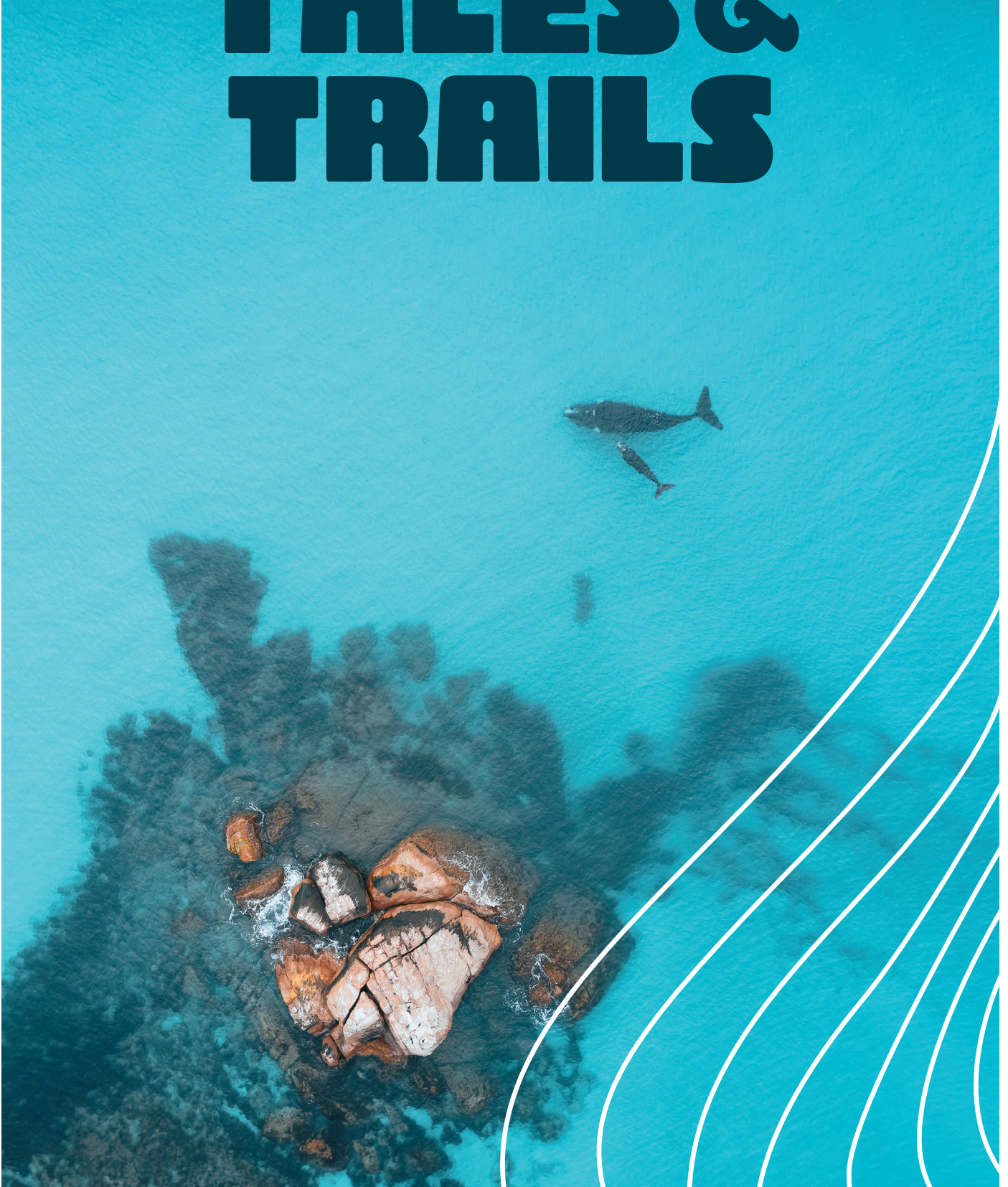


TALES & TRAILS



2024 MEDIA KIT

MARGARET RIVER

BUSSELTON

DUNSBOROUGH

AUGUSTA



TALES & TRAILS

FINALIST AND HIGHLY COMMENDED

Mumbrella Travel Publication of the Year 2022



WHERE CAN VISITORS FIND THE MAGAZINE?

