodrigues, Managing Director,
Time Out Australia (Winner)
-  **2020 Best Response to COVID-19**
for Time In (*Highly Commended*)



-  **Campaign Publishing Awards 2021**
International Brand of the Year



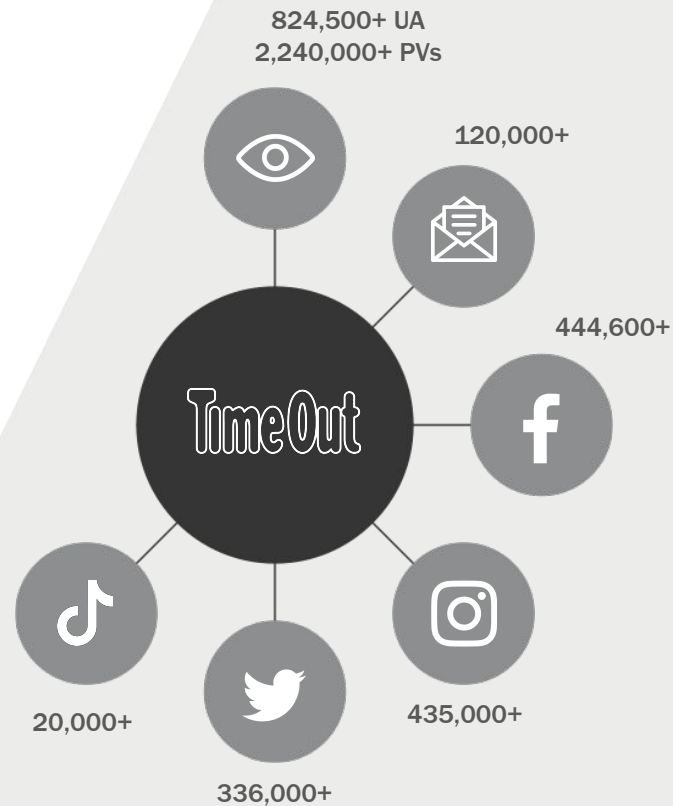
-  **Fast Company 2020**
Most Innovative Media Company



