

YOUR COMPLETE MARKETING STRATEGY

OFFICIAL ADELAIDE VISITOR GUIDE

2025 MARKETING KIT

12 MONTH MULTI-MEDIA PACKAGE INCLUDES

PRINT ADVERTISEMENT

in the Adelaide Visitor Guide

ONLINE VISITOR GUIDE and DIGITAL PLATFORM

optimised for smart phones and tablets at:

southaustralia.com and experienceadelaide.com.au

EXTENSIVE DISTRIBUTION

by the South Australian Tourism Commission,
Adelaide Economic Development Agency and HWR Media

Speak to HWR Media & Communications

Ph: **(08) 8379 9522** or email:

Tony Mangan

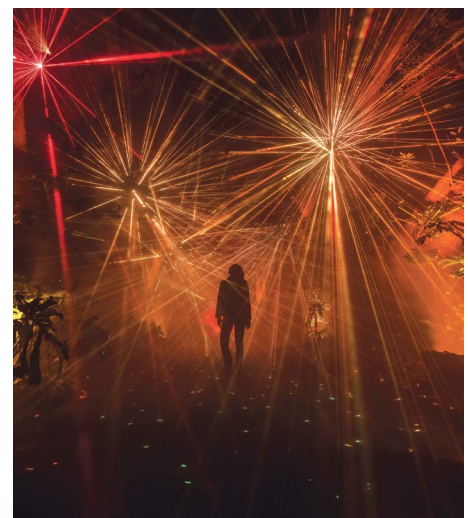
tmangan@hwrmedia.com.au

0404 844 366



HWR
MEDIA

ADELAIDE



EXPERIENCEADELAIDE.COM.AU



BOOKINGS DUE: 10 JANUARY 2025 RELEASED: MARCH 2025

PRINTED VISITOR GUIDE



READERSHIP OF
250,000

ONLINE FLIPBOOK

southaustralia.com
experienceadelaide.com.au

Key features:

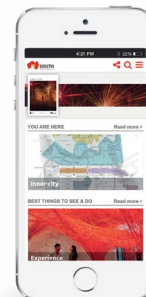
- Additional rotating image galleries and videos
- URLs featured throughout the e-guide are hyperlinked taking readers straight to your website

DIGITAL VISITOR GUIDE

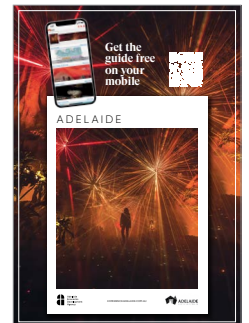
Optimised for smartphones and tablets ensuring your advert reaches the largest possible audience.

Download via QR code

View the most recent Visitor Guide at
southaustralia.com or
adelaidevisitorguide.partica.online



Complimentary digital poster provided to Visitor Information Centres and advertisers.



DISTRIBUTION AND PROMOTION

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

- All South Australian Visitor Information Centres
- Selected interstate Visitor Information Centres
- All Visitor Centres along the Great Ocean Road
- South Australian Tourism Commission international offices
- Leading Adelaide hotels, accommodation houses and caravan parks
- RAA offices and interstate motoring clubs
- Participating conferences (national and international)
- Participating advertisers
- Car hire companies
- Australian Tourism Exchange
- Events and festivals
- By post to visitors
- Adelaide Airport
- Cruise ship terminal
- Rail terminal

TARGET MARKETS

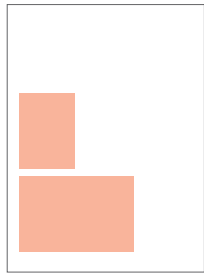
- First time, and returning international and domestic visitors
- Adelaide residents
- South Australians

FOR BOOKINGS AND ENQUIRIES CONTACT **TONY MANGAN**
T: (08) 8379 9522 M: 0404 844 366 E: tmangan@hwrmedia.com.au

HOW TO SUPPLY YOUR ADVERTISING MATERIAL

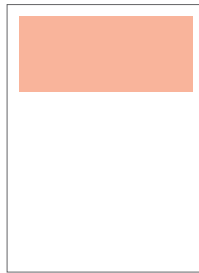
- PDF files must be supplied press-ready
- CMYK colour (not RGB)
- 300dpi graphics
- All fonts embedded
- All images for ad production must be supplied in high resolution, minimum 300dpi.

