

Your chance to reach thousands of visitors to the region

FOUND

the bunbury geographe magazine

MEDIA KIT

Back after
COVID due
to popular
demand!

BUN
GEO

BUN GEO

GET READY

Get ready for a trip to Bunbury Geographe in Western Australia's south west.

Situated 180 kilometres south of Perth, the region offers a huge selection of world-class natural attractions, vibrant cafes, wineries and breweries, paddock-to-plate food, endless beaches, untouched forest, and excellent accommodation options, making it the perfect destination to stay a while.

Now in its third year, FOUND Magazine is published twice a year and gives local businesses the opportunity to reach visitors in a compelling way. The beautifully written and designed publication showcases all that's best about a stay in the Bunbury Geographe region.

With content specially created by award-winning local publishing house, Premium Publishers reflecting the many-faceted tourism opportunities in the region, the Bunbury Geographe

magazine is YOUR opportunity to promote the people, events and features of this special region to a wide readership keen to find out more about their next holiday destination.

The magazine showcases the Bunbury Geographe tourism destination, covering the following shires in one publication:

Boyup Brook, Bunbury, Capel, Collie, Dardanup, Balingup, Donnybrook and Harvey

FEATURES INCLUDE:

- + Arts and Culture
- + Food and Drink
- + Adventure and Nature
- + Events – a special section dedicated to local events
- + News and local info
- + Two-page spread dedicated to each Local Government area.

Can you afford NOT to be in the 2020/21 publications?



GET IN TOUCH

Advertising space in the magazine is limited.

Speak to our Sales Director Natalie du Preez to secure your spot.

Email natalie@premiumpublishers.com.au or call 0426 752 352.

DON'T MISS:

NO OF PAGES: at least 74pp

FREQUENCY: Autumn/Winter; Spring/Summer

SIZE: A4, perfect bound

PRINT RUN: 40,000 copies per issue

MEDIUM: print – or download via visitbunburygeographe.com.au

DISTRIBUTION: 80,000 copies per year to be distributed in Perth as well as the Bunbury Geographe area via the Visitor Centres, South West, and local businesses. The distribution will focus on the Perth and South West markets, in particular, restaurants and cafes, hotels and accommodation properties, car rental and transport hubs, tourism business, retailers, visitor centres, and targeted suburban mail drops.

FAST FACTS

- + Brand new destination magazine for the Bunbury Geographe region, launched in March 2018, published bi-annually.
- + Plenty of room to tell YOUR stories over the 74 + pages each issue.
- + Preferential advertising rates available to members of recognised Bunbury Geographe visitor centres, official tourism promotional groups i.e Ferguson Valley Marketing, or Australia's South West.
- + Distribution largely in Perth to engage and inspire visitors before they leave for a vacation.
- + Features will cover arts and culture, food and drink, adventure and nature and events, as well as profiles of the people who make the region special and double page spreads dedicated to each LGA area.
- + The ONLY official publication supported by the Bunbury Geographe Tourism Partnership (BGTP).

THE BENEFITS: MAGAZINE VS A VISITOR GUIDE

Storytelling is key – reader engagement increases when destinations reveal the stories behind the people who live and work in the region.

Inspire and feed the dream – there's an increased opportunity to encourage visitors to add the region to their must-visit list through engaging, attractive features.

In the right hands – by distributing the magazine primarily in Perth, the magazine will end up in the region's core target audience.

Room to breathe – with the luxury of more pages per story, we can really showcase local offerings, and with extra issues per year, there's more opportunity to spread the editorial love throughout the region's operators.

Reinforcing the brand – the Bunbury Geographe brand has been completely overhauled, and this magazine is at the forefront of delivering the region's beautiful new look and feel.

Time to shine – the magazine offers businesses, big and small,

the chance to spread the word about what makes them unique, an ideal public relations vehicle just for the region.

Leave it to the experts – by engaging Premium Publishers, a local, proven leader in the field of custom publishing, BGTP is able to focus on other destination marketing initiatives designed to elevate the region's profile locally and nationally.

We'll look after you – for those wishing to advertise, there are preferential advertising rates available to members of recognised

Bunbury Geographe visitor centres, official tourism promotional groups i.e. Ferguson Valley Marketing, or Australia's South West.