Our Audience

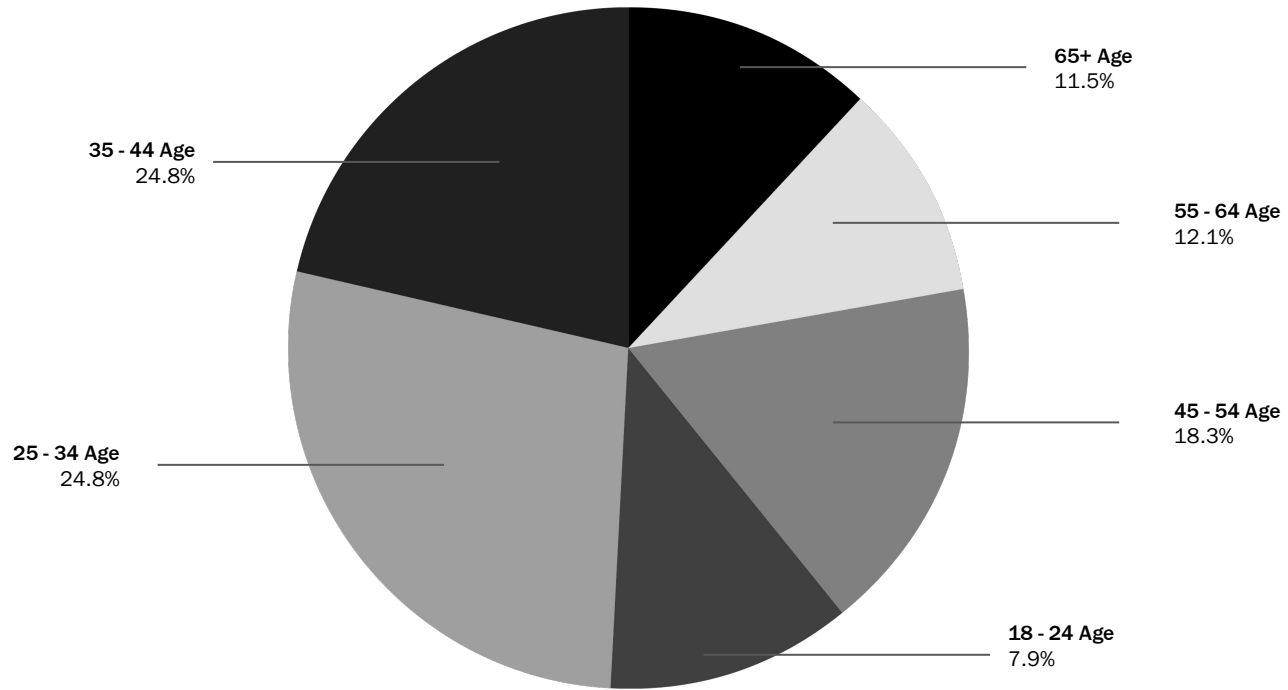
Our Audience Reach

Our site covers five key Australian cities:



Source:
1 Nielsen Digital Content Ratings, Monthly Tagged, May 22, Text, People18+, Digital (C/M)
2 Adobe Analytics,
3. Social Channels

Audience Demographic



Audience Demographic



65% | **35%**
Female | Male



61%
Aged between 18-44



70% have started a conversation about something they have read on Time Out



85% use Time Out for food and drink recommendations



93% have visited a business/venue after reading about it on Time Out



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



64% of our audience are SINK or DINK



89% have bought tickets to an event after reading about it on Time Out



Time Out Audience Survey, Time Out Tomorrow 2021. 17 Sep- 8 Oct 2021

Time Out reader survey: 4- 25 Nov 2020.

Nielsen Australian Online Consumer Reportt



What We Do

We help our readers to live their best lives. Our audience trusts Time Out's expert reviews and recommendations. Align with our content, and we'll treat your brand as we do our own.