ADVERTISEMENT SIZES

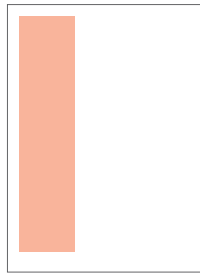


1/9 PAGE
(Template – Text with Image)
 58.5mm W x 80mm H
\$635 (inc. GST) Members \$604

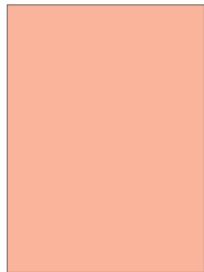
2/9 PAGE
(Template – Text with Image)
 121.5mm W x 80mm H
\$1272 (inc. GST) Members \$1209



1/3 PAGE HORIZONTAL
(Full Creative)
 184.5mm W x 80mm H
\$1908 (inc. GST) Members \$1813



1/3 PAGE VERTICAL
(Full Creative)
 58.5mm W x 249mm H
\$1908 (inc. GST) Members \$1813



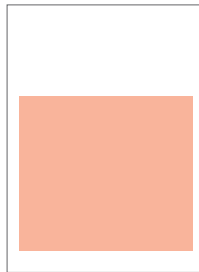
FULL PAGE (Full Creative)
 210mm W x 285mm H + 5mm bleed
\$5090 (inc. GST) Members \$4836

INSIDE FRONT COVER
\$6363 (inc. GST) Members \$6044

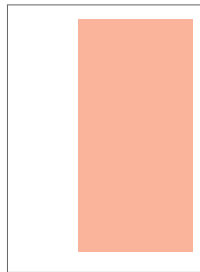
INSIDE BACK COVER
\$6999 (inc. GST) Members \$6649

OUTSIDE BACK COVER
\$6999 (inc. GST) Members \$6649

DOUBLE PAGE SPREAD
\$9162 (inc. GST) Members \$8704



2/3 PAGE HORIZONTAL
(Full Creative)
 184.5mm W x 164.5mm H
\$3436 (inc. GST) Members \$3264



2/3 PAGE VERTICAL
(Full Creative)
 121.5mm W x 249mm H
\$3436 (inc. GST) Members \$3264





Culture

Get caught up in the city's biggest parties

Festivals
 Adelaide proudly wears the title of Australian Festival Capital thanks to a growing number of events celebrating the city's passion for performance, creativity, music, art, film, history, food and cultural diversity. The city, with its vibrant inner core and expansive Parklands, transforms into a working stage across six city squares.

It also hosts three of the nation's greatest cultural celebrations. Sign your seat with the biennial Adelaide Fringe Festival, the world's second largest fringe fest in February/March, the diverse Adelaide Festival, incorporating Adelaide Winter's Week and WOMADelaide in March, or the grand spectacle of the Adelaide Cabaret (the world's largest cabaret) in the city's heart.

Adelaide is a UNESCO City of Music because of the dynamic stage music culture here that has led to...

Adelaide: UNESCO City of Music
 Adelaide is recognised for its music at all times and is honoured by UNESCO as the first and only designated UNESCO City of Music in Australia. Joining the likes of Liverpool, Kingston and Nashville, Adelaide has been recognised for its world class music festival, entrepreneurial music industry, live music venues, leading music institutions and the quality and diversity of its performers.

Five city landmarks now bear the names of legendary musicians who have called Adelaide home: Paul Kelly, Neil Young, Adriano Celentano, Dick Dale and The Angels. Each of these landmarks also carries specific commemorative artworks inspired by the musical legacy of its namesake, adding an artistic touch to the city's thriving musical narrative.

