

DAYLESFORD MACEDON RANGES

MEDIA KIT

2023-2024



DAYLESFORD MACEDON TOURISM 120 Main Road, Hepburn Springs VIC 3461 Mailing: PO Box 310, Daylesford VIC 3460
Phone: 03 5309 2770 Email: info@dmrtourism.com.au Corporate website: dmrtourism.com.au Consumer website: daylesfordmacedonlife.com.au

Photography by
Visit Macedon Ranges

OUR REGIONAL BRAND

A TRUSTED SOURCE OF INFORMATION FOR INDUSTRY AND CONSUMERS

Our brand pillars, developed to align with Visit Victoria's brand attributes, are food & drink, health & rejuvenation, history & culture and arts & artisans. Year-round, we actively promote our region in a strategic, cohesive and coordinated way through our printed collateral, digital and social platforms and via PR initiatives to ensure our region is kept front of mind for prospective visitors.

VOICE FOR THE REGION

Our Daylesford Macedon Life brand is a one stop shop for savvy travellers looking for unique and stylish accommodation, memorable dining experiences, world-class produce, classes and experiences, happening venues, local events, retail therapy and interesting activities. This helps them to plan their next group getaway, family escape, romantic holiday, or even to plan a wedding or conference. From where to stay and where to eat, to what activities are on offer and what events are happening — we have every aspect covered.

INSPIRATION AND ADVICE

We use our social media platforms, DML Magazine, Visitor Guide, Eat + Drink Guide, Tasty Little Touring Map, subscriber database and established media network to inspire prospective travellers to explore Daylesford and the Macedon Ranges, providing them with informative stories from the region, travel ideas, hot tips, itineraries and regional locations to discover.

SPECIALISED AND BESPOKE

We are extremely creative and fast-moving, constantly exploring new media channels to best engage with our digital audience. Examples include regular competitions, Facebook and Instagram advertising, wedding and events promotions and targeted PR campaigns. When you partner with us, you will leverage the trust of our brand as a respected referral source, tap into our expertise and find success through highly targeted campaigns designed to suit your business.



Photography by Inkd Fotogra

WHO WE SPEAK TO


70% of our audience live in Victoria, 55% are from Melbourne CBD with the remainder living in the Greater Melbourne area, followed by the Goldfields region, Geelong and Bellarine, Daylesford and the Macedon Ranges and The Murray. 20% are from interstate and 10% are international visitors.

WHO'S VISITING OUR REGION?

Meet our 8 personalities visiting the region. In 2021 DMT partnered with external suppliers Customer Frame, along with key industry partners to develop eight customer profiles for our region. These 'personas' help both DMT and our partners to identify and reach the types of customer we want more of.


Access a more detailed outline of these personas and discover the best ways to market to them by becoming a DMT partner today. From the boastful socialite to retirees on a budget we know who's visiting the region and talk directly to them.

