



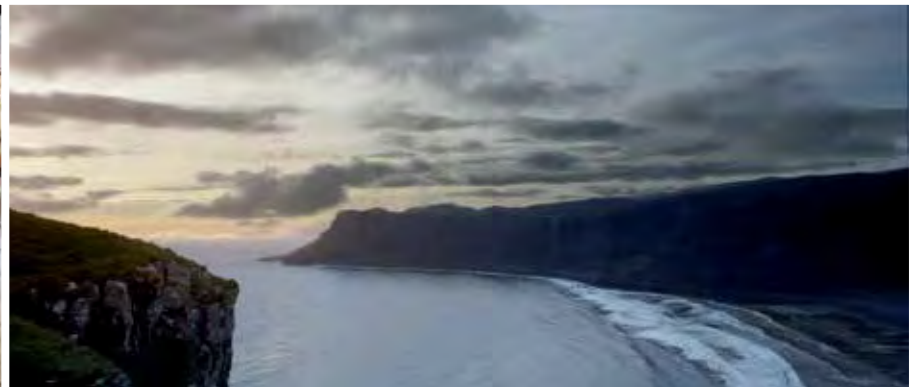
explore

WHISKY

MEDIA KIT

2025/6

AUSTRALIA'S WHISKY MAGAZINE



From the original creators of Australia's best-selling whisky book

We give brands a channel to
communicate to whisky lovers.

We bring together the world's leading whisky
experts, writing for an Australian audience.

We tell the story of the latest global whisky
trends, releases and innovation.

We discover how whisky fits into all occasions.

Promoting the whisky category to an
Australian audience is what we're all about.



“These attractively priced books are the ideal place to showcase labels to consumers who are seeking greater knowledge and appreciation in what and how they drink.”

Chris Middleton, Director of Whisky Academy

“After reading explore WHISKY and seeing first-hand how it was able to communicate brand stories, product histories and factual information on an approachable consumer level, I simply had to get involved.”

Ian Kingham, Director of Institute of Beer

Created by industry
people for whisky lovers

explore
WHISKY 2024

10,000 Circulation

5 x Readership

(50,000 engaged whisky lovers)



BEST-SELLER
2012/13



explore WHISKY is distributed at point of purchase through newsagents, bookshops, airport lounges, bottle shops and hotels nationally. explore WHISKY is also supported by online partners including www.danmurphys.com.au

RETAIL PARTNERS:

Qantas Lounges

Liquor Barons

Newslink

Waterson's

Partner 4&5 Star Hotels

Independent Liquor Retailers

Key CBD Bars & Restaurants

www.amazon.com | www.mybottleshop.com.au |

www.barware.com.au | iTunes |

www.exploredrinks.com | www.issuu.com

amazon.com

Bottlemart

Harry Brown
THE LIQUOR TRADER

liquorbarons

Newslink

Your
Sip'n Save

W
Watersone's


The Qantas Club



**We inspire, we motivate,
we tell great stories.**

By becoming an explore WHISKY loyalist you help to build Australia's whisky community and continue our readers' whisky journey through great stories.

The consumer's thirst for whisky knowledge is insatiable.

A close-up photograph of whisky being poured from a glass strainer into a glass containing ice and a lemon wedge. The whisky is a rich amber color, and the glass is clear. The background is dark and out of focus.

We create highly engaging content that meets the needs of our whisky loyalists – our readers and you.

We help tell your story through seamlessly integrated branded content and display advertising.

Get Involved

THE 'ANGELS SHARE' PACKAGE: \$11,950

SIX PAGES FOR YOUR BRAND AND DISTILLERY:

A) FOUR PAGE BRAND PROFILE

Tell the unique story behind your brand. Talk about your distillery, and showcase your portfolio and tasting notes.

B) ONE PAGE DISTILLER PROFILE

C) 1 PAGE SUGGESTED / SIGNATURE SERVE
(can include food pairing)



THE 'DISTILLERY' PACKAGE: \$9,950

FOUR PAGES FOR YOUR BRAND AND DISTILLERY

Tell the unique story behind your brand.

Talk about your distillery and showcase your portfolio and tasting notes.



THE 'BARREL FULL' PACKAGE: \$5,950

TWO PAGES FOR YOUR BRAND AND DISTILLERY

Tell the unique story behind your brand and showcase your portfolio.



THE 'WEE DRAM' PACKAGE: \$3,950

ONE PAGE FOR YOUR BRAND

Tell the unique story behind your brand.



DISPLAY ADVERTISING RATES

DOUBLE PAGE SPREAD

\$4,900

FULL PAGE

\$3,000

HALF PAGE

(HORIZONTAL OR VERTICAL)

\$1,950

THIRD PAGE (VERTICAL)

\$1,400

QUARTER PAGE (BLOCK)

\$1,100

FIFTH PAGE (STRIP)

\$900

OUTSIDE BACK COVER

\$4,900

INSIDE FRONT COVER

\$4,750

INSIDE FRONT COVER DPS

\$5,900

Prime position loading 10% (guaranteed 1st third magazine)

SPECIAL OPTIONS:

- Order your own copies of the Explore Drinks - Whisky at cost price for your own marketing activity, RRP gives you 400% GP.
- Commission a custom publication around your region from existing material.
- Support your profile with online content on exploredrinks.com





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WHISKY 2022

Gift with Purchase

Order your own copies of Explore
WHISKY at cost for your own marketing
activity (available to advertisers only)

Commission a custom publication focusing
on your brands - explore BOURBON,
explore SCOTCH.

Example - 10,000 copies @\$2.30 per unit

today
was a
good day

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IMPORTANT DATES

1 October '25: Advertising booking

7 October '25: Advertising material

On-sale: Christmas 2025 &
WHISKY SHOW SEASON 2026

*We don't want
you to miss out!*



HIP MEDIA 

Content + Design + Marketing + Events

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