

OPEN ROAD



ROAD
TRAVEL
REWARDS

An aerial photograph of a coastal road. The road is a two-lane asphalt road that curves along the edge of a lush green forest. To the right of the road, there is a rocky coastline with small sandy beaches and waves crashing against the rocks. The water is a vibrant blue. The text 'Media Kit' is overlaid in white on the left side of the image.

Media Kit

Harness
the power of
3.4 million
members

Australia's most read and trusted voice for travel and motoring*

Canstar
Most Satisfied
Customers
2021-2024[^]

Over
90% brand
awareness

Brand NPS
+42

4.6/5
Apple app
store rating⁺

*Roy Morgan June 2025

+Out of 96K+ total ratings

[^]Source: Canstar Award for most satisfied customers - NSW Roadside 2021-24

Total audience 3,767,000

1,236,000*
magazine readership

1,200,000
active users per month

1,100,000
email subscribers

231,000+
social followers



186K Facebook



29,200 Instagram
(19,000 @mynrma Instagram,
10,300 @NRMA Open Road)



8,000 on YouTube



6,600 on X



1,200 Tiktok

*Source: Roy Morgan June 2025

MEET OUR EXPERTS

Our content is created by influential, award-winning journalists with decades of experience.



ALEX INWOOD
Managing Editor



KRIS ASHTON
Associate Editor



BRIDIE SCHMIDT
EV Hub Editor



TIM POMROY
Senior Road Tester



LIAM MURPHY
Motoring Journalist



SAM CHARLWOOD
Motoring and
Travel Journalist

OUR AUTOMOTIVE AUDIENCE



1 in 3 members intend to buy a car within the next 12 months.

60% looking to purchase a new vehicle versus 40% a used vehicle.

4 in 5 members like to stay up to date with ways to maintain and take care of their vehicle.

We know Australian roads

Our journey began in 1920, when horse and cart still ruled the roads and cars were just beginning to make their mark. But the roads weren't quite ready.

A group of passionate citizens came together to form the NRMA, determined to push for safer, better roads. Since then we've grown to support Australians through every step of their motoring journey, from roadside assistance and car batteries to driver training, EV charging and car hire. And while the way we move may continue to evolve and change, one thing that won't is advocating on behalf of our members.

As a modern mutual, we're purpose-made to serve.

1.5 million+

calls for roadside assistance
in FY24

\$1.3 billion+

secured in regional
road funding

\$1.6 million+

vehicles with
NRMA Roadside Assistance

16,000

driver training lessons
delivered in FY24

145,000+

car batteries
recycled in FY24

85+

EV charging stations
across Australia

176

SIXT locations in Australia
providing over 19,000 vehicles

OUR TRAVEL AUDIENCE

985,000

Open Road readers travelled for a holiday in the last 12 months*

75%

of readers like to holiday where they can see nature

1 in 2

Open Road readers took a day trip in a car in the last 3 months*

86%

of readers say 'For me, travel is an opportunity for discovery and adventure'

We know Aussie travellers

We're for helping you explore the open road and have been for over 100 years. From our very first motor camps that gave members a place to rest on road trips, to over 70 NRMA travel destinations across Australia. So you'll find something for everyone, wherever the road takes you.

Alongside our holiday parks and boutique accommodation, our travel services extend beyond land into our waterways with adventure cruises, commuting ferries and more.

23

Manly Fast Ferry and
Coral Expedition Vessels.

456,000+

guests welcomed across our
accommodation portfolio in 2024.

70+

NRMA travel destinations. Ranging from holiday parks
to luxury resorts and eco tourism across Australia.

6,250

Passengers empowered to travel through remote
parts of Australia with Coral Expeditions.



NRMA MEDIA ECOSYSTEM

TOTAL
5,878,000
reach across
channels



Open Road Magazine
Iconic magazine delivered directly to homes of 1.3 million NRMA members each quarter.

1,236,000* readers



My NRMA website
Dynamic web content across motoring news, expert car reviews, travel tips and advice on making the most of your My NRMA Rewards membership.

1,200,000 monthly users



Social
Connecting with Australians through captivating content that achieves over 5 million views and hundreds of thousands of interactions each and every month.

