

Journeys

RATE CARD from 1 January 2020



Journeys

DECEMBER 2019 / JANUARY 2020

Summer in Tasmania

MOBILITY
A look at the future

MOTORING
First drives

TRAVEL
An island of surprises



Journeys

'Safety in both models is well looked after and ANCAP has awarded the Eclipse Cross 5 stars.'



FIRST DRIVES: MITSUBISHI ECLIPSE CROSS

DARREN MOODY

Fresh metal from Mitsubishi has been a bit thin on the ground in recent years, so when the new Eclipse Cross surfaced recently it was a good opportunity to see if they had been occupying their time constructively.

Of course the Eclipse Cross is an SUV, like just about everything else now on sale these days. According to Mitsubishi it slots right in between their ASX and Outlander SUVs. On this basis you could describe it as a small-mid-sized vehicle. At launch in Hobart on the scorching Australia Day weekend there were two equipment grades, LS and Exceed, both fitted with a new 1.5L turbo petrol engine delivering a respectable 110kW and 250Nm from 2000rpm. A stepped 8-speed CVT auto is standard across both models, as is 2WD. Exceed can also be specified with swivable-mode AWD. It's likely we will see a cheaper ES entry-level model later in the year if your budget is a little lower.

Externally the Eclipse Cross flags a new design direction from Mitsubishi. It's unmistakably different from the crowd. The side profile is a wedge shape with deep contours up the sides and a double window tailgate with a full width reflector LED brakelight splitting the rear glass. Inside, the driver's seat has full electric adjustment (LS is manual) but lacks a memory setting. Exceed front seats are also heated. All models get 7" touchscreen functionality. Audio and apps can also be accessed via a touchpad controller, which I've never been a huge fan of, but I'll reserve my view until I have some more time in the vehicle. Full Bluetooth, Apple/Android phone integration and two USB ports round out connectivity. Keyless entry and start and an electric park brake are also standard in both models. The second row has two ISOFIX mountings and 60/40 split fold with slide

and recline function, allowing you to stoke the right balance between rear passenger legroom and luggage space. 18" alloys are also standard on both models.

Safety in both models is well looked after and ANCAP has awarded the Eclipse Cross 5 stars. Each grade gets seven airbags, forward collision mitigation (AEB), lane departure warning, auto high-beam assist, reversing camera, auto wipers and headlights. Exceed adds adaptive cruise control, blind spot warning, lane change assist, rear cross-traffic alert, around view monitor and a system called Ultrasonic Mis-acceleration Mitigation System (UMS), which prevents or mitigates crashes when pressing the accelerator rather than the brake when stopped or at low speed. I'm not sure how I can test that one!

LS is an extremely well specified model that only misses out on a handful of features available in the Exceed. Omissions are LED headlights, HUD, dual-zone climate control, sunroof, around-view monitor, heated leather trim seats and the previously mentioned additional safety features.

Warranty is five years/100,000km, and the first three years scheduled servicing will cost \$1100. LS kicks off at \$30,500. Exceed 2WD is \$36,000 with AWD adding a further \$2500 (plus on-road costs).

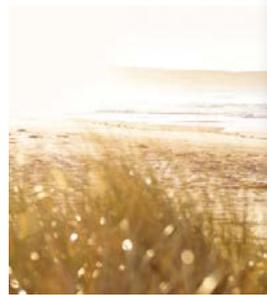
I'm keeping this one a little longer than usual so will get a feel for living with an Eclipse Cross for a while.

Look out for part two of Darren's review in the June/July edition of Journeys.

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BRUNY ISLAND LONG WEEKEND

BEV MALZARD travelgatravels.blog



Camping? No. I've been there, done that and the thought of the cold ground seeping up through my bones, curling through a wafer-thin foam mattress and a sleeping bag strangling me is about as attractive a proposition as being kept awake by the flapping of a nylon tent in a gale-force wind.

But here I am, snuggled in a king-size bed, with crisp white linens crackling around my face darkness folding itself across the entrance of the large tent and smiling to myself, remembering that I was never going camping again.

But, glamping, yes! How civilised, how wonderful and how about this location?

Bruny Island is actually two islands, North and South, connected by a narrow strip of land called The Neck, which is easier to say than isthmus.

