

Reinvigorating tourism Post COVID-19 across the Adelaide Hills

The Adelaide Hills Herald is keen to assist tourism related businesses reinvigorate their operations after the turmoil of 2020/21.

As you would appreciate Visiting Friends and Relatives (VFR) is a strong component in tourism across South Australia especially in the Adelaide Hills. According to SATC statistics 48 - 52% of domestic visitors are influenced by friends or relatives as to their visitation points in the Hills.

The Adelaide Hills Herald is in a unique position to influence the influencers (the friends and relatives). Their recommendations are based on local knowledge and as the leading community newspaper and long time (over 29 years) supporter of tourism in the Adelaide Hills, the Herald is the best source of positive local information.

There is a further opportunity now available with the Adelaide East Herald which covers the adjacent council areas of Mitcham, Unley, Burnside, Campbelltown and Norwood. The Adelaide East Herald is delivered each Thursday to over 500 pick up points.

We are looking at 4 seasonal features during 2021/22. They will be December 2 (summer), March 31, 2022 (Easter), June 23, 2022 (winter) and September 15, 2022 (spring).

The features will also offer tourism operators the opportunity, via adverts/editorial to inform the Adelaide Hills and/or Adelaide East readers about their offerings. The features will aim to include introductory editorial from SATC and AHT Chair Martin Radcliffe.

Participants will be offered a choice of three different size colour advertisements:

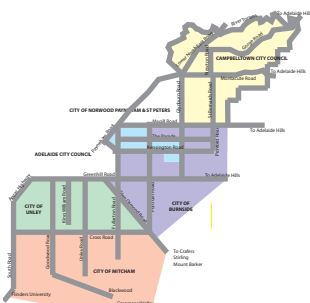
A 45mm high by 128mm wide, \$289 per ad inc GST
B 92mm high by 128mm wide, \$489 per ad inc GST
and C 140mm high by 128mm wide, \$789 per ad inc GST.

Participants who take up B will also receive a 250-300 word editorial and picture and C a 350-400 word editorial and picture. Each advert will be linked to client websites.

Your can choose - Hills Herald and/or East Herald

BONUS OFFER
Book 4 ads
and we'll give you
4 free ads
in the other paper

REINVIGORATING BUSINESS BETTER WITH THE HERALD



**ADELAIDE EAST
HERALD**
THE VOICE OF YOUR COMMUNITY

**ADELAIDE HILLS
HERALD**
THE VOICE OF YOUR COMMUNITY

Conditions: New bookings only. Creative charges applicable.
Payment by cash/cheque/credit card/EFT with booking/net 7 days or
payment per ad of \$319/\$529/\$839 on account (subject to credit approval)
Electronic connections included. Not available with any other offer.
Agency commission applicable.

Any changes to these conditions must be agreed in writing.



be quick and call Kylie or Lauren on 8339 0000 TODAY!!!