2,022,000 organic monthly reach



Newsletters
Engaging with NRMA members through themed 'Road, Travel and Rewards' monthly emails plus a quarterly Open Road digital eMagazine send.

1,100,000 subscribers



My NRMA app
Delivering member savings and value-adds through our leading rewards and content to over 258k members each month.

320,000+ monthly users

*Source: Roy Morgan June 2025

OPEN ROAD CONTENT TERRITORIES FY26

Key Content Territories & Seasonal Timing

Spring 25 Edition	Summer 25	Autumn 26	Winter 26
Camping & Caravanning	The best of 2025: From top coastal drives and regional escapes to the best new vehicles and gear of the year	What's next in motoring and travel: definitive content to plan a year of driving and discovery	Cosy winter escapes
Nature getaways	Holiday hacks for best summer yet	Long weekend escapes, Easter getaways, new car releases, travel trends and seasonal tips	Snow-bound adventures, warm inland escapes, and smart car advice for winter driving

Always on content

- Local Hero
- What's On this quarter
- Road Safety & Policy
- Reader Letters (UCG)
- Travel Tips
- Car Reviews
- Reader's Ride (UCG)
- Travel Destinations
- Car Comparisons
- Chef's Table
- Road Trip
- Motoring Advice

OPEN ROAD MAGAZINE

#1 Most Read Motoring and Travel Magazine in Australia

1,236,000*
readers

83%

of readers are home owners

82%

intend to book a holiday in the next 12 months

73%

are the main income earner

970,000

are the main grocery buyer



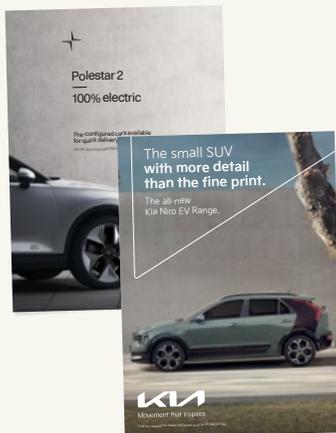
*Source: Roy Morgan March 2025

ADVERTISING OPPORTUNITIES

Connect with
1,236,000*
readers through
advertising

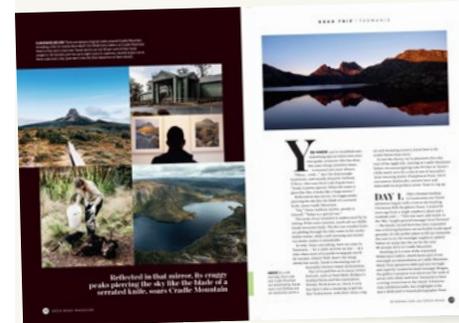
Brand advertising

Contextual advertising in a relevant environment which includes the ability to align with specific editorial sections of the magazine like road and travel as well as premium cover positions.



Advertorial content

Curated advertorial content intended to inspire, educate and entice members to take action. Leveraging the trusted NRMA style and tone of voice to deliver brand messaging to our members with a storytelling approach.



Native content and Sponsorship

Collaborate with the NRMA editorial team to integrate your brand, product or service through an editorial environment like a road trip, product review and/or immersive experience.



Inserts

A highly targeted, strong cut-through advertising channel with the ability to distribute based on post code and targeted audience demographics.

*Source: Roy Morgan June 2025

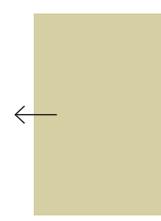
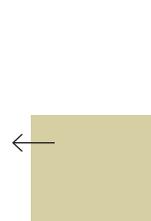
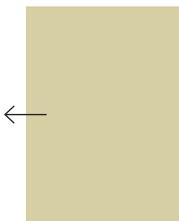
INSERTS

A highly targeted and cost-effective advertising channel that delivers strong cut-through with NRMA members based on geographic regions.