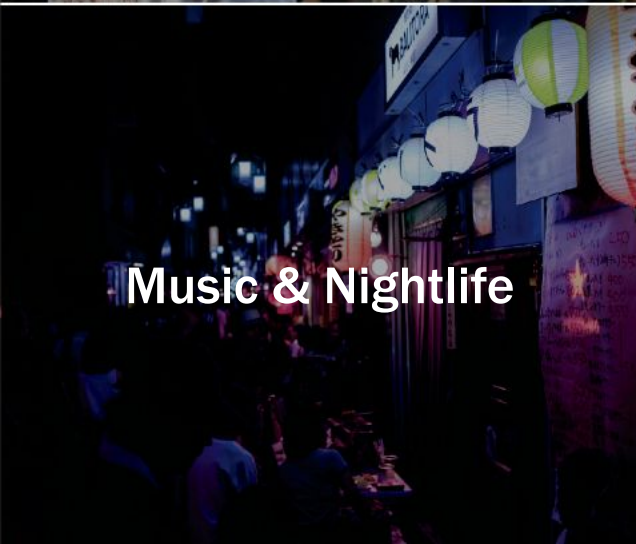
Things to Do



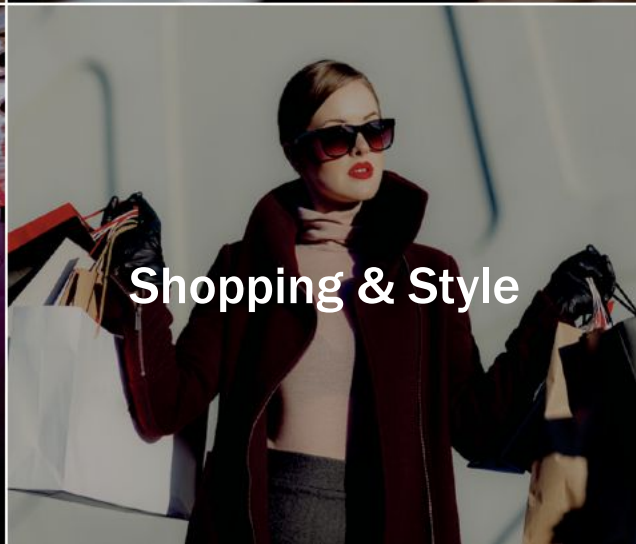
Food & Drink



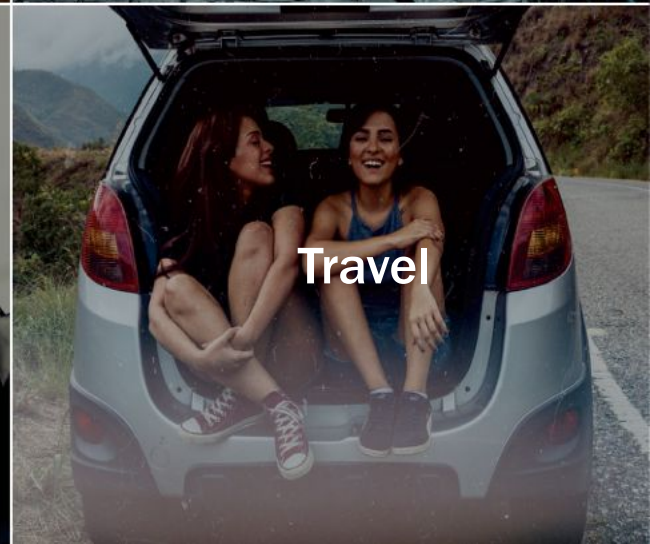
Arts & Culture



Music & Nightlife



Shopping & Style



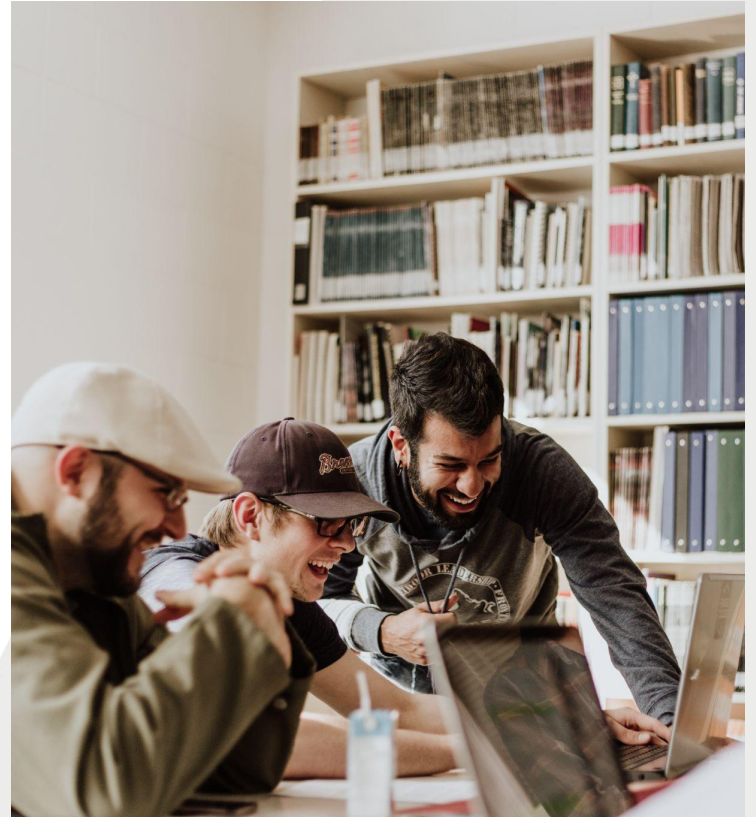
Travel

Your Message

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

We'll get your message to our readership via:

- Website – feature articles, interactive content
- Social media
- Email newsletter
- Video
- Podcast
- Experiences



Creative Studio

Our photographers, writers and visual content creators work in-house to service projects and all kinds of needs.

