

# Your Integrated Marketing Strategy

## Official Adelaide Hills Visitor Guide 2020 MARKETING KIT

### Wow, what a start to 2020!!

As you all know the official Adelaide Hills Visitor Guide and Adelaide Hills Tourism website is an essential part of the marketing mix for the region and underpins many business marketing plans for the year.

We have had a terrible start to the year with a couple of false starts – first the bush fires and then Covid-19.

This is an update of what we are doing.

The 2020 Visitor Guide is now complete but will be published in two stages. The first will be a digital publication and website to be launched in coming weeks, with the printed guide being available by the end of July.

Deadline for inclusion in the printed Visitor Guide and its online version is now 19 June.

PHOTO: THE LANE VINEYARD, HAHNDORF, SARAH LONG

## 12 month multi-media package includes

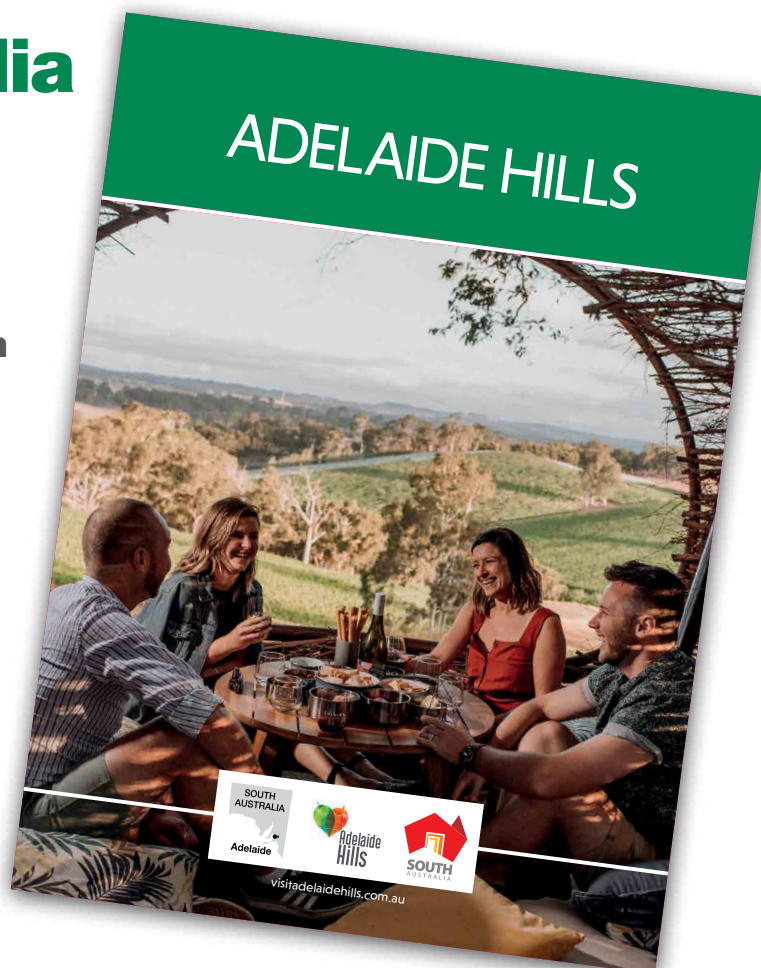
**Print advertisement** in 80,000 copies of the official Adelaide Hills Visitor Guide

**Online Visitor Guide** and **Digital Platform** optimised for smart phones and tablets

**Extensive distribution** by the South Australian Tourism Commission and Adelaide Hills Tourism

Speak to HWR Media  
Ph: (08) 8379 9522 or email:

Laurie Bowler  
lbowler@hwrmedia.com.au  
Mob: 0447 198 773



**BOOKINGS DUE: 19 June 2020 RELEASED End July 2020**



# STRATEGY

## INTEGRATED MARKETING

**80,000**  
COPIES PRINTED  
ANNUALLY

**MORE THAN**  
**240,000**  
READERS

### 2020 VISITOR GUIDE

Extensive distribution of the Guide by South Australian Tourism Commission and Adelaide Hills Tourism.

### ONLINE FLIPBOOK

Receive further exposure via the interactive flipbook style e-guide on both SA Tourism Commission and Adelaide Hills Tourism websites.

Key features:

- Additional rotating image galleries and videos
- URLs featured throughout the e-guide are hyperlinked taking readers straight to your website
- Viewed from anywhere in the world, with option to save, share, print or download to computer, tablet or phone

View 2019 Guide here:

<https://adelaidehills.partica.online>

### DIGITAL VISITOR GUIDE

Optimised for smartphones and tablets ensuring your advert reaches the largest possible audience, and available from SA Tourism Commission and Adelaide Hills Tourism websites.

**Download via SMS**  
(see page 4) or QR code.

Complimentary digital poster provided to VICs and advertisers.