ALEX




the busy introvert that needs a break

HEATHER



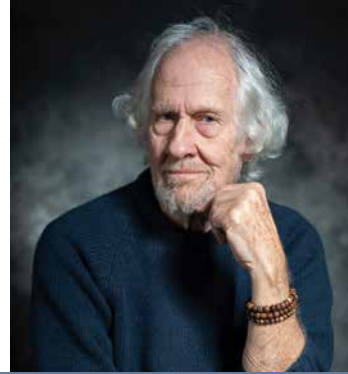
the boastful urban socialite

CHELSEA



the party loving young professional

GEOFF




the discerning retiree enjoying the good life

MEI



the last-minute millennial

BRIAN & KATHY




the retirees on a budget

PHOEBE



the mindful organiser of the blended family

GAZ



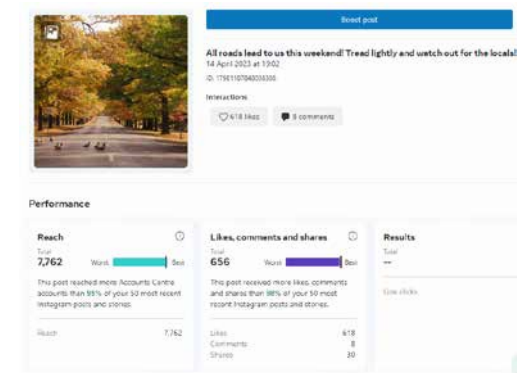
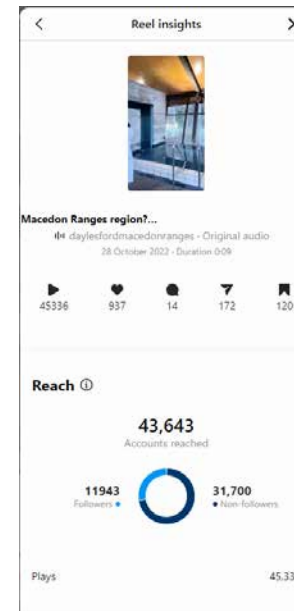
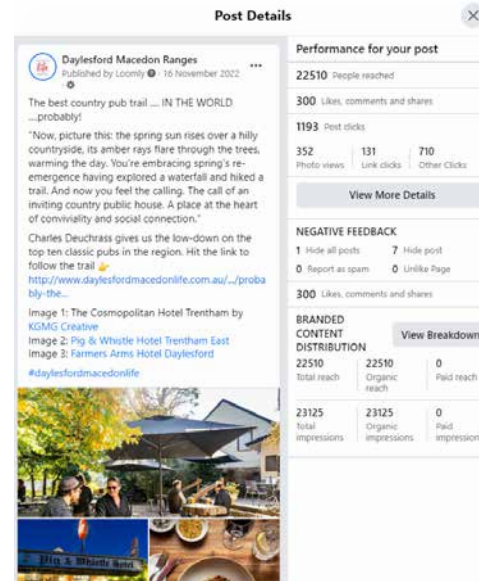
the outdoorsy busy professional



PARTNERSHIPS, COLLABORATIONS, COMPETITIONS AND PUBLIC RELATIONS

Bespoke content creation, cross promotion and content sharing with key partners and leading media outlets including (but not limited to) Visit Victoria, Sitchu, One Hour Out, News Corp, The Age, Broadsheet, Timeout, Concrete Playground, The Urban List, *delicious.* magazine and Good Food. Our core focus is visitation with our messaging reflecting the seasonality of the region.

Curly Flat Vineyard. Photography by Kim Selby



DMT STATS



PRINTED MATERIALS

- Visitor Guide (Annually) — 60,000
- Eat + Drink Guide (Annually) — 30,000
- TLTM (Annually) — 15,000
- Seasonal Magazine (Biannually) — 135,500

WEB

14,484 average monthly web traffic

FACEBOOK

- 53,080 Followers
- 55,369 monthly post reach*
- 1,327 monthly post engagement*

INSTAGRAM

- 24,171 Followers
- 77,309.66 monthly post reach*
- 3,538.44 monthly post engagement*

EMAIL

- 62,000 subscriber database and growing
- eDM open rate of 33% / 40,566 opens*
- eDM click-through rate 9.71% / 4,113 clicks*

* Average monthly from Jul '22 to Apr '23

BRAND PILLARS

For decades, our region has been famed for its health-giving water and rich, productive soil. In more recent times, it has been known as the wellbeing region and this will remain our over-arching brand position. Day-to-day however, we have four key product-based 'brand pillars' that support this position. Under each of these we can attach tangible, pragmatic characteristics and activities. We have clear target markets and product attributes. We have developed - and will continue to develop - supporting marketing assets that promote them.