We can help you by:

- Creating compelling video to capture the essence of what you do
- Photographing your venue, event or exhibition
- Designing graphics, logos and advertising units
- Copywriting across multiple platforms
- Assisting with brand identity concepts and guidelines
- Producing segments, interviews and events
- Procuring talent, locations and teams
- All of these services can form part of a Time Out campaign, or be white labelled to suit your needs where appropriate



Digital Branded Content

Think of us as an extension of your brand. Our in-house team of editors, copywriters, producers, photographers and designers creates branded content solutions that can connect you with our switched-on audience.

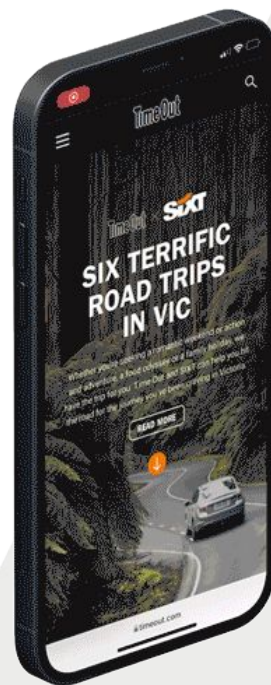
We produce short articles, in-depth features, listicles, interactive custom solutions and collaborative content partnerships. We work on one-off projects through to annual partnerships, and our client services and campaign solutions teams ensure all you need to do is sit back and let us do the work.

Examples of branded content we offer (click below):

[Written Content](#)

[Interactive Content](#)

[Video Content](#)



Social Media

Time Out reaches audiences across Facebook, Instagram, Twitter and TikTok. Whether clients choose sponsored or organic post options, we reach targeted people based on their interests, location, demographic, etc.

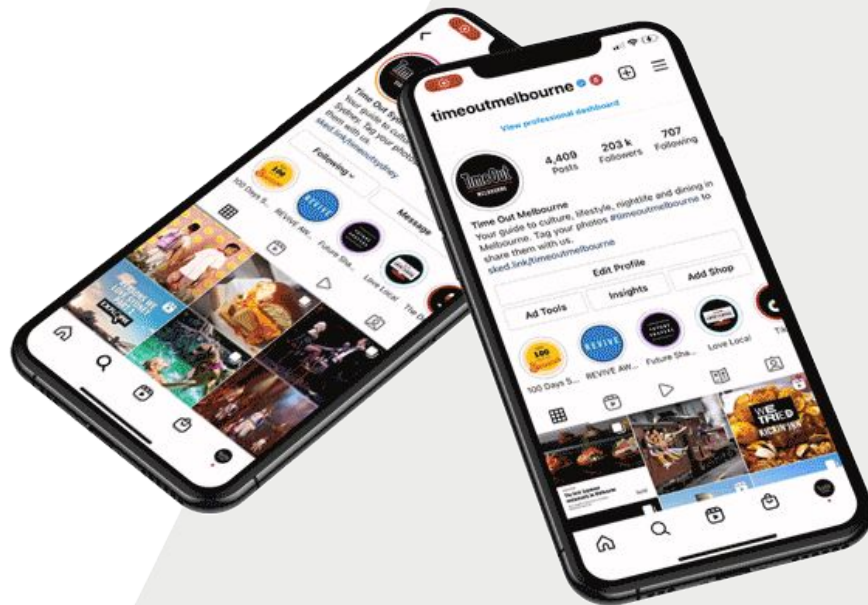
We have a dedicated team of social media gurus who use their knowledge to maximise consumer engagement.

Our specialists A/B test our sells, which we then use to optimise your social campaign. This is an effective way for us to increase consumer traffic, engagement, trial and advocacy.

[Melbourne](#)



[Sydney](#)



Newsletter

Weekly

Newsletter advertising and content placements connect you with Sydney and Melbourne's most active urbanites.

Our subscribers receive Sydney and Melbourne's original and best planners on Tuesday for the Best of the Week and Friday for the Best of the Weekend in real time, based on readers' engagement history.

Dedicated

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



On-site content placement

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

Homepage placements

These appear on our site as 'Have you heard about...' placements and are positioned around existing content or section homepages.