Our connection to the destination is truly unique, with the publication accessed by MRBTA's member database of over 650 regional businesses including accommodation providers, wineries and galleries.

Tales & Trails is also distributed across the region's two Visitor's Centres in Busselton and Margaret River, as well as tourism hubs in Augusta and at the Busselton Margaret River Airport.

20k copies are printed per edition (40k annually) with 5k reserved for distribution in the Perth metro area.

WHO ARE THE READERS?

Analysing our readership reach, we can look to the most recent Tourism WA visitation figures, which show that the region attracted **1, 586,000 visitors** for the year ending December 2021.

Using a hybrid model, our readership is expanded through a cross-promotional approach, whereby our articles are repurposed on margaretriver.com. The digital arm reaches 988K users per year and over 1.4M+ sessions annually.

HOW YOU CAN GET INVOLVED

Advertising in the Margaret River Region's dedicated magazine, Tales & Trails, allows you to connect with new and repeat visitors looking to explore the destination. A range of advertising package rates are available to members of the MRBTA:

- **Purchase a premium position (Package A or Package B) advert and you will get guaranteed inclusion in a featured blog on margaretriver.com. This content is shared across a number of channels including EDM, social media (combined audience of over 100k) and through the region's Visitor's Centres.**

The contemporary Tales and Trails - Margaret River Busselton Tourism Association magazine offers a mix of aspirational content and practical town guides.

WHAT DOES THE TALES & TRAILS MAGAZINE LOOK LIKE?

TALES & TRAILS IS a 'free to take home' tangible keepsake that offers inspiration to travellers in the Margaret River Region. **Two editions are printed each year, an Autumn/Winter and a Spring/Summer, to align with the different seasonal experiences on offer.**

The magazine provides a mix of practical visitor information, and aspirational storytelling. The content format also includes a 'town guides' section, which gives the region's four anchor towns; Busselton, Dunsborough, Margaret River and Augusta, a stronger voice and personality.

Tales & Trails has a clean future proof design, that aligns with the region's overarching narrative of natural abundance, and respecting the land.

Package A:

- Book one Double Page Spread display ad, Inside Cover or Outside Cover per issue.
- 1 x seasonal web ad on margaretriver.com on the top seven high traffic landing pages, plus one guaranteed editorial inclusion in magazine for Full Page or Double Page Spread ads.
- Digital content shared via @margaretriver social media (Instagram and Facebook audience approximately 100k) over Autumn/Winter and Spring/Summer and via a monthly Consumer Newsletter to database of approx. 50k consumers depending on the issue/s booked.
- Offer valid to MRBTA members only.

Package A Rates: (rates quoted exclude GST, and per issue)

	1 issue	2 issues
Double Page Spread	\$4,750	\$4,225
Outside Back Cover	\$3,950	\$3,300
Inside Back Cover	\$3,685	\$3,025

Package B:

- Book one Full Page display ad per issue.
- Guaranteed inclusion in 1 x print article in Tales and Trails each issue booked.
- Guaranteed inclusion in 1 x digital article on margaretriver.com across Autumn/Winter and/or Spring/Summer depending on the issue/s booked.
- Digital content shared via @margaretriver social media (Instagram and Facebook audience approximately 100k) over Autumn/Winter and Spring/Summer and via a monthly Consumer Newsletter to database of approx. 50k consumers depending on the issue/s booked.
- Offer valid to MRBTA members only.

Package B Rates: (rates quoted exclude GST, and per issue)

One Issue:	\$3,000
Two Issues:	\$2,700

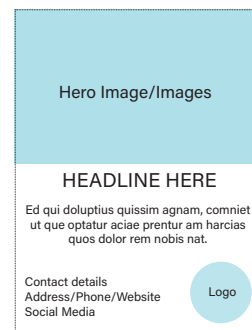
Advertising Rates and Ad Sizes:

(rates quoted exclude GST, and per issue)

	1 issue	2 issues
Full Page	\$2,750	\$2,350
Half Page	\$2,400	\$2,110
Third Page	\$1,390	\$1,250
3 unit directory ad	\$740	
2 unit directory ad	\$495	
1 unit directory ad	\$295	

PLEASE NOTE:

- Non-member bookings will incur a 10% premium on the quoted rates.