FOOD & DRINK INDULGE

Our rich soils and pure water provide the perfect environment for producers and growers for that authentic paddock to plate and vine to wine experience. For traveller's looking for an experience you cannot go past our awarded restaurants, farmers' markets, farm gates, cooking classes, foraging workshops, distilleries and mineral water pumped straight from the source.

*Lake House.
Photography by Martina Gemmola*



ESCAPE & REJUVENATE REFRESH

Thanks to our large concentration of mineral springs we have you covered in the wellness space. Our region is known for creating wonderful relaxing and rejuvenating experiences for travellers. Relax with a massage or spa treatment, rejuvenate with a leisurely stroll through stunning gardens, and be in awe of our wondrous nature activities. Take a bike ride or hike along our endless cycling and hiking tracks and then unwind in some of the most luxurious accommodation on offer.



HISTORY & CULTURE DISCOVER

Charming villages, gold rush history, Swiss Italian heritage and indigenous culture, discover the wonders of our region by engaging with locals and businesses. Join a walking tour or take a train ride, uncover stories from our past and savor our rich history.

*Woodend Clock Tower.
Photography by Kim Selby*



ART & CREATIVES MAKE

Creativity is at the heart of what we do. We have a thriving and ever-growing art scene, with local artists drawing inspiration from the region. Our performing arts and live music scene are strong and if you fancy trying something new, we have endless classes or experiences to immerse yourself in - try sourdough making, gin blending, jewellery creation, foraging for mushrooms and other botanicals, forest bathing or discover the art of relaxation and meditation.

Greg Mallyon. Photography by Stefani Driscoll

RESEARCH

Help visitors plan their journey to the region.

DISCOVER

Provide users with information on what is on and what to do.

INFORM

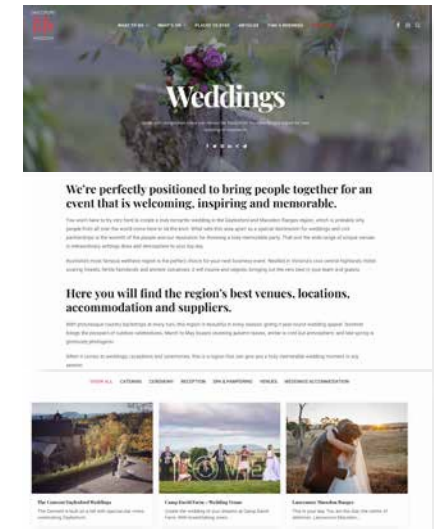
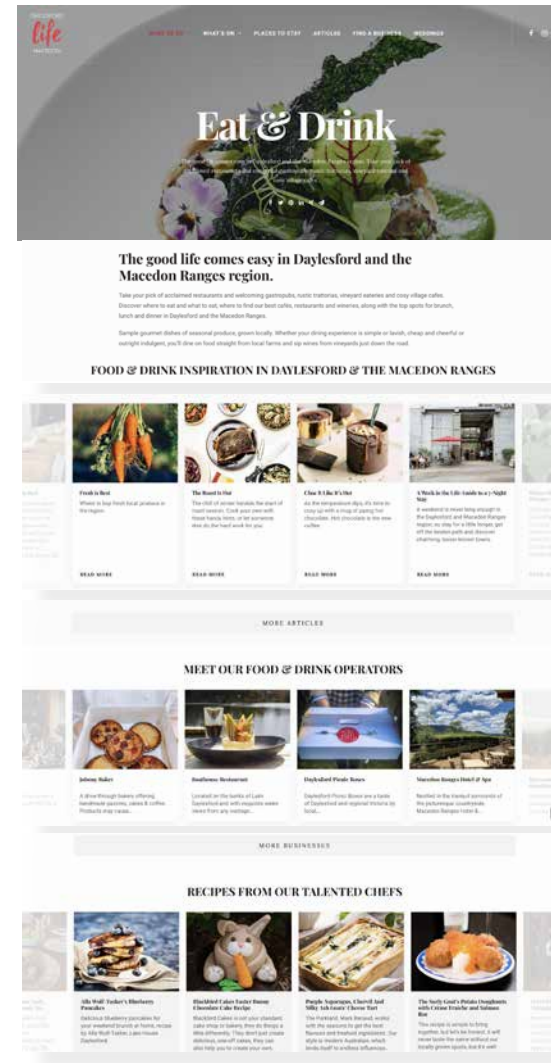
Communicate the best places to visit/things to do and experiences to have.