## DISTRIBUTION AND PROMOTION

The official Adelaide Hills Visitor Guide is promoted and distributed by **Adelaide Hills Tourism** and **South Australian Tourism Commission** through an extensive network, reaching potential tourists at times when visitation to your region is top of their mind.

- Adelaide Hills Visitor Information Centre
- Adelaide and other Visitor Information Centres and outlets
- South Australian Tourism Commission international offices
- Leading Adelaide and Adelaide Hills hotels, accommodation houses and caravan parks
- Domestic consumer travel shows including caravan and camping shows
- RAA offices and interstate motoring clubs
- Car hire companies
- Participating conferences (national and international)
- Attractions, retailers and wineries

**FOR BOOKINGS AND ENQUIRIES CONTACT LAURIE BOWLER**  
**T: (08) 8379 9522 | M: 0447 198 773 | E: [lbowler@hwrmedia.com.au](mailto:lbowler@hwrmedia.com.au)**



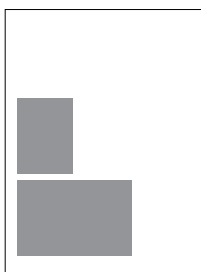
# THE #1 MOST CREDIBLE MEDIUM



**80,000**  
COPIES PRINTED  
ANNUALLY

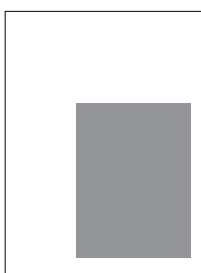
MORE THAN  
**240,000**  
READERS

## ADVERTISEMENT SIZES



**1/9 PAGE**  
**(TEMPLATE – TEXT WITH IMAGE)**  
58.5mm W x 80mm H  
**\$595 (inc. GST)**

**2/9 PAGE**  
**(TEMPLATE – TEXT WITH IMAGE)**  
 121.5mm W x 80mm H  
**\$1025 (inc. GST)**



**4/9 PAGE**  
**(FULL CREATIVE)**  
121.5mm W x 164.5mm H  
**\$2065 (inc. GST)**

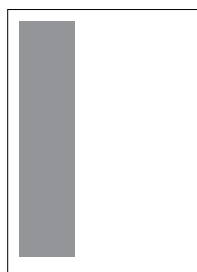
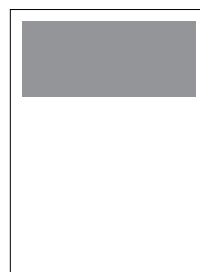


**FULL PAGE  
(FULL CREATIVE)**  
210mm W x 285mm H + 5mm bleed  
**\$3550 (inc. GST)**

|                    |                          |
|--------------------|--------------------------|
| INSIDE FRONT COVER | <b>\$4435 (inc. GST)</b> |
| INSIDE BACK COVER  | <b>\$4435 (inc. GST)</b> |
| OUTSIDE BACK COVER | <b>\$4525 (inc. GST)</b> |

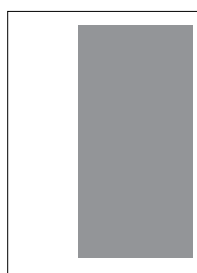
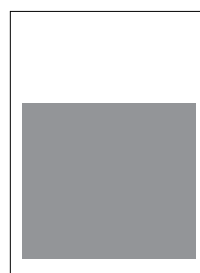
## HOW TO SUPPLY YOUR ADVERTISING MATERIAL

- PDF files must be supplied press-ready
- CMYK colour (not RGB)
- 300dpi graphics • All fonts embedded
- All images for ad production must be supplied in high resolution, minimum 300 dpi.



**1/3 PAGE HORIZONTAL  
(FULL CREATIVE)**  
184.5mm W x 80mm H  
**\$1502 (inc. GST)**

**1/3 PAGE VERTICAL  
(FULL CREATIVE)**  
58.5mm W x 249mm H  
**\$1502 (inc. GST)**



**2/3 PAGE HORIZONTAL  
(FULL CREATIVE)**  
184.5mm W x 164.5mm H  
**\$2375 (inc. GST)**

**2/3 PAGE VERTICAL  
(FULL CREATIVE)**  
121.5mm W x 249mm H  
**\$2375 (inc. GST)**

[illegible]

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# ONLINE

## IMMEDIATE IMPACT

### MOBILE INNOVATION

Integrated media opportunities are available for advertisers to engage and further inspire readers by utilising the capabilities of this innovative platform.