After arriving by boat from Hobart our bags are stashed and we waste no time before we begin to walk. Along the way we see no other human beings.

Our hosts/guides/protectors are Robert Knight and Dave Lane, who guide us gently through the sea-level scrub before we start to rise higher where the scraggly, tough native trees are either gathered tightly together or are out on a limb leaning to the north. When the wind she blows... she blows.

'We walked and talked and learned so much about the nature of the island, the history and how to have a luxury experience without the four walls of a hotel.'

Tasmanian-born Robert started this experience four years ago after recognising a need to give visitors a deeper experience of Bruny Island beyond the usual day visit. Guide and expert chef Dave is also a passionate Taswegian, immersing himself in the area after retiring from an exemplary career as a chemical engineer working across the globe.

I haven't done a lot of bushwalking in the past few years but realised how much I like it. Pushing the legs a little harder than usual, breathing in the crisp scented air is invigorating.

The max number of guests on any given Long Weekend is eight, and we are seven which makes getting to know each other easy and companionable.

Our walk takes about five hours with a packed picnic lunch stop, a visit off-the-beaten-track to an old hut that had been built years before - a kind of men's shed in the wilderness,

a trek to the farthest cape and a walk along a splendid, deserted beach with a smattering of rocks that boast of geological marvels and weathered history.

We are on our way to our camp but stop first to gaze at the smooth water of Great Bay to see how the famous Bruny Island oysters are farmed. A clutch of gnarly shells are brought out from the waters, shucked and eaten, an natural with great gusto. Now that's how you finish a bushwalk!

Nestled in a clearing amid an old-growth forest is our accommodation for the next two nights. The roomy tents (with big beds) are camouflaged in the bush and are a decent distance from each other. Down the hill is the outdoor shower. Standing under pounding hot water and staring out at sentinel stands of eucalypts is a pretty special experience.

Then the big surprise unfolds. The hut where we eat our meals sits alone and

THE MAGAZINE

Journeys is the RACT's magazine for its close to 200,000 members. It is delivered directly to their homes, free of charge, once every two months.

Featuring news, leisure and lifestyle articles as well as new vehicle reviews and motoring safety advice, the magazine is a key communicator in the Tasmanian marketplace.

Journeys is distributed by mail to about 116,000 Tasmanian households.

Our 2019 survey of more than 6000 members showed that more than 50% of households have more than one *Journeys* reader.

OUR READERS

The RACT membership represents more than 30% of all licensed car drivers in Tasmania.

In addition, more than 89,000 Tasmanians hold an average of two or more RACT Insurance products.

Most of our readers are owning or buying their own home and operating two or more vehicles.

The male/female readership ratio is approximately 50:50.

Our 2019 survey of more than 6000 members showed our readers are most interested in:

- Benefits through our member rewards program and how they can save more (61.76%)
- Lifestyle in Tasmania, including travel and events (60.43%)
- News, road safety and community issues (56.10%)
- Interstate and international travel offers (40.88%)
- Vehicle tests and reviews and tips from our driving experts (39.76%)

Reach more than 175,000 Tasmanians through our member magazine.

IN TASMANIA TODAY



I wander down for pre-dinner drinks a fine film of smoke wafts into the air. Ah, dinner is cooking!

We sit in the fading afternoon light chatting while Dave and Robert work like a well-oiled team cooking our dinner of roast lamb, vegetables, hot rolls, and a sweetheart of a dessert.

Into bed afterwards and I am asleep before I hit the pillow. The next day the rest of the gang went on another bushwalk to East Cloudy Head to stretch the legs and for a view of the wild Southern Ocean.

I opted for sightseeing.

The landscape is gentle and dotted with little farms, old and new. Deceptively houses and sheds make for good photography and by chance we saw the famed white wallaby make a brief appearance in the bush as we drove past.

The highlight of the day was to visit and climb the stunning Cape Bruny Lighthouse. First lit in 1838, the lighthouse is an example of the best lighthouse architecture of its time. We stopped later at The Neck for a

lazy lunch and I returned to camp early and bagged the first shower.

Another evening of good company, gourmet food (local pork and vegetables), fine Tassie wines and late-night laughs.

