The Your Margaret River Region brand is creative, adventurous, laid-back and sociable. We value authenticity, connection, a pristine environment and diversity in every sense. These characteristics are reflected across our digital channels: they define the tone and personality of every piece of content we share with our audience. But at its core, our brand is your experiences. By working with members to deliver on our content plan, together we can best tell the story of this region.

### Our Content Types

**Native Content**

Native Content can be visual or written content, and fits natively within the tone of our existing platform. It is engaging and more trustworthy than traditional advertising, enabling businesses to tell a story and grow their brand awareness.

<table>
<thead>
<tr>
<th>Great for</th>
<th>Achieving greater visibility on MR.com and increasing traffic to your Member Page. Broadening your reach. Achieving specific marketing goals. Reaching visitors in the planning/booking stage.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Inclusion</td>
<td>Sponsored Blog Campaign Partnership Seasonal Itinerary Niche Itinerary</td>
</tr>
</tbody>
</table>

**Advertising**

Advertising remains highly relevant in an online context. If your business has a particular call to action or promotion to share such as accommodation specials, new products or unique experiences, an advertisement on margaretriver.com is the way to go.

<table>
<thead>
<tr>
<th>Great for</th>
<th>Reaching visitors in-region. Driving specific calls to action (CTA).</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ad</td>
<td>Web Ad</td>
</tr>
</tbody>
</table>

**Distribution**

While it is important to create engaging content for your business, it is equally important that it reaches the appropriate audience at the right time. YMRR has multiple distribution channels, which means that your content will always reach a large and varied audience.

<table>
<thead>
<tr>
<th>Great for</th>
<th>Sharing timely, actionable news and updates with locals or promoting events. Sharing newsworthy updates or additions to products and service offerings. Sharing inspirational content or promoting special offers/deals.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member EDM Ad</td>
<td>Media EDM Ad Consumer EDM Ad</td>
</tr>
</tbody>
</table>

### Our Platforms

**Facebook**

/margaretriverwineregion

> 44,666K followers

> 10K post engagements/week

**Instagram**

@margaretriver

> 41.5K followers

> 10K post engagements/week

**YMRR App**

1, 147 downloads

> 10K impressions/quarter

**Destination Website**

margaretriver.com

> 3 million views/year

**Consumer & Media EDM**

> 40K unique subscribers
THE VISITOR JOURNEY

There are **5 stages** that visitors move through when planning their experience. Research shows that a business must appear before a consumer at least 7 times before they will consider making a purchase. Harness YMRR’s digital channels to increase your brand presence at each stage of the visitor journey when you join us as an **Essential Member** or higher.

**Inspire me.**
Travelers love to dream about their next holiday. 40% of travelers visit social networking sites to influence destination selection.

**Give it to me straight.**
Travelers need information during the planning stage. In fact, they will have visited over 20 different travel websites in over 9 separate research sessions on the internet.

**Make it quick and easy.**
Increasingly booking online, with greater transparency and options. Research shows that 82% of online bookings in Australia in 2013 were made directly via supplier websites.

**Knock me off my feet.**
This is the heart of the journey cycle. 42% of guests want a personalised experience.

**I want to tell the world.**
Travelers love to boast about their holiday. 50% of Facebook users stated that seeing friend’s holiday pictures inspired them to book a trip to that particular place.

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**ARTICLE INCLUSIONS**
$69

**FEATURE ARTICLE**
$699

**CAMPAIGN PARTNERSHIP**
$1199

**CONSUMER EDM**
$299

**MEDIA EDM**
$199

**DESTINATION WEBSITE LISTING**
Included

**SEASONAL ITINERARY ON MR.COM**
$199

**NICHE ITINERARY ON MR.COM**
$199

**MEMBER EDM**
$49

**MEDIA FAMIL Express Interest**

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**PRIOIRITY LISTING, WEBSITE, SCREENS**
Upgrade to access

**DESTINATION WEBSITE DISPLAY AD**
$299

**VISITOR CENTRE & MARKETING STAFF BRIEFING**
$49

**PRIORITIY LISTING, TV ADVERT**
$599

**VISITOR CENTRE BROCHURE**
$249

**PRINTED MAP LISTING**
Included

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**Social Media Sharing**
For all members
Subject to quality and relevance of content

Don’t forget to tag @margaretriver & #margaretriver to keep us in the loop with your business!
# SPRING CONTENT PLAN 2019

## OUR CHANNELS

### CONTENT
- Spotlight On (Feature Article)
- X Ways To Get Back To Nature In Spring (Inclusion)
- Your Guide To Glamping In YMRR (Inclusion)

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

### CONSUMER EDM *
- Thursday 12 September
- 3 spots available
- Deadline: Tuesday 10 September

### MEDIA EDM **
- Thursday 12 September
- Thursday 10 October
- Thursday 7 November

### MEMBER EDM **
- Monday 2 September
- Monday 16 September
- Monday 30 October
- Monday 14 October
- Monday 28 October
- Monday 11 November
- Monday 25 November

**Inclusion is at the discretion of Marketing Team and subject to image requirements.

**Distributed fortnightly on Mondays. **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
- Father’s Day Sun 1
- Singapore School Holidays Sat 7 - Sun 15
- AFL Grand Final Weekend Fri 27 - Sun 29
- South West Mud Fest Sun 29
- Queen’s Birthday (WA) Mon 30
- WA School Holidays Sat 28 Sep - Sat 13 Oct
- Strings Attached Festival Fri 11 - Sun 13
- Cape to Cape MTB Thu 17 - Sun 20
- WA Gourmet Escape Fri 15 - Sun 17
- Singapore School Holidays Sat 16 - 31 Dec
- WA IRONMAN Sun 1 Dec - Mon 2 Dec