Our website brings all of our content pillars and brands into one location, allowing us to showcase this wonderful region through our tourism partners' stories, various events, charming villages, unique accommodation, abundant nature activities and via carefully curated itineraries.

We also give visitors a reason to visit again, we look for new opportunities to promote our region through our platforms, continually driving traffic to our website.

Our highest visited web categories, in this order, are — events, markets, places to stay, eat and drink, recipes, attractions, classes and workshops, and itineraries.





REASONS WHY YOU SHOULD BECOME A DMT PARTNER

- We are the peak industry body for tourism in the region
- We are your direct link to Visit Victoria
- Your investment with us is reinvested directly back into tourism within our region
- Our marketing initiatives are focused on attracting lifestyle leaders - tapping into our eight key personas who we know love the region
- We provide opportunities to tap into our engaged and growing social media audience
- We are experts in marketing, with industry specific knowledge across traditional and digital media
- We can connect you with the media, providing PR opportunities with leading travel, food and lifestyle outlets
- Our partners are kept top of mind for editorial opportunities across our suite of marketing materials, including Daylesford Macedon Life magazine, our Eat & Drink Guide and our annual Visitor Guide.
- We are locals who live in the area and know the region
- We are your representation within government, yet we remain independent

Ensure that your business is included in the DMT marketing of our region, sign up and become a partner today. Partnership with us will ensure you can effectively target visitors, and your business can be included in DMT marketing and promotion of the region.

DMT PARTNERSHIP

In keeping with what you have come to expect from DMT, we will deliver an inspirational visitor guide along with the Tasty Little Touring Map (TLTM), giving visitors an opportunity to explore our regional producers through the restaurants and cafés they supply. Focusing on our target market in Greater Melbourne and surrounds, we will continue to publish our beautifully designed magazine, Daylesford Macedon Life, and our highly successful Eat + Drink Guide.

Equally our PR and social media activities will continue to communicate the personality of the region with a focus on what's happening and what's new. This media kit outlines our established initiatives - however we are extremely creative and fast-moving, constantly exploring new media and channels to best engage with our digital audience, therefore additional opportunities may arise throughout the year.

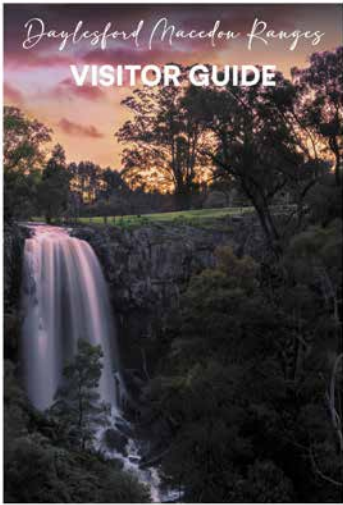
DMT PARTNERSHIP \$249 ANNUAL SUBSCRIPTION

- Business listing on Daylesford Macedon Life website
- Co-host events on our Facebook and website events pages.
- 50% discount to our annual DMT conference
- Regular marketing and industry updates on visitation stats, networking, and business development opportunities
- Opportunities to engage in our industry development programs
- Be associated with a trusted brand and source of information to visitors.

VISIT VICTORIA LISTING (ATDW) \$295 ANNUAL SUBSCRIPTION

- A business listing on Visit Victoria's website, visitvictoria.com (reaches an engaged audience of over 7 million annual visitors) with approximately 335k visitors of those visitors looking at Daylesford and the Macedon Ranges as a destination.
- Association with a trusted source of information.
- A strong relationship between DMT and VV allows for sustained collaboration. DMT is your access point to a strong State Tourism Organisation, which has a focus on growing regional tourism.

