

News Corp launches new look *Escape*

November 8 2019

News Corp Australia today announced a major investment in and repositioning of Australia's leading travel media brand *ESCAPE* to grow its market leading audience.

From Sunday 10 November the new *ESCAPE* has been reimagined with stunning design, a range of editorial changes and some of Australia's best travel writers added to the mix.

With enhanced editorial and a fresh new look, this week's issue celebrates wanderlust with tales of travel love and obsession. There is a renewed emphasis on the emotion and experience of travel, with evocative storytelling along the journey from inspiration to booking and on-the-ground holiday advice.

News Corp Australia's general manager, travel Gemma Battenbough said: "The new *ESCAPE* is bold and exciting for our consumers and customers, not just to inspire future travel but to escape on Sunday too. The new content offering delivers consumers an evolved and cohesive travel destination where they can discover, research, plan and book their holidays.

"As part of our strategy for the new *ESCAPE* we have introduced a raft of compelling marketing solutions to drive results for our commercial partners, offering them unique opportunities to connect with a premium, mass-scale travel audience."

ESCAPE editor-in-chief Jana Frawley said: "Wanderlust is the strong and constant desire to go far away, to many different and exotic places, and basically live life in a permanent state of holidaying, it says everything about how we all feel about travel. In the new-look edition of *ESCAPE* this Sunday, we're celebrating this awesome state of mind, and its associated feelings of excitement, anticipation, curiosity and joy.

"*ESCAPE* is about dreaming, planning, researching and booking. With this is

mind, we've enhanced the *ESCAPE* offering with inspiring, emotional, evocative and experience-led content for our consumers. We're also excited to introduce to our armchair travellers new content across affinity categories, such as food, culture and sport. I can't wait for our readers to experience the all new *ESCAPE* this Sunday."

Among *ESCAPE* favourites such as Doc Holiday, Secret Sights and Wishlist are new features including:

- **Wanderlust** - A new column devoted to true tales of travel love and romance.
- **Little Black Book** - Travellers looking for bragging rights and being the first to try the next big thing will win the day with these weekly recommendations. First up, Australia's Barista Champion for 2019 Matthew Lewin shares his top picks of the best coffee shops in the world.
- **Escape Artists** - A new weekly illustration from a series of veteran cartoonists taking an irreverent look at travel.
- **My Travel CV** - Celebrities and travel experts with incredible travel CVs share their real-life best and worst travel experiences with suggestions for readers' own travels.
- **Take me there** - Picture stories that capture a micro-moment in travel from experts in the know. This week, a photographer shares his addiction to Aurora Borealis.

ESCAPE's tribe of talented travel writers consists of more than 50 contributors including Kendall Hill, Rebecca Andrews, Kerry Parnell, Amanda Woods, David Smiedt, Angus Fontaine and Dilvin Yasa.

The new *ESCAPE* extends digitally across [escape.com.au](https://www.escape.com.au) with dedicated sections for the new columns and an invigorated content approach.

New for advertisers are cross-platform integration products, along with exclusive opportunities within *ESCAPE*'s first glossy special edition and the brand's extension into 20 key regional markets on Tuesdays, both launching in early 2020.

ESCAPE is Australia's leading travel media brand with a monthly audience of 3.3

million* through *The Sunday Telegraph (NSW)*, *Sunday Herald Sun (VIC)*, *The Sunday Mail (QLD)*, *The Sunday Mail (SA)* and escape.com.au. *ESCAPE* also features in *The Daily Telegraph (NSW)*, *Herald Sun (VIC)*, *The Courier-Mail (QLD)* and *The Advertiser (SA)* every Tuesday; and releases a quarterly magazine *ESCAPE*, with the latest Cruise edition available now through Coles and Woolworths.

Source: *emma™ conducted by Ipsos, 12 months ending August 2019, Fused Nielsen Digital Panel calibrated to Digital Content Ratings, August 2019. All people 14+ 7 caps.