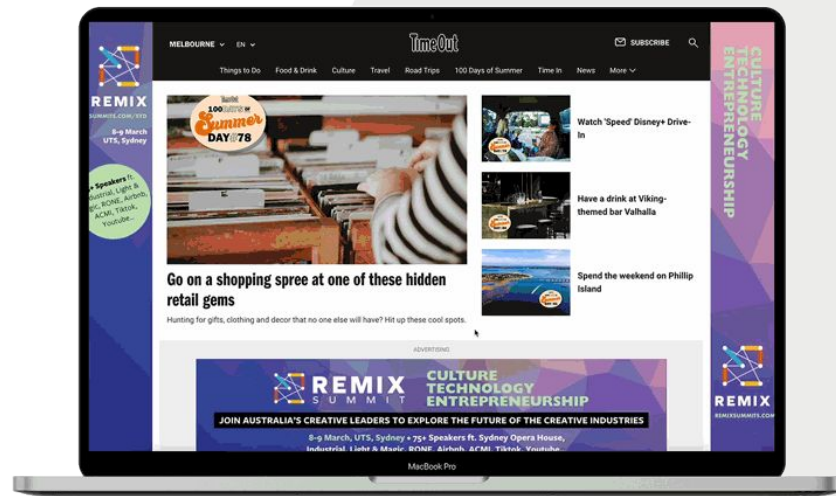
Premium content placements

Presented as organic content suggestions and drive readers to your content.

Custom content display drivers

Designed in-house by the Time Out team to ensure they look organic and encourage more discoverability.

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



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.

EQ has a new weekly market that's putting provenance, sustainability and producers first

The Entertainment Quarter is reintroducing its weekly Wednesday and Saturday morning markets as Moore Park Produce Market, giving farmers, chefs and food producers a direct link to customers and a place where shoppers can ask questions about the produce from the people who grow or prepare the food.



Produce is sourced from New South Wales and the Australian Capital Territory. Chef Matt Kemp, the market's curator, is keen to ensure producers are getting a fair price for their products and that customers can engage with the stallholders through conversation, workshops or tours at the markets.

The Wednesday market is focused on food and the Saturday market is geared towards family activities with a focus on growing and sustainability.

Advertising Formats

Time Out offers a fully interactive off-the-page experience providing deeper, richer content for the city enthusiast.

Time Out's mobile sites also include intelligent location-based features so mobile users can find what they need or be inspired to do something else.

Clients can also bid on Time Out display advertising inventory through Private Marketplace deals, or in the Open Marketplace through real-time bidding. Time Out's inventory is available on AdX, Rubicon, Criteo and Index Exchange.

We sell all AIB industry standard formats and video outstream.

Examples of display advertising formats (click below):

[Desktop Advertising](#)

[Mobile & Tablet Display](#)

[Programmatic Display](#)

[Newsletter Display](#)



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

Event Offerings:

- White Label event
- House Events (Awards)
- Bespoke event
- Partnered event



Custom Print Publishing

Custom publishing is our premier service. Through custom-published content, we leverage over 13 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 can be branded content, custom publishing or white label. Time Out will consult with you prior to commencement to agree upon the most relevant packaging for your product.



Additional Services



Time Out Express

We now offer an express option for any organisation looking to reach our audience efficiently and inexpensively.

This is a self-service online booking platform enabling small businesses to choose their ad unit, spend, location and timing.

This service means we can help those with limited advertising knowledge in an efficient manner.

www.timeout.express



Time Out Global

As part of a global network we can tap into our sister city markets to widen your reach.

We are one world with one mission – to bring you the best of the city – so let us talk to the world on your behalf.

www.timeout.com



Time Out for Business

This is our B2B consultancy which operates to rebuild our cities for a better future. We work with consumers, industry and government to create positive social change.

Time Out for Business offers insights based on our own audience behavioural analysis (global and local) as well as customised resource and advisory services in partnership with a trusted group of industry experts.

www.timeoutforbusiness.com



Insights

Each year we offer informative insights based on our global city index. We are able to provide detail on how our readers think, feel and act, which is what leads us to the recommendations our clients value. We also complement this with our own local in-house analysis to ensure you receive up-to-date access to the best information.



TimeOut

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

media.au.timeout.com