Sport
 Adelaide is home to several major sporting events. The Santos 125 Great Ocean and Santos 100 Great Ocean triathlons draw cycling enthusiasts from all over the world. Adelaide International tennis draws all the top names on to the Australian Open and the AFL/CFL Adelaide 500 spectators flock with a purpose!

Adding to its dynamic sports calendar, Adelaide is set to welcome back the Calli, as well as the AFL, Gaelic Football, a highly skilled combination of Australian Rules Football.

Art for art's sake
 The use of the capability of street art has led to the emergence of the Adelaide Art District, Adelaide, with installations between property owners and artists to reimagine inner-city streets. Call to the Adelaide Street Art Trail to walk guided through more than 100 outdoor and living street art works, ranging from responsive murals to engaging light installations.

Further, attend your first street art in a gallery and discover art for Adelaide, local, national and international renowned street artists have completed more than 80 murals as part of the Adelaide Art District.

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CITY SANCTUARY
 Festival Adelaide is a civic multipurpose event that reaches the city's Parklands, the 500-room hotel has everything you need for your city stay, including an outdoor pool, a rooftop terrace, an indoor pool, a spa, and a bar.

See advertisement on page 29

Events

January	February	March
May	June	July
October	November-December	

Scan the QR code to see the full list of events.

For more information on events and festivals visit ExploreAdelaide.com.au/Adelaide

POINT TO YOUR ADVERTISEMENT WITH A CROSS PROMOTION

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



PHONE

One click phone call – straight to your business! **FREE**



PHOTO GALLERY

4 photos (supplied by you) to showcase your business **\$140.00 (inc GST)**



SOCIAL MEDIA SHARING

Readers can instantly share your ad content through Facebook, Twitter and more **FREE**



VIDEO

1 Youtube video (supplied by you) for readers to click and play **\$140.00 (inc GST)**



GOOGLE MAPS

Integration with Google Maps with location pin and navigational directions to your business **FREE**



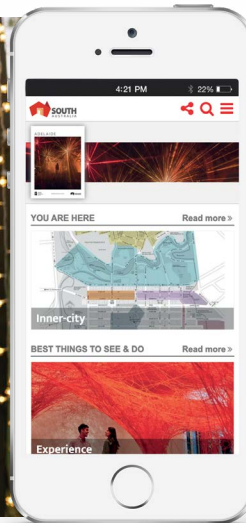
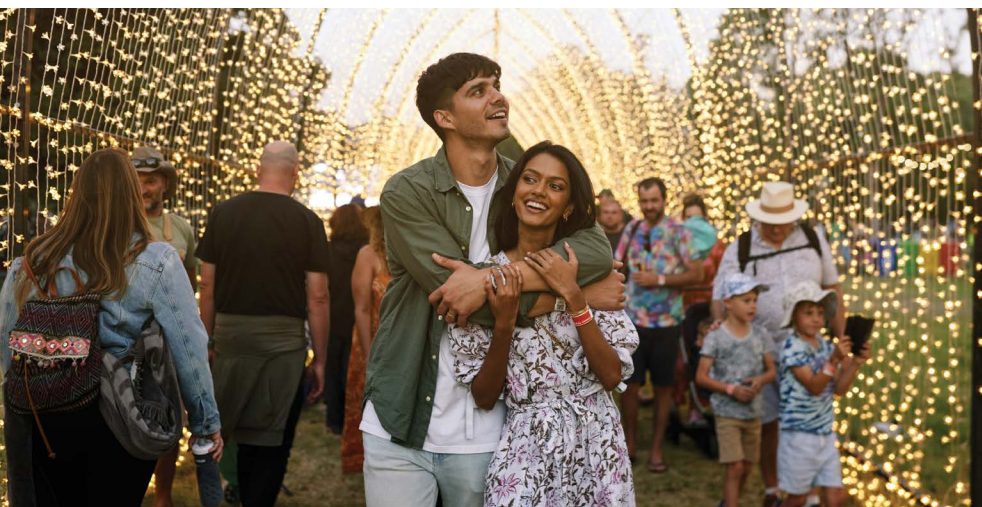
EXTENDED EDITORIAL

Turn your advert into an article (supply an additional 250 words) **\$140.00 (inc GST)**



EMBEDDED HYPERLINKS

Readers are taken directly to your website **FREE**



SEE HOW IT WORKS!