Keeping us up to date with your business news, events, new product and any new images is important to maintaining a good partnership. **Please email info@dmrtourism.com.au**



VISITOR GUIDE

Our visitor guide is distributed in-region, providing those who are already visiting with a detailed overview of where to go and what to do. Our quality A5 guide provides a mix of both motivation and inspiration. It is an essential tool for visitors, encouraging them to explore, discover and experience all the region has to offer. It is distributed to Visitor Information Centres in Victoria, cafés, retail outlets, pubs, music venues, spas, hotels, accommodation providers and real estate agents, throughout Melbourne CBD and the region. As well as via a NEW digital campaign.

EAT + DRINK GUIDE

Our Eat + Drink Guide takes visitors on a gastronomic journey, helping them plot out a culinary adventure throughout Daylesford and the Macedon Ranges. With the inside word on where to eat and drink in the region, where to pick up local produce and where they can meet producers face to face. Visitors will discover information on classes and experiences, be inspired by engaging interviews with local leaders of the hospitality industry and find out details of what's in season and when.

This A5 guide is designed to be picked up in region at our many venues and accommodations and distributed widely via a strategic distribution partner.



WELCOME

Rejuvenation.
 That's what our region is all about. Get close to spectacular views, world-class food and drink experiences, healthy outdoor activities, and our famed wellness and spa offerings are all at your disposal. The Daylesford and Macedon Ranges region is a paradise for wellness seekers, health enthusiasts, and anyone looking to recharge their batteries.



Laverdale State Hotel Farm
 An iconic Daylesford, Laverdale's historic 18th-century stone and timber building is the original stone building. The farm provides a licensed cafe and gift shop. Closed Wednesday and Thursday.
 300 Haddon-Heemsted Road, Daylesford VIC 3633

Weekend Journeys
 Capture the beauty of Daylesford's history! We invite you to experience our fun and inspiring tours to our world-class sites and enjoy your trip with us. Bookings and enquiries on our website: www.daylesford.com.au
 Daylesford 052 528 2111
info@daylesford.com.au

Weekend Wine
 Enjoy wine and restaurant offerings a morning and evening. Weekend wine and early morning breakfast. The original wine releases are held with local produce, wine and food. Bookings on our website: www.daylesford.com.au
 300 Haddon-Heemsted Road, Daylesford VIC 3633
 052 528 2111 | info@daylesford.com.au
www.daylesford.com.au

Tag your photos #daylesfordmacedon

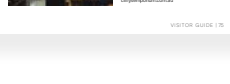
VISITOR GUIDE 1/5



Supper
 A charming and historic restaurant, inspired by traditional Macedon food. Hand-made pasta, a generous list of local & Italian wine. Tasteless & divine.
 23 Rippon Street, Daylesford VIC 3633 052 528 2111
www.supper.com.au



Bluehouse Restaurant
 Located on the banks of Lake Daylesford and with beautiful views over the rippling water. The Bluehouse Restaurant offers a sophisticated dining venue for lunch and dinner.
 1 Rippon Street, Daylesford VIC 3633 052 528 2111
www.bluehouse.com.au



Cliff's Emporium
 Craft-brewing with country charm. Coffee, bread and more are served in the boutique cafe. The original wine releases are held with local produce, wine and food. Bookings on our website: www.daylesford.com.au
 23 Rippon Street, Daylesford VIC 3633 052 528 2111
www.daylesford.com.au

Breweries and Cideries.

With pure spring waters, rich volcanic soils and generations locally ready to turn their hands to artisan production, it no surprise that the Daylesford and Macedon Ranges region is home to a growing assortment of top-notch breweries and cideries.