Regions

Metro			
Eastern Suburbs (55K)	South Sydney (55K)	Innerwest (27K)	Hurstville (73K)
Sutherland (43K)	Strathfield (71K)	Villawood (16K)	Liverpool (24K)
Campbeltown (58K)	Pennant Hills (15K)	Parramatta (56K)	Penrith (69K)
Blue Mountains (19K)	Northern Suburbs (81K)	North Shore (36K)	Gladesville (37K)
Regional			
Canberra (53K)	Queanbeyan (42K)	Southern tablelands (42K)	Newcastle (80K)
Hunter (59K)	Central Coast (65K)	Wollongong (49K)	South Coast (46K)
Western NSW (51K)	North Coast (113K)	Riverina (32K)	

Insert specifications / restrictions



Magazine trim size
200mm W x 275mm D

Insert minimum supply size
100mm W x 100mm D

Insert maximum supply size
180mm W x 257mm D

If an insert exceeds 16 pages, please consult production to confirm the above dimensions are suitable.

Paper weight

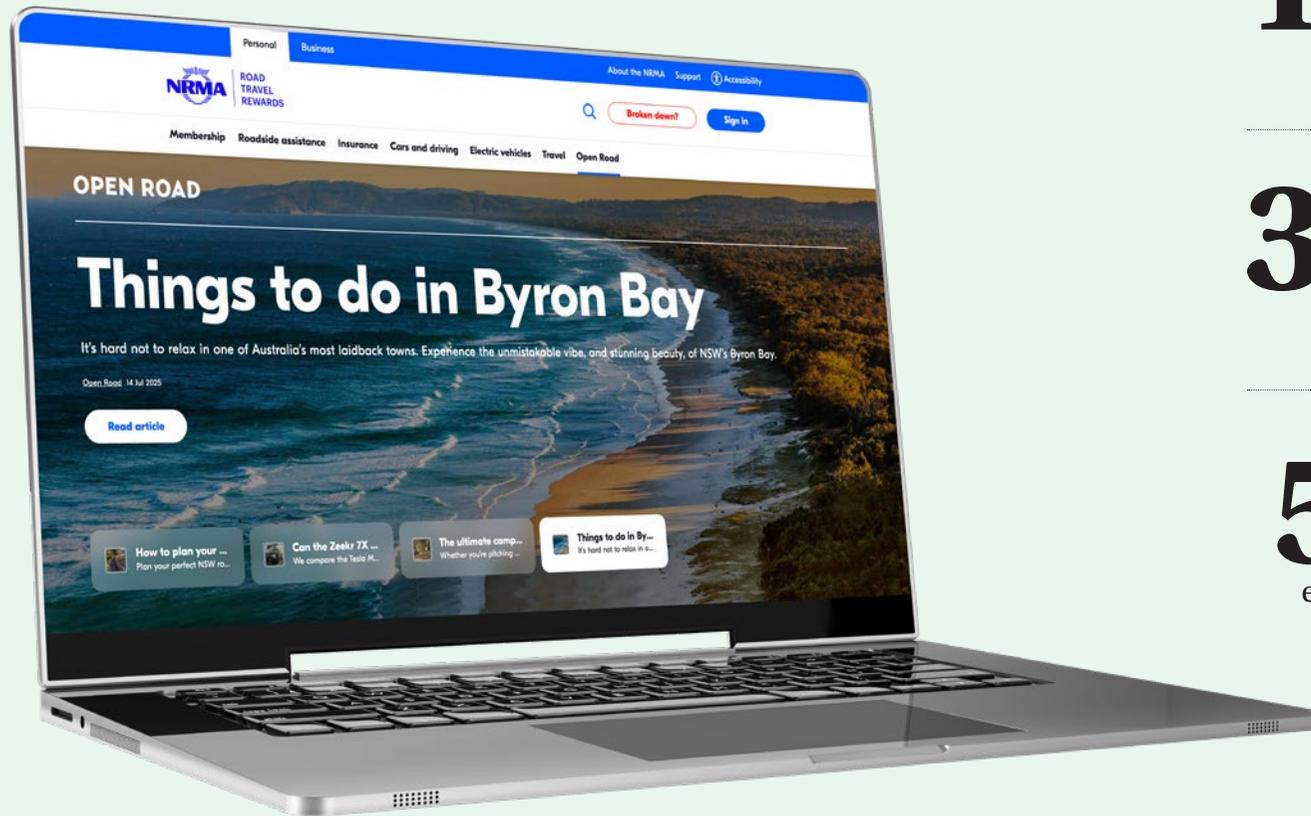
Single sheet, minimum size	115gsm
Single sheet, maximum size	100gsm
Four page folder	60gsm
Eight pages or more	60gsm

Folded inserts

Folded inserts must have a 'closed' or leading edge to enable automatic feeding on the collator. Concertina folds are not suitable.