This 'glamping' business suits me. We walked and talked and learned so much about the nature of the island, the history and how to have a luxury experience without the four walls of a hotel.

Ben Mabard enjoyed the hospitality of The Bruny Island Long Weekend (and heartily recommends it). brunyislandlongweekend.com.au

So, so happy!

Why are Ashgrove cows so happy? Well, they breathe the world's purest air and the grass they eat grows in rich, fertile soil. But mostly, it's because we're a Tasmanian-owned family business - and we love our cows.

Find the happiness at ashgrovecheese.com.au

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ON THE PLANET
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APT 90th UNFORGETTABLE

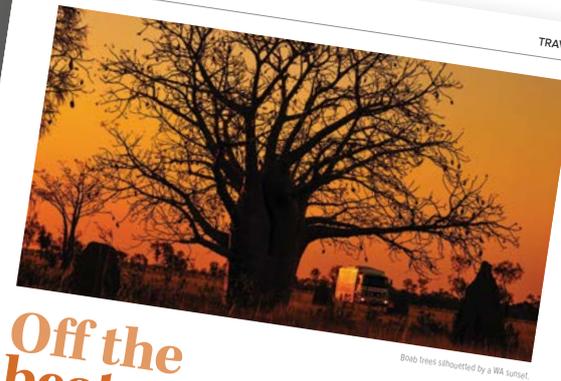
TRAVEL & OUTBACK ADVENTURES 2018

ADVERTISING SPACE

COOKTOWN & CAPE YORK

12 days from \$8,995* pp twin share

Air Credit of up to \$1,200 per couple*



Off the beaten track

Travelling the vast and beautiful landscapes of Australia with APT is a truly unforgettable experience.

Whether it's standing at the tip of Cape York, learning the secrets of the British scenic flight over Leichhardt Country, some of the most magnificent places.

From the east coast to the west, our tours will take you through the rugged majesty of central Australia, the dazzling corals of Queensland, and the sublime coast of the Eyre Peninsula.

We are dedicated to ensuring your discovery of every destination is in-depth and extraordinary, which is why Signature Experiences.

These include visiting the Steve Irwin Wildlife Reserve, normally off-limits to the general public; taking a scenic flight over Leichhardt Country and Boofhamula (Lawn Hill)

National Park, and taking in the spectacular Carnarvon Gorge.

While on holiday, our expertly trained and knowledgeable Driver-Guide and Tour Director make sure you experience the great Australian Outback in comfort. And with all transport, accommodation, sightseeing and meals included on tour, you can rest assured that everything is taken care of for you.

Groups are also kept small - no more than 20 guests - which offers a more personalised experience as you traverse the Outback in our custom-designed fully air-conditioned 4WD vehicles.

With more than 50 years of Outback touring under our belt, it's easy to see why those seeking an Outback adventure choose APT to guide them.

Let our experienced staff share their knowledge and passion for each region as you venture off the beaten track with the best in the business.

'With more than 50 years of Outback touring under our belt, it's easy to see why those seeking an Outback adventure choose APT to guide them.'

FOR MORE DETAILS, CONTACT RACT TRAVEL ON 1300 368 111 OR VISIT YOUR LOCAL BRANCH.

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EDITORIAL

The magazine's editorial team are passionate about Tasmania and the local community. Each issue strives to cover topics that is readers are interested in, as well as opening their eyes to new stories and ideas.

The magazine's sections take in a wide range of areas of interest.

- Our community: News and views on motoring, road safety and community issues from around Tasmania.
- On the road: New vehicle tests and reviews, stories about life on the road, hints and tips from our driving experts and more.
- Experiences: The latest events, readers' photographs and theatre and book reviews.
- Travel: Up to 25 pages packed with travel tips and unbeatable offers from our RACT Travel partners.