26 | EAT + DRINK

Tag your photos #daylesfordmacedon

With over 20 years making the historic and iconic **Hagton Brewpub + Taproom** in Macedon, our heritage has blossomed into the greenery of the region's craft beer scene. The taproom is a 100% locally sourced, hand-crafted beer made in an iconic site of the area. With a focus on local ingredients, we invite you to join us in a sensory journey. The taproom is open on a sensory journey. The taproom is open on a sensory journey. The taproom is open on a sensory journey.

Daylesford Brewing Co. has also been in the scene for a few years now and has a wide range of beers that represent the spirit of Daylesford in every sip. The range includes the highly acclaimed beer of Casterline. The highly acclaimed beer of Casterline. The highly acclaimed beer of Casterline. The highly acclaimed beer of Casterline.

Cliff's Emporium is also home to the region's first brewery and is just that a bit local. And so on.

Now, in the heart of the region, **Yumbuk Hills** is also home to the region's first brewery and is just that a bit local. And so on.

Now, in the heart of the region, **Yumbuk Hills** is also home to the region's first brewery and is just that a bit local. And so on.

2 days in the Macedon Ranges.

Follow our handy itinerary to discover some of the best food and drink experiences in the Macedon Ranges.



DAY 1 WINE/DRINK

Discover the day at the socially responsible **Blue Family** Ciderie. Discover the day at the socially responsible **Blue Family** Ciderie. Discover the day at the socially responsible **Blue Family** Ciderie. Discover the day at the socially responsible **Blue Family** Ciderie.

Afternoon head back to historic **Piper Street** and follow the morning's tour on the region's **Hagton Brewpub + Taproom**. The taproom is open on a sensory journey. The taproom is open on a sensory journey. The taproom is open on a sensory journey.

Evening head back to historic **Piper Street** and follow the morning's tour on the region's **Hagton Brewpub + Taproom**. The taproom is open on a sensory journey. The taproom is open on a sensory journey. The taproom is open on a sensory journey.

26 | EAT + DRINK

Tag your photos #daylesfordmacedon



DAY 2 NEWWAL, WOODEND, MOUNT MACDONON LARGELY

Discover the day at the socially responsible **Blue Family** Ciderie. Discover the day at the socially responsible **Blue Family** Ciderie. Discover the day at the socially responsible **Blue Family** Ciderie. Discover the day at the socially responsible **Blue Family** Ciderie.

Evening head back to historic **Piper Street** and follow the morning's tour on the region's **Hagton Brewpub + Taproom**. The taproom is open on a sensory journey. The taproom is open on a sensory journey. The taproom is open on a sensory journey.