Unique, focused content – there is minimal duplication of the established Australia's South West Holiday Planner, which will continue to be used to reach international, interstate and northern WA markets.

HOW IT WORKS

Each issue showcases award-winning wines, gourmet food, restaurants and cafes, arts, adventures, activities and products, all delivered through the eyes of the most passionate advocates of the region - visitors, locals and experts.

Easy to navigate, the magazine is split into two distinct sections: magazine-style editorial and bespoke photography up front followed by an essential visitor information guide, including detailed member business directory, a map and a touring guide to the rear.

Advertising, both display and directory-style, is offered throughout the magazine.

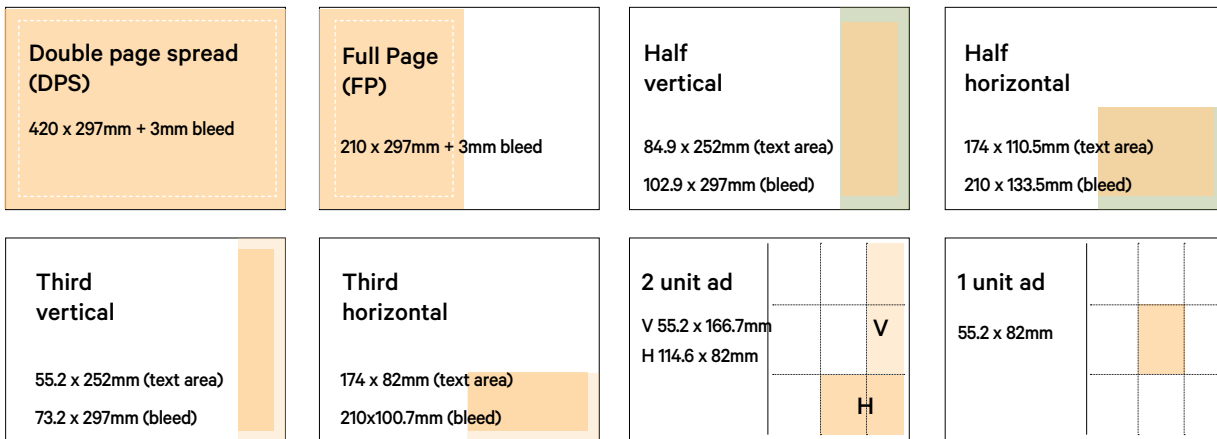


MAGAZINE

ADVERTISING SPECIFICATIONS

Half & third ads may sit within the text margins or bleed to the edges. Measurements indicated below.

 text area  bleed



AD RATES | MEMBERS*

AD SIZE	1 ISSUE	2 ISSUES
DPS	\$4,000	\$3,200
IBC	\$2,900	\$2,320
OBC	\$3,200	\$2,560
FULL PAGE	\$2,500	\$2,000
HALF PAGE	\$1,800	\$1,440
THIRD PAGE	\$1,500	\$1,200
2 UNIT	\$685	\$550
1 UNIT	\$370	\$295

AD RATES | NON-MEMBERS

AD SIZE	1 ISSUE	2 ISSUES
DPS	\$4,400	\$3,520
IBC	\$3,200	\$2,560
OBC	\$3,500	\$2,800
FULL PAGE	\$2,750	\$2,200
HALF PAGE	\$1,980	\$1,584
THIRD PAGE	\$1,650	\$1,320
2 UNIT	\$745	\$595
1 UNIT	\$400	\$320

Rates above are per issue. Rates exclusive of GST. Rates exclude agency commission.

*The **Members' rate** applies if your business is a member of the following organisations. Otherwise, non-members' rates apply.

- Australia's South West
- Balingup Tourism
- Boyup Brook Tourism Association
- Bunbury Visitor Centre
- Collie Visitor Centre
- Donnybrook Regional Tourism Association
- Ferguson Valley Marketing
- Harvey & Districts Visitor Centres

ARTWORK REQUIREMENTS

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.

SS 2020/2021 issue:

Booking deadline

12 Oct 2020

Ad Material deadline

15 Oct 2020

AW 2021 issue:

Booking deadline

15 Feb 2021

Ad Material deadline

18 March 2021

If you have a story or business you'd like to showcase, get in touch with gabi@premiumpublishers.com.au

For advertising enquiries, natalie@premiumpublishers.com.au will look forward to hearing from you.