Scan QR code below to view a sample of the Adelaide Visitor Guide now



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. 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.

FOR BOOKINGS AND ENQUIRIES CONTACT **TONY MANGAN**
T: (08) 8379 9522 M: 0404 844 366 E: tmangan@hwrmedia.com.au

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.

ACCOUNT MANAGER

Tony Mangan CHECKED

Signature: Name: Date:

ADVERTISING RATES (INCL. GST)

BOOKINGS CLOSE: **10 JANUARY 2025**

SIZE	RATE	QTAB	PRODUCTION
1/9 Page	<input type="checkbox"/> \$635	<input type="checkbox"/> \$604	<input type="checkbox"/> \$66
2/9 Page	<input type="checkbox"/> \$1272	<input type="checkbox"/> \$1209	<input type="checkbox"/> \$77
1/3 Page H <input type="checkbox"/> or V <input type="checkbox"/>	<input type="checkbox"/> \$1908	<input type="checkbox"/> \$1813	<input type="checkbox"/> \$105
2/3 Page H <input type="checkbox"/> or V <input type="checkbox"/>	<input type="checkbox"/> \$3436	<input type="checkbox"/> \$3264	<input type="checkbox"/> \$145
Full Page	<input type="checkbox"/> \$5090	<input type="checkbox"/> \$4836	<input type="checkbox"/> \$170
Inside Front Cover	<input type="checkbox"/> \$6363	<input type="checkbox"/> \$6044	<input type="checkbox"/> \$264
Inside Back Cover	<input type="checkbox"/> \$6999	<input type="checkbox"/> \$6649	<input type="checkbox"/> \$264
Outside Back Cover	<input type="checkbox"/> \$6999	<input type="checkbox"/> \$6649	<input type="checkbox"/> \$264
Double Page Spread	<input type="checkbox"/> \$9162	<input type="checkbox"/> \$8704	<input type="checkbox"/> \$264

NOTES _____

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 Bars, Breweries and Distilleries Tours Shopping and Markets
 Attractions and Experiences Eat Regional Experience

MATERIAL INSTRUCTION

- REPEAT (No changes) REPEAT WITH MINOR ALTS (Add \$40 inc. GST)
 SUPPLIED PRINT READY (No charge) SUPPLIED LOGO, IMAGE & TEXT (Production 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:
 Town: Contact: (web address or phone)

Business Category: (Please tick one per category)

- Accommodation Food, Wine and Beverages Information and Bookings
 Attractions and Experiences General Services Tours and Transport

INDICATE THE RELEVANT LOGO/S YOU WOULD LIKE INCLUDED

- Quality Tourism Accreditation Disabled Facilities Facebook Wi-Fi Available
 Book Online Pets Welcome Instagram Eco Certified
 Children Welcome Eat Drink Local (members only) Trip Advisor Gambling Helpline

Other: (Please advise)

PAYMENT OPTIONS

Advert to be paid in full prior to print

- Credit Card: (see form attached)
 Cheque to be made out to:
 HWR Media Pty Ltd
 Please provide the business name on your ad as a reference.
 Direct Debit:
 BSB: 105 032 Acc no: 149 090 540
 Please provide the business name on your ad as a reference.

BOOKINGS CLOSE: 10 JANUARY 2025

Please complete this form and email to:

TONY MANGAN
E: tmangan@hwrmedia.com.au
M: 0404 844 366

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