#### MOBILE FEATURES INCLUDE

|  |   |   |  |
|--|---|---|--|
|   | <b>Phone</b><br>One click phone call – straight to your business!<br><b>FREE</b>  |  | <b>Photo Gallery</b><br>4 photos (supplied by you) to showcase your business<br><b>\$140.00 (inc GST)</b>                |
|   | <b>Social Media Sharing</b><br>Readers can instantly share your ad content through Facebook, Twitter and more <b>FREE</b>     |  | <b>Video</b><br>1 Youtube video (supplied by you) for readers to click and play <b>\$140.00 (inc GST)</b>                |
|   | <b>Google Maps</b><br>Integration with Google Maps with location pin and navigational directions to your business <b>FREE</b> |  | <b>Extended Editorial</b><br>Turn your advert into an article (supply an additional 250 words) <b>\$140.00 (inc GST)</b> |
|  | <b>Embedded Hyperlinks</b><br>Readers are taken directly to your website <b>FREE</b>  |   |  |

Adverts will appear in the mobile app in ad size order from largest to smallest (then alphabetically).

#### TERMS AND CONDITIONS

Artwork and copy for all 1/9th page and 2/9th page sized ads MUST be in the prescribed template format.

Only those operators taking 1/3rd page or larger will have creative rights to use their own branding and advertising design if desired (except a template 1/3rd ad).

Style guide applies to copy of template ads.

Ads with provided artwork (1/3rd page or larger) cannot use the template header.

Template ads cannot use artwork, logos or text placed over image/s.

Index listings cannot be purchased in their own right – cross promotions can be purchased in addition to an advertisement purchase, and index listings are included as part of an advertisement purchase.

It is the responsibility of the advertiser to ensure correct and complete information is submitted to HWR Media, including phone, fax, mobile, email and web addresses. These will NOT automatically be placed in your advertisement. We do not encourage prices to be highlighted in advertisements. If you do include prices, they must be inclusive of GST and include validity dates.

Advertising space on the front cover is not available for purchase.

It is the advertisers responsibility to ensure they have permission to use supplied photographs.

Prime positioning advertising will only be offered to tourism-specific businesses. HWR Media cannot guarantee placement if requested.

HWR Media reserve the right to refuse unsuitable advertisements.

Proofs that have not been signed and returned by the due date will be omitted from the guide.

Star ratings, and QTAB status, where requested for inclusion in the publication, will be verified.

Only those with current QTAB membership at the time of booking can claim the discount.

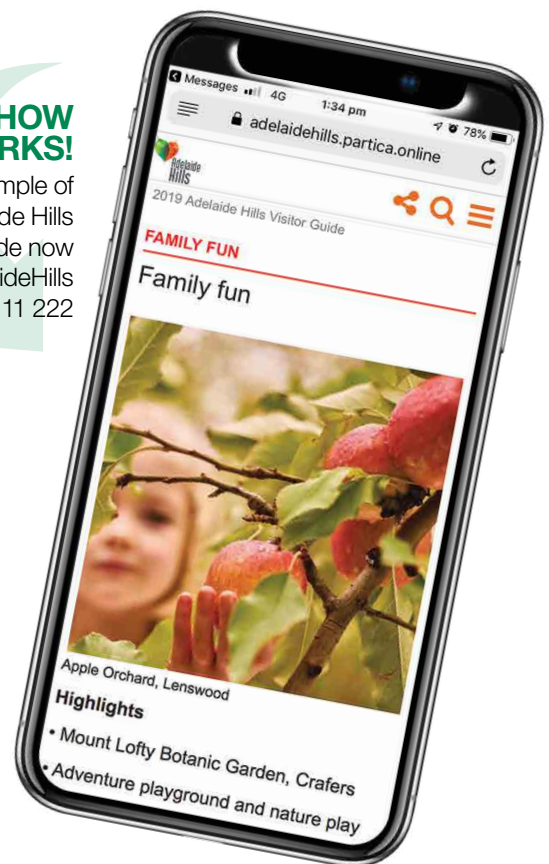
Cancellation policy: All bookings cancelled before the booking deadline will be charged at 50%. Cancellations made after this date will be charged the full rate.

All invoices are payable within 30 days, unless other terms negotiated.

**If full payment is not received on receipt of invoice, your advertisement will be removed from the guide before printing.**

#### SEE HOW IT WORKS!

View a sample of the Adelaide Hills Guide now  
SMS: AdelaideHills to 0475 111 222



**FOR BOOKINGS AND ENQUIRIES CONTACT LAURIE BOWLER**  
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# Adelaide Hills

## 2020 Visitor Guide BOOKING FORM

Registered business name: ..... ABN: .....

Billing address: .....

Phone: ..... Fax: .....

Contact Person: ..... Mobile: .....

Email: .....

- ☐ By signing this booking form, I acknowledge that I am authorised to sign on behalf of the company/business and am confirming my booking.  
☐ I have read and agree to the terms and conditions in the media kit.  
☐ As a Quality Tourism Accredited Business I am entitled to 5% discount.

**HWR CHECKED**

Signature: ..... Name: ..... Date: .....

