



SUMMER CONTENT PLAN 18/19

DECEMBER *Festive Families*

JANUARY *Coastal Dreaming*

FEBRUARY *Vintage Vibes*

OUR CHANNELS

KEY DATES

- Christmas 25th Dec
- School Holidays 14th Dec-3rd Feb
- Singapore School Holidays 17th Nov-31st Dec

- New Year Eve/Day
- Cape Mentelle Movies Jan-April
- Festival of Busselton
- Undalup Birak 12th Jan
- WA Circus Festival 19-20th Jan
- Leeuwin Concert 26th Jan

- Busselton Jetty Swim 9-10 Feb
- South West Beer Fest 16th Feb
- Geograph Bay Race Week 17-22 Feb

BLOG

- Sparkle your way through the festive season
- Local Chefs Christmas recipes
- The only gift guide you'll need in MR this Christmas
- Your Ultimate Down South Summer Bucket List

- New Year, New Experiences: The stuff you haven't tried yet in YMRR
- Beach By Personality

- The Thirst Quencher: The MR Region Summer Beer You Need to Try
- Profiling Backpacker Vintage Workers

ITINERARIES

- 7 Days of Summer Itinerary (International/Interstate Audience)
Featuring: 1 Northern Accommodation, 1 Southern Accommodation, 7 Experiences (8 spots in total)
Annual Buy-In

CONSUMER EDM

* Distributed on the first Thursday of each month. Beginning 13.12.18

- 3 Spots per month for stay and experiences only, subject to meeting imagery requirements

MEDIA EDM

* Distributed on the first Thursday of each month.

- Unlimited advertorial spots available. Members can submit newsworthy updates or stories. Inclusion is at the discretion of Marketing Team.

TRADE EDM

- Unlimited advertorial spots available to all Trade-Ready Members, free of charge.

MEMBER EDM

* Distributed fortnightly Thursdays.

- Unlimited advertorial spots available. Members can submit newsworthy updates or stories. Inclusion is at the discretion of Marketing Team.

SOCIAL MEDIA PHOTO SHOOTS

SUP'ing Castle Rock / Augusta

Busselton Jetty Jumping

Caves Road - Road Trip

MEDIA FAMIL PROGRAM

Eat. Drink . Play - Lifestyle Blog (East Coast)

Gary Pepper Girl (Nicola Warne)
Lifestyle Influencer (East Coast)

TV ADS

- 10 full-screen TV Ads available per quarter. Subject to meeting imagery requirements.

MAG INCLUSIONS

- Men of Oak
- Heartwarming Hospitality
- Gaze Upwards

- Lucky 7
- From Preveli to Prevelly
- Board Meeting
- Guardians of the Waves

- La Dolce Vita
- Fine Tuning Your Palate
- Summertime Vibes (Bunuru Festival)