26 | EAT + DRINK

Tag your photos #daylesfordmacedon

SPECS / PRICE

1/4 PAGE BUSINESS LISTING	\$605
1/2 PAGE BUSINESS LISTING	\$1,320
FULL PAGE AD	\$2,420

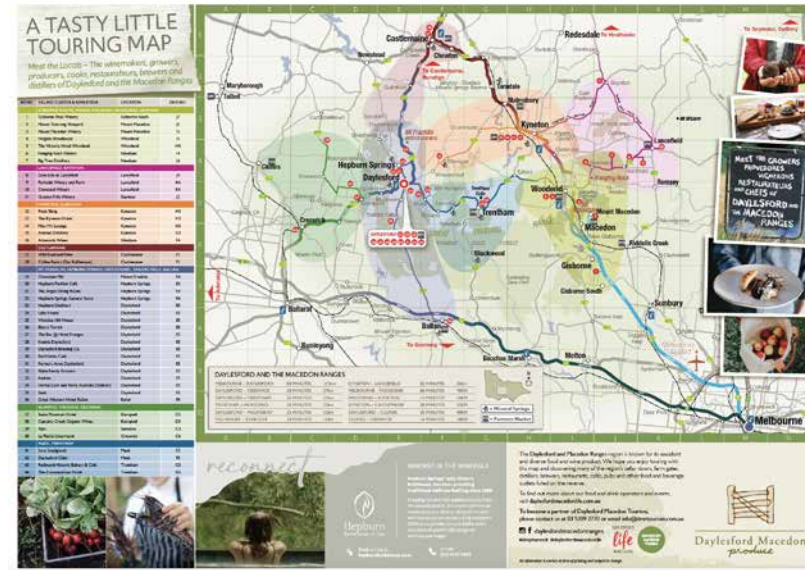
FULL PAGE ADVERTORIAL	\$2,420
DOUBLE PAGE SPREAD	\$4,235
BACK COVER	\$6,660

SPECS / PRICE

1/2 PAGE AD	\$995	INSIDE BACK/FRONT COVER	\$3,950
FULL PAGE AD	\$1,795	BACK COVER	\$4,500
DOUBLE PAGE SPREAD	\$3,500		

TASTY LITTLE TOURING MAP

Celebrating 12 years this year, this much-loved map provides a one-stop-shop for visitors seeking the best places to eat and drink in the region. We celebrate the producers of our region by guiding you on a journey to taste the products they supply. Priority booking and a discounted rate for DMT partners.



SPECS / PRICE

BUSINESS LISTING

\$470

NON-PARTNER BUSINESS LISTING

\$875

MAJOR SPONSOR (ONE AVAILABLE)

\$5,500*

*Only eligible to non-food & beverage operators



MOUNT MACEDON WINERY

433 Bawden Rd, Mount Macedon
03 5427 4172
mountmacedonwinery.com.au

In the heart of the Macedon Ranges, MMW is more than just a vineyard and cellar door. Follow the forest trail to our little clearing amongst the clouds and join us at our mountainside retreat.

T F S S

DAYLESFORD MACEDON LIFE MAGAZINE

Daylesford Macedon Life magazine is delivered directly into the hands of the region's primary target market, the 'lifestyle leader'.

Created in-house by the DMT team, the magazine reflects the 'authenticity' of our region with engaging and interesting content — written by locals. Each edition features stories and articles about the many different experiences, villages and operators our region is home to. It also profiles locals doing interesting and creative things. In a recent DMT brand survey 70% of people made a decision to come to the region based on the DML magazine.

- Large format 40 page publication
- 135,500 copies are produced biannually and are inserted into The Sunday Age and The Weekend Australian, and distributed widely throughout areas where our target audience live, this includes drops to over 800 cafés via Mr Moto in inner-suburban Melbourne and Geelong. We also distribute widely throughout Daylesford and the Macedon Ranges, Ballarat and Bendigo.
- The Sunday Age readership is audited by Roy Morgan in excess of 500,000
- The weekend Australian readership is audited by Roy Morgan in excess of 600,000