### ADVERTISING RATES (INCL. GST)

**BOOKINGS CLOSE: 19 JUNE 2020**

| SIZE  | RATE                            | QTAB                               | PRODUCTION*                    |
|---|---------------------------------|------------------------------------|--------------------------------|
| 1/9 page  | <input type="checkbox"/> \$595  | <input type="checkbox"/> 565.25    | <input type="checkbox"/> \$66  |
| 2/9 page H <input type="checkbox"/> or V <input type="checkbox"/> | <input type="checkbox"/> \$1025 | <input type="checkbox"/> \$973.75  | <input type="checkbox"/> \$77  |
| 1/3 page H <input type="checkbox"/> or V <input type="checkbox"/> | <input type="checkbox"/> \$1502 | <input type="checkbox"/> \$1426.90 | <input type="checkbox"/> \$105 |
| 4/9 page  | <input type="checkbox"/> \$2065 | <input type="checkbox"/> \$1961.75 | <input type="checkbox"/> \$145 |
| 2/3 page H <input type="checkbox"/> or V <input type="checkbox"/> | <input type="checkbox"/> \$2375 | <input type="checkbox"/> \$2256.25 | <input type="checkbox"/> \$170 |
| Full page   | <input type="checkbox"/> \$3550 | <input type="checkbox"/> \$3372.50 | <input type="checkbox"/> \$264 |
| Inside back cover   | <input type="checkbox"/> \$4435 | <input type="checkbox"/> \$4213.25 | <input type="checkbox"/> \$264 |
| Inside front cover  | <input type="checkbox"/> \$4435 | <input type="checkbox"/> \$4213.25 | <input type="checkbox"/> \$264 |
| Outside back cover  | <input type="checkbox"/> \$4525 | <input type="checkbox"/> \$4298.75 | <input type="checkbox"/> \$264 |
| Double page spread  | <input type="checkbox"/> \$6395 | <input type="checkbox"/> \$6075.25 | <input type="checkbox"/> \$396 |

#### NOTES

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**ADD** ☐ CROSS PROMOTION \$160 ☐ PREFERRED POSITION +25% **ONLINE ADD-ONS** ☐ PHOTO GALLERY \$140 ☐ VIDEO \$140 ☐ EXTENDED EDITORIAL \$140

### SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR AD PLACEMENT

- ☐ Accommodation ☐ Food experiences ☐ Shopping and markets ☐ OR Town pages  
☐ Arts and culture ☐ Gardens ☐ Trails - Walking, cycling, horse riding location .....  
☐ Beer, Cider, Spirits ☐ Getting here and around ☐ Useful information  
☐ Events ☐ History and heritage ☐ Wildlife ☐ Cross Promotion  
☐ Family fun ☐ Must see, must do ☐ Wineries and cellar doors position .....

### MATERIAL INSTRUCTION

- ☐ NEW + PRODUCTION ☐ REPEAT (with minor alts \$40 GST inc.) ☐ REPEAT (no charge) ☐ SUPPLIED (no charge)

\*If your previous ad needs no changes, production charges do not apply. \$40 GST inc. for minor alterations.

### FREE INDEX AT THE BACK OF THE VISITOR GUIDE

Each advertiser is entitled to one free index listing as per your trading name: .....

Town: ..... Contact: (web address or phone): .....

Business category: (Please tick one per advertisement)

- ☐ Accommodation ☐ Conferences and events ☐ General services ☐ Tours and transport  
☐ Attractions and experiences ☐ Food, wine and beverages ☐ Information and bookings

### INDICATE THE RELEVANT LOGO/S YOU WOULD LIKE INCLUDED

- ☐  Australian Tourism Accreditation (accredited operators only) ☐  Disabled facilities ☐  Facebook ☐  Wi-Fi available  
☐  Book Online ☐  Pets welcome ☐  Instagram ☐  Eco Certified  
☐  Children welcome ☐  Eat Local (members only) ☐  Trip Advisor

Other (please advise) .....

### PAYMENT OPTIONS - TO BE PAID IN FULL PRIOR TO PRINT

#### PAYMENT VIA CREDIT CARD

Credit card no:

□□□□ □□□□ □□□□ □□□□

☐ VISA ☐ MASTERCARD

AMOUNT \$ ..... Expiry date: .....

Signature: .....

Name: .....

Payment via cheque to be made out to: 'HWR Media & Communications Pty Ltd'

EFT - BSB: 105 032 Acc no: 149 090 540

Please provide the business name on your ad as a reference.

**BOOKINGS CLOSE: 19 JUNE 2020**

Please complete this form and email to:  
Laurie Bowler - lbowler@hwrmedia.com.au

You can also mail to 109B Conyngham Street, Frewville SA 5063.  
Contact HWR Media on +61 8 8379 9522 or via email.