



AUTUMN CONTENT PLAN 2019

MARCH *Autumn Flavours*

APRIL *Aquatic April*

MAY *Culture Fix*

OUR CHANNELS

BLOG

- Perfect Picnic Pairings (Sponsored)
- X Delicious Degos You Need to Eat in MR
- Wine Trails on Two Wheels

- The Ultimate Autumn Giveaway (Campaign)
- Get Wet: All The Aquatic Adventures You Need To Have In April
- 5 Ways to Cook Salmon MR Style (Sponsored)

- All of the Epic(urean) Experiences You Need to Have in MR
- Night Time Dining in Dunsborough & Yallingup

ITINERARIES

- 1 Week Autumn Itinerary (International/Interstate Audience)
Featuring: 1 Northern Accommodation, 1 Southern Accommodation, 7 Experiences (9 spots in total)
Annual Buy-In

CONSUMER EDM *

- Thursday 7 March
- * 3 spots available
- * Deadline Tuesday 5 March

- Thursday 4 April
- * 3 spots available
- * Deadline Tuesday 2 April

- Thursday 2 May
- * 3 spots available
- * Deadline Tuesday 30 April

*Distributed on the first Thursday of each month. *Inclusion is at the discretion of Marketing Team and subject to image requirements.

MEDIA EDM **

- Thursday 7 March

- Thursday 4 April

- Thursday 2 May

MEMBER EDM **

- Thursday 7 March
- Thursday 21 March

- Thursday 4 April
- Thursday 18 April

- Thursday 2 May
- Thursday 16 May
- Thursday 30 May

**Distributed on the first Thursday of each month. **Unlimited advertorial spots available. **Members can submit newsworthy updates or stories.

TV / WEB ADS

- 10 full-screen TV & Web Advertisements available per quarter. Subject to meeting imagery requirements.

KEY DATES

- Labor Day (WA) 4 Mar
- Busselton Fringe 1 - 4 Mar

- School Holidays (WA) 12 - 29 Apr
- Undalup Djeran Festival 13 Apr
- Easter 19 - 22 Apr
- Anzac Day 25 Apr
- Open Studios 27 Apr - 12 May

- Readers & Writers Festival 3 - 5 May
- Margaret River Pro 27 May - 7 Jun
- Jazz by the Bay 31 May - 3 Jun