

Tropic

Audience &
Reach 2022

Tropic delivers exceptional customer engagement with your brand.

Tropic is an innovative media and lifestyle company committed to developing Cairns as a Tropical World City. Tropic delivers engaging local content and conversations with a global platform across print, digital, social media and events.

We take a positive position on editorial content and work with our strategic partners to inspire confidence and hope in our readers and customers.

We know how to tell brilliant stories and engage your customers, delivering the type of marketing and advertising that works in today's complex world.

Collaborate with Tropic to empower your business, give your brand a voice and deliver results across our integrated platforms in print, online and social media.

The Tropic logo features the word "Tropic" in a white, serif font. The letter "i" is stylized with a red dot above it.

"I think Tropic does a fantastic job at connecting locals with the underlying culture that makes Cairns so special - our busy lifestyles make it so easy to forget what we have here."

– Male reader (20-35)



Our audience

51% of our readers are female

Half of are aged 18-44

Almost a quarter are 45-59

Half of our readers live in or within 10km of the CBD

35% have household incomes 75-150K
and 25% over \$150K

Our readers are super loyal ...

1 in 3 have been reading Tropic from the first issue in 2016

38% read the magazine in print and online

9 in 10 magazine readers also read online news
website Tropic Now



It is wonderful to have such relatable
content for our area.
The right mix for every age.

– Female reader (60+)

I look forward to picking up my copy of
Tropic and love reading it from cover
to cover.

– Male reader (46-60)





Audience insights

3 in 4 readers have visited a website after reading about it in the magazine

80% have visited a restaurant, café, bar or attended an event after reading the magazine

90% have looked further into something they read about in the magazine

Readers feel **connected** after reading Tropic

Our readers' top interests ...

1 Lifestyle

2 Current affairs

3 Culture & the arts



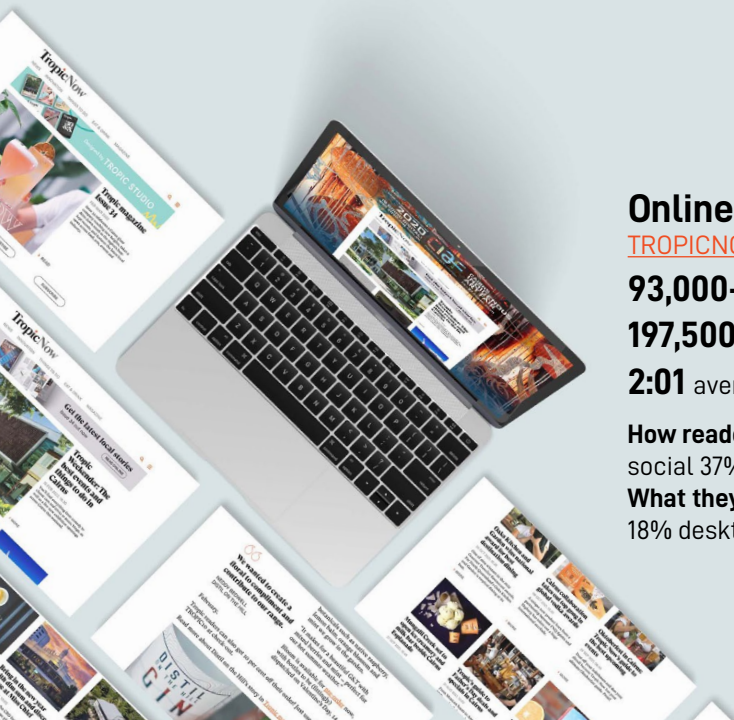
Tropic is a fabulous source of LOCAL news. I look forward to seeing the weekly email about what's on this weekend, it helps me to keep up to date and relevant.

– Female Reader (20-35)

I particularly love the spotlight on new and evolving businesses we can support.



– Male Reader (36-45)



Online

TROPICNOW.COM.AU

93,000+ monthly monetisable users*

197,500 monthly unique page views*

2:01 average time on page*

How readers find us: organic search 39%, social 37%, direct 21%

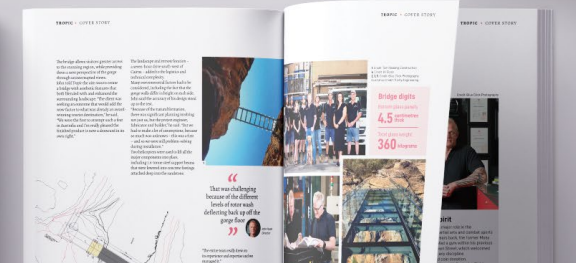
What they're reading on: 82% mobile, 18% desktop

Bi-monthly magazine

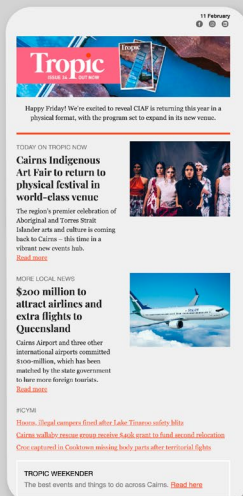
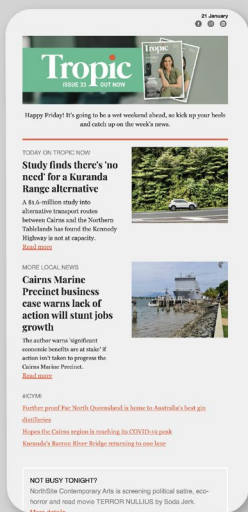
TROPIC

9,000 circulation

27,000 page views online issue*
(↑34% over previous 12 months)



Our reach



E-Newsletter

BI-WEEKLY

8,000+ subscribers

36% open rate

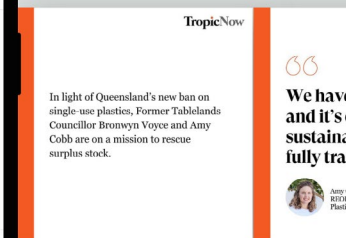
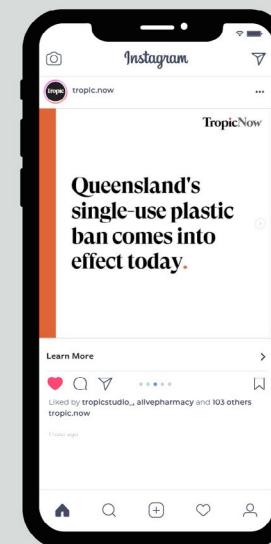
(↑12% over previous 12 months)

Social media

FACEBOOK, INSTAGRAM, LINKEDIN

25,383 combined followers

1.075M monthly impressions



* Sourced from Google Analytics. Based on six month average August 2021 to January 2022
Social media insights based on a 6 month average August 2021 to January 2022

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Leah Horstmann
0424 609 748
leah@tropicgroup.com.au
tropicnow.com.au