# Winter Content Plan 2019

## Blog
- **June**: A Guide To YMRR’s Winter Produce (Sponsored)
- **June**: X Ways To Enjoy Truffle In YMRR
- **July**: Light Touch: The Ultimate Eco-Friendly Winter Roadtrip With Busselton Toyota (Campaign)
- **August**: X Cosy Places To Stay This Winter
- **August**: X Exhibitions Happening This Winter You Need To See
- **August**: X Things You Don’t Know About Whales (Illustrated By Ian Mutch) (Sponsored)
- **December**: Winter Wine Experiences
- **December**: Drink Your Way Through The Region’s Native Ingredients
- **December**: X Nature Tours That Are Worth Braving The Elements

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

## Consumer EDM *
- **June**: Thursday 6 June
- **July**: Thursday 4 July
- **August**: Thursday 8 August

## Media EDM **
- **June**: Thursday 6 June
- **July**: Thursday 4 July
- **August**: Thursday 8 August

## Member EDM **
- **June**: Friday 7 June
- **July**: Friday 5 July
- **August**: Friday 2 August

## TV / Web Ads
- **June**: 10 full-screen TV & Web Advertisements available per quarter. Subject to meeting imagery requirements.

## Key Dates
- **June**: WA Day Mon 3 Jun
- **June**: Margaret River Pro Sat 1 - Sun 9 Jul
- **June**: Truffle Kerfuffle Festival 21 - 23 Jun
- **July**: Winter School Holidays Sat 6 - Sun 21 Jul
- **July**: Cabin Fever Festival Fri 19 - Sun 28 Jul
- **August**: CinefestOZ Wed 28 Aug - Sun 1 Oct