ADVERTISING

In our 2019 member survey, 56% of respondents had purchased products or used member benefits advertised in the magazine, including:

- Automotive (45.70%)
- Travel (28.78%)
- Retail (26.19%)
- Entertainment (21.37%)
- Home and garden (12.21%)
- Lifestyle (7.19%)
- Health and fitness (3.33%)

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PRICING

All prices exclude GST

SIZE	NUMBER OF ISSUES		
	Casual	3 issues (per edition)	6 issues (per edition)*
Full page	\$2730	\$2520	\$2270
1/2 page	\$1480	\$1340	\$1200
1/3 page	\$1180	\$1090	\$950
1/4 page	\$930	\$820	\$740

*RACT Royal Rewards partners also benefit from these rates.

APPROVED REPAIRERS:

42mm (d) x 90mm (w)	
1-3 issues	\$160 per edition
4-6 issues	\$130 per edition

PAGE LOADINGS:

Back page	20%
Inside front or back covers	15%

INSERTS:

Max size 230mm (d) x 160mm (w)
\$53 per thousand

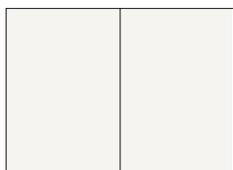
CRITICAL DATES

2020/21

ISSUE	BOOKINGS & CANCELLATIONS EDITORIAL DEADLINE	ADVERTISING MATERIAL DEADLINE	INSERTS TO MAILHOUSE	DISTRIBUTION
Apr/May 20	Fri 14 Feb	Fri 21 Feb	Thu 27 Feb	First week of Apr
Jun/Jul 20	Thu 24 Apr	Fri 1 May	Thu 7 May	First week of June
Aug/Sep 20	Fri 19 Jun	Fri 26 Jun	Thu 2 Jul	First week of Aug
Oct/Nov 20	Fri 21 Aug	Fri 28 Aug	Thu 3 Sep	Second week of Oct
Dec 20/Jan 21	Fri 16 Oct	Fri 23 Oct	Thu 29 Oct	First week of Dec
Feb/Mar 21	Fri 11 Dec	Fri 18 Dec	Thu 7 Jan	First week of Feb

*subject to change – existing advertisers will be notified in advance.

SIZING



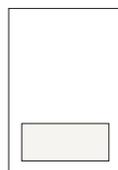
Double page spread (DPS)

Ad size: 275mm (d) x 400mm (w)

Type area: 265mm (d) x 390mm (w)*

w/bleed: 281mm (d) x 406mm (w)

*NOTE: A 10mm type-free gutter applies between 2 pages.



Third page

Ad size: 77mm (d) x 170mm (w)

Type area: 72mm (d) x 165mm (w)

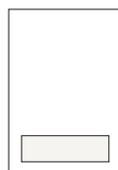


Full page (FP)

Ad size: 275mm (d) x 200mm (w)

Type area: 265mm (d) x 190mm (w)

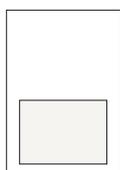
w/bleed: 281mm (d) x 206mm (w)



Quarter page (horizontal)

Ad size: 56mm (d) x 170mm (w)

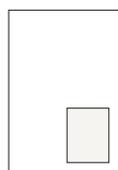
Type area: 51mm (d) x 165mm (w)



Half page

Ad size: 119mm (d) x 170mm (w)

Type area: 114mm (d) x 165mm (w)



Quarter page (vertical)

Ad size: 119mm (d) x 82mm (w)

Type area: 114mm (d) x 77mm (w)

ADVERTISING SPECIFICATIONS

Production platform:

Adobe InDesign CC 2020,
Mac OS

Magazine trim size:

275mm deep x 200mm wide

Media:

Files under 5MB can be emailed to journeys@ract.com.au

Files over 5MB can be sent via USB or through an online file transfer service such as Dropbox, wetransfer or Google Drive.

Advertising format:

- PDF
- Press resolution (300dpi)
- CMYK (no spot colours)
- 3mm minimum bleed and crop marks are required for full page and DPS adverts.
- It is recommended that all text is converted to paths as some fonts can cause errors.

NOTE: We cannot accept adverts generated in programs such as Microsoft Word, Publisher or Powerpoint. These programs do not output PDF files at the required colour or resolution.

Type-safe area:

Full page and DPS adverts must not have any text within 5mm of the page's edges, this includes a 10mm total gutter for the middle of DPS adverts.

Extra charges:

Reproduction, alteration and make-up charges at \$95/hour +GST.