NRMA WEBSITE

One of Australia's most credible and trustworthy websites for motoring and travel content.



1.2m
active users

3.6m
page views

56%
engagement level

Connect with NRMA members through sponsored content and banners on [mynrma.com.au](https://my.nrma.com.au)

EDM AND NEWSLETTERS

Reach highly engaged NRMA members through our newsletters and targeted solus eDMs

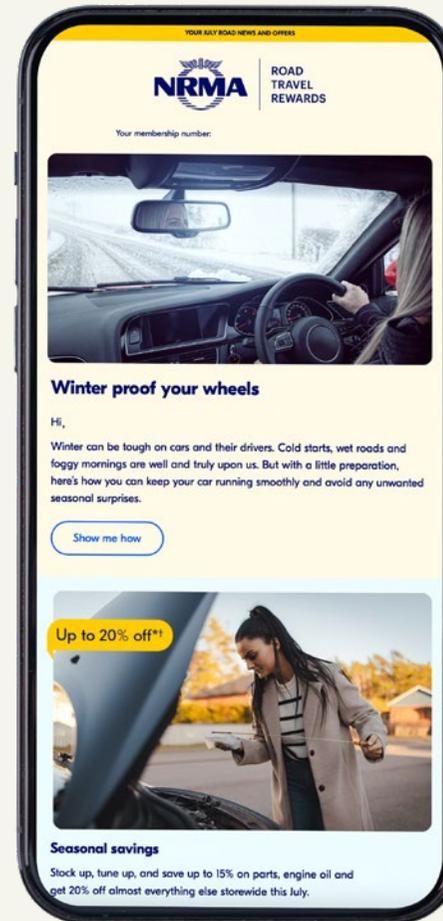
1.1 million+
subscribers

3 x newsletters a month to

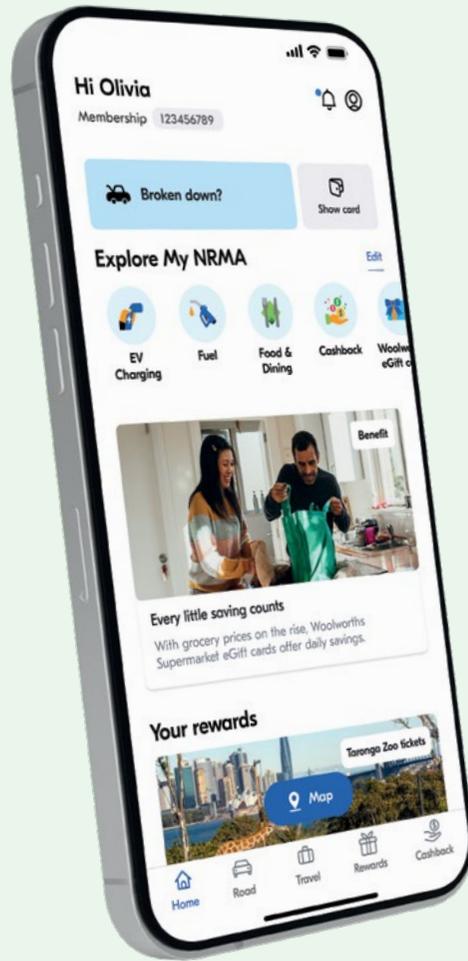
500K
audience

Quarterly Open Road eDM

440K
audience



MY NRMA APP



Amplify your campaign reach through our highly engaging app which delivers exclusive member rewards, content and more.