### SEPTMBER
- Spotligton On (Feature Article)
- X Ways To Get Back To Nature In Spring (Inclusion)
- Your Guide To Glamping In YMRR (Inclusion)

### OCTOBER
- Spotlight On (Feature Article)
- #WhereTheWildflowersAre Photographic Feature
- Ultimate Nature Lover’s Giveaway (Campaign)

### NOVEMBER
- Spotlight On (Feature Article)
- X Amazing Wedding Venues In YMRR (Inclusion)
- How To: Keeping Teenagers Busy In YMRR (Inclusion)
# SUMMER CONTENT PLAN 2019/20

<table>
<thead>
<tr>
<th>DECEMBER</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
</tr>
</thead>
</table>
| • Spotlight On (Feature Article)  
  • X Essential Summer Stays In YMRR (Inclusion)  
  • Everything You Should Be Drinking This Summer (Inclusion)  | • Spotlight On (Feature Article)  
  • On The Water/Swimming Spots Photographic Feature  
  • Ultimate Summer Bucket List (Campaign)  | • Spotlight On (Feature Article)  
  • X Incredible Outdoor Dining Spots (Inclusion)  
  • X Ways To Get Your Seafood Fix  |

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

**CONSUMER EDM ***
- • Thursday 12 December  
  • 3 spots available  
  Deadline: Tuesday 10 December
- • Thursday 9 January  
  • 3 spots available  
  Deadline: Tuesday 7 January
- • Thursday 13 February  
  • 3 spots available  
  Deadline: Tuesday 11 February

**MEDIA EDM **
- • Thursday 12 December
- • Thursday 9 January
- • Thursday 13 February

**MEMBER EDM **
- • Monday 2 December  
  • Monday 6 January
- • Monday 16 December  
  • Monday 20 January
- • Monday 3 February  
  • Monday 17 February

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**OUR CHANNELS**

**TV / WEB ADS**
- • 10 full-screen TV & Web Advertisements available per quarter. Subject to meeting imagery requirements.

**KEY DATES**
- • Singapore School Holidays 1 - 31 Dec  
  • WA School Holidays Comence Sat 20  
  • Christmas Eve & Day Tue 24 & Wed 25  
  • New Year’s Eve Tue 31
- • WA School Holidays Wed 1 - Sun 2 Feb  
  • Chinese New Year Sat 25  
  • Australia Day Weekend Sat 25 - Mon 27
- • Valentine’s Day Fri 14  
  • Emergence Creative Festival Thu 20 - Sat 22

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**Distributed fortnightly on Mondays. Unlimited advertorial spots available. Members can submit newsworthy updates or stories.**
## Autumn Content Plan 2020

### March
- Spotlight On (Feature Article)
- Vintage Photographic Feature
- X Autumn Adventures You Have To Have This Year (Inclusion)

### April
- Spotlight On (Feature Article)
- X Places Creatives Hang Out In YMRR (Inclusion)
- Ultimate Food Lover’s Giveaway (Campaign)

### May
- Spotlight On (Feature Article)
- X Amazing Artistic Experiences In YMRR (Inclusions)
- 24 Hours In Cowaramup (Inclusions)

### 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 12 March
- 3 spots available
- Deadline: Tuesday 10 March

### Media EDM **
- Thursday 12 September

### Member EDM **
- Monday 2 March
- Monday 16 March
- Monday 30 March

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

### Key Dates
- Labour Day Long Weekend (WA) Sat 29 Feb - Mon 2 Mar
- Harmony Day Fri 21
- Singapore School Holidays Sat 14 - Mon 23
- WA School Holidays Fri 10 - Mon 27
- Easter Weekend Fri 10 - Mon 13
- ANZAC Long Weekend Sat 25 - Mon 27
- Open Studios
- Readers & Writers Festival
- Margaret River Pro
- Jazz by the Bay

*Inclusion is at the discretion of Marketing Team and subject to image requirements.*

**Distributed fortnightly on Mondays. Unlimited advertorial spots available. Members can submit newsworthy updates or stories.
# Winter Content Plan 2020

## JUNE
- Spotlight On (Feature Article)
- A Guide to The Region’s Cooking Classes (Inclusion)
- X Places To Stay With Amazing Winter Views (Inclusion)

## JULY
- Spotlight On (Feature Article)
- Amazing Drives Photographic Feature
- Ultimate Winter Bucket List (Campaign)

## AUGUST
- Spotlight On (Feature Article)
- X Luxurious Things To Do In YMRR Before The End Of Winter (Inclusion)
- How To: Meet The Region’s Local Wildlife (Inclusion)

### Itineraries
- **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 *
- **Thursday 11 June**
- 3 spots available
- Deadline: Tuesday 9 June

### Media EDM **
- **Thursday 11 June**

### Member EDM **
- **Monday 8 June**
- **Monday 22 June**

**Inclusion is at the discretion of Marketing Team and subject to image requirements.**

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

### Key Dates
- **Reconciliation Day Jun 1**
- **WA Day Long Weekend 30 Aug - 1 Jun**
- **Margaret River Pro**
- **Truffle Kerfuffle**
- **Singapore School Holidays**
- **WA School Holidays Sat 4 - Sun 19**
- **Cabin Fever Festival**
- **CinefestOZ**

**Distributed fortnightly on Mondays. **Unlimited advertorial spots available. **Members can submit newsworthy updates or stories.