- The directory ads will appear in the magazine within dedicated Town Guides and will be featured under a section entitled "Inspiration for Planning your Holiday". These ads will need to adhere to a style guide (see left 1 unit ad template example).

BOOKING DEADLINES

Autumn / Winter 2024 Edition:

Booking Deadline - 22 January 2024

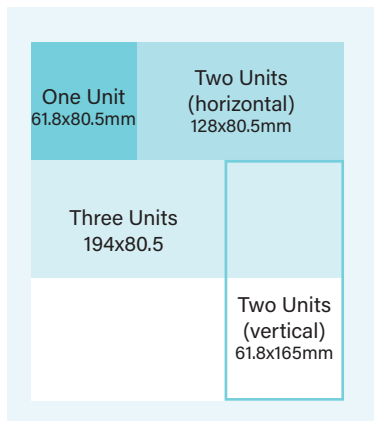
Ad Material Deadline - 29 January 2024

Spring / Summer 2024 Edition:

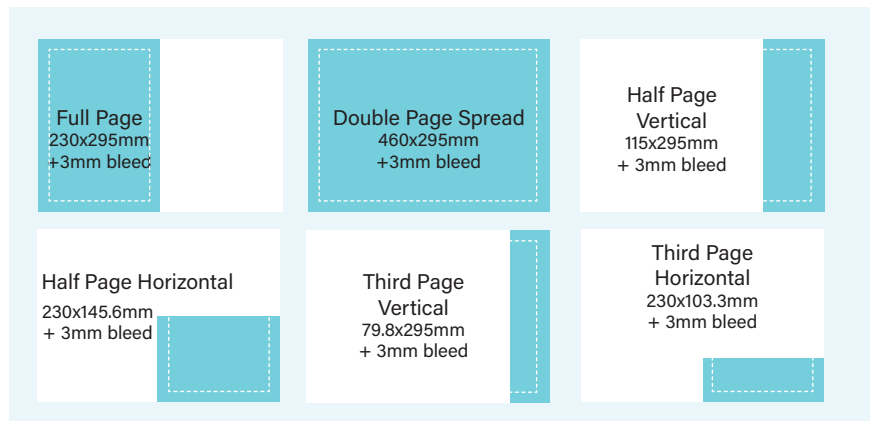
Booking Deadline - 22 July 2024

Ad Material Deadline - 29 July 2024

DIRECTORY ADS



DISPLAY ADS



PLEASE NOTE: All advertisements must be supplied in high resolution PDF or TIFF format, in CMYK, 300dpi with CROP MARKS and 3mm bleed. Advertisements containing RGB or LAB colour or images below 300dpi are NOT acceptable. Logos should be supplied as eps or .ai (vector) format



WHO WE ARE

Premium Publishers

Premium Publishers are specialists in WA travel publications and the distribution thereof. With a Mumbrella Travel Marketing award for Highly Commended Travel Publication of the Year in 2022, our trust and expertise is matched with other publications like QANTAS Insider and Vice Media.

Our content has kept travel lovers inspired, entertained and engaged when they are in destination or just planning a trip, and our expert writers produce accurate, contemporary and honest tips and advice.

Margaret River Busselton Tourism Association (MRBTA)

The Margaret River Busselton Tourism Association (MRBTA) is Australia's largest Local Tourism Organisation (LTO) and have over 50 years' experience supporting the Margaret River Region to thrive through tourism. It is our vision that tourism in the Margaret River Region will be an experience which delights visitors, stimulates the regional economy, contributes to rich social and environmental values, and supports a vibrant Aboriginal culture.

The MRBTA has a number of visitor touchpoints through which our content is shared including;

- Tales & Trails magazine (50k print run per year)
- Margaretriver.com (988k users per year)
- E-Newsletter database to consumers (approximately 40k)
- Social media channels (total audience 100k plus)