320,000+

monthly unique visitors

50K

app downloads per month

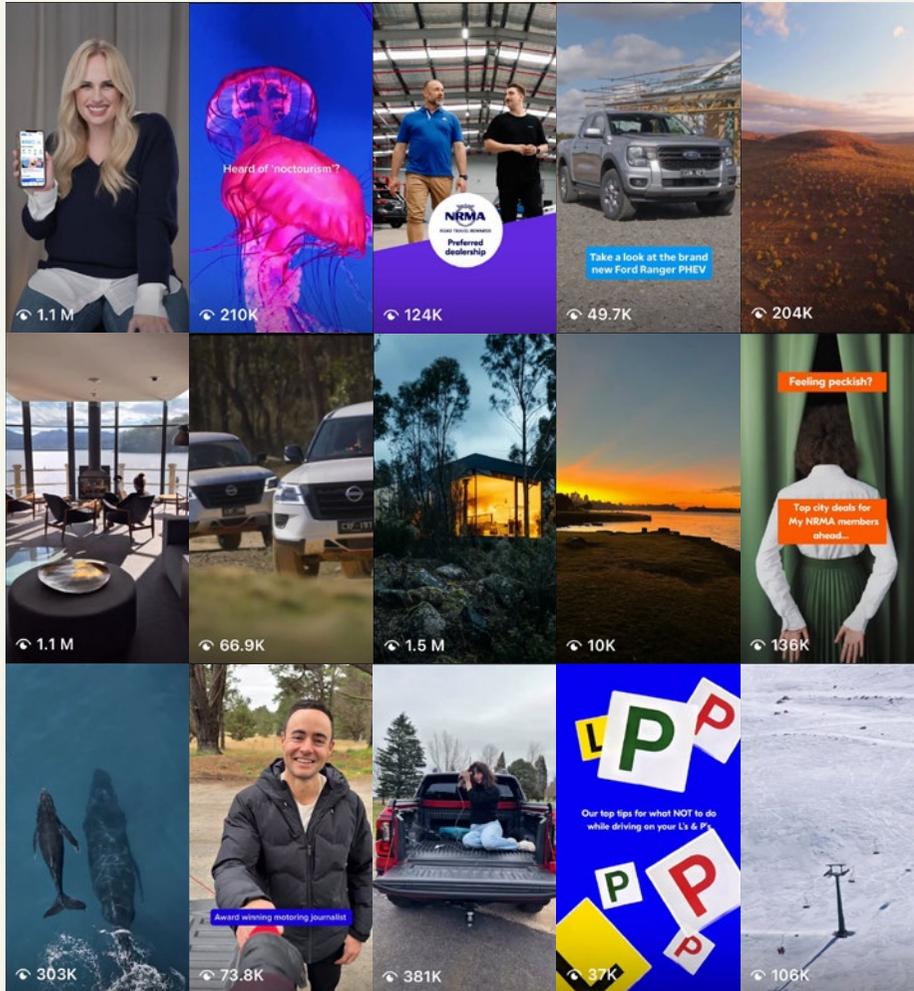
960,000+

app sessions per month

1,800,000+

views per month

SOCIAL MEDIA



2,022,000
monthly Organic reach

5M+
monthly views

155K+
monthly interactions

62%
growth in reach since relaunch

*Monthly interactions include content interactions, link clicks, and visits across Meta

DEADLINES & SPECIFICATIONS

Edition	Booking	Material deadline	Inserts to printer	Delivery to homes from
Spring edition	9th of July	23rd of July	23rd of July	22nd of August
Summer edition	2nd of October	16th of October	16th of October	14th of November
Autumn 2026	7th of January	22nd January	22nd January	25th February
Winter 2026	9th April	23rd April	23rd April	26th May

Ad placement	Specifications
Magazine	
Double-page spread brand ad	Live type: 265mm H x 390mm W Trim: 275mm H x 400mm W Bleed: 285mm H x 410mm W
Outside back Cover	Live type: 265mm H x 120mm W Trim: 275mm H x 130mm W Bleed: 285mm H x 135mm W *Required on foredge only
Full-page brand ad	Live type: 265mm H x 190mm W Trim: 275mm H x 200mm W Bleed: 285mm H x 210mm W
Half-page horizontal brand ad	Trim: 120mm H x 178mm W
Third-page brand ad	Trim: 250mm H x 52mm W
Digital	
eMagazine banner	728 pixels W x 90 pixels D; 72dpi RGB
Sponsored post	Web article brief to be supplied
Website banner options	A) 970px x 250 px B) 728 px x 90px C) 300 px x 250 px

File type: We accept high resolution CMYK PDF files at 300dpi or better. All images on ad must be 300dpi or better.

Crop marks and 5mm bleed must be around artwork for full-page ad size. Bleed and trim marks on fractional ad size creative is not required.

CONTACT

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