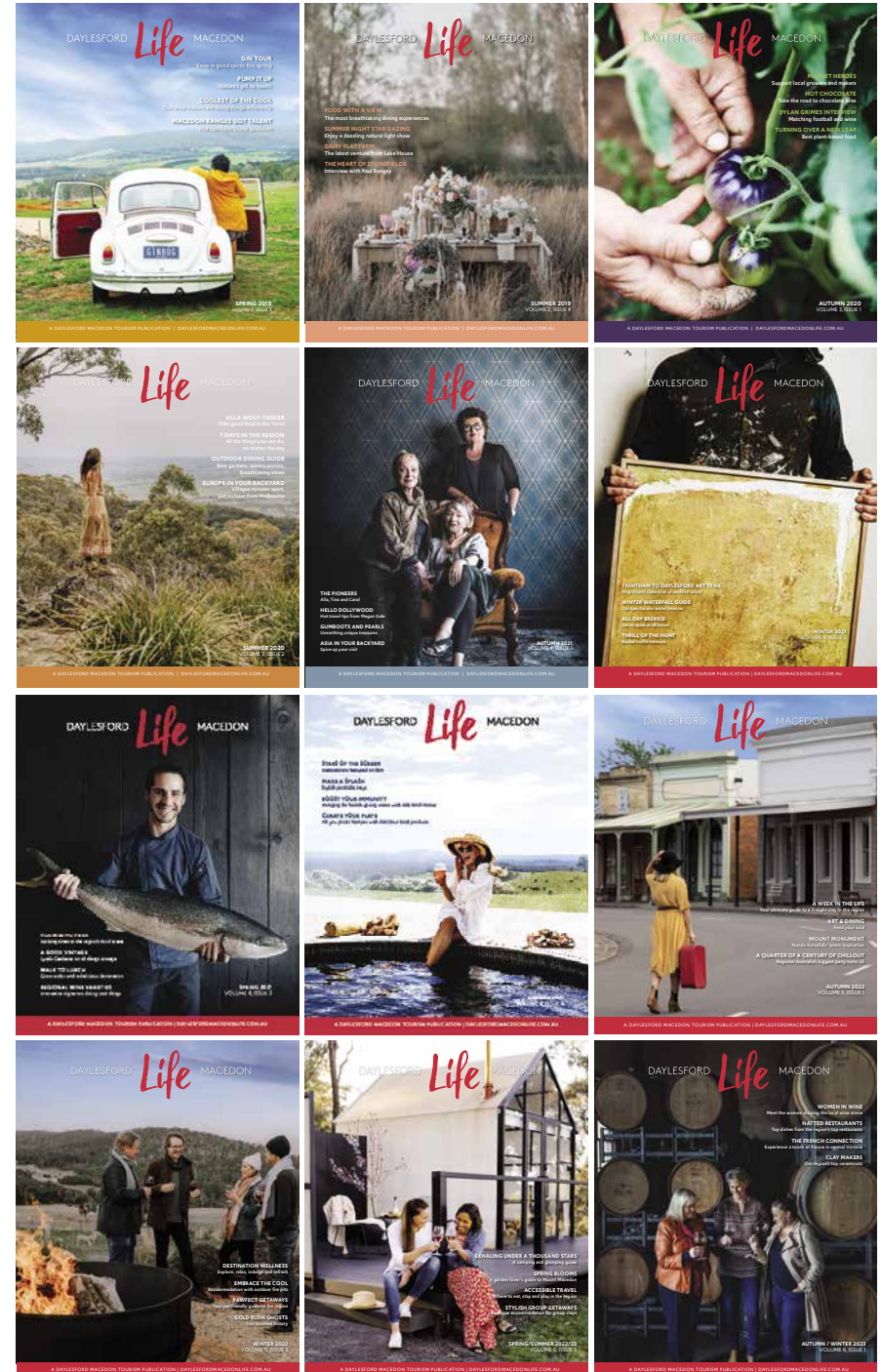
SPECS / PRICE

INSIDE FRONT COVER	\$6,050
INSIDE BACK COVER	\$6,050
BACK COVER	\$6,600
FULL PAGE	\$4,950
FULL PAGE ADVERTORIAL*	\$4,180
HALF PAGE (HORIZONTAL)	\$2,695
THIRD PAGE (HORIZONTAL & VERTICAL)	\$1,940
PAGE 5 PROMO	\$1,100
MUST HAVE/TRY	\$880
BUSINESS LISTING	\$605

SPRING / SUMMER
OCTOBER 2023

AUTUMN / WINTER
MARCH 2024

* full page advertorial content is designed to feel like editorial and for that reason DMT have full control over the creative design, copy and image. Copy and image are to be provided by you, however this information will be strategically designed in keeping with the overall feel and style of DML magazine.



WEBSITE MARKETING

WEBSITE LISTING ONLY \$120

Available as an individual purchase to those businesses who do not wish to purchase a DMT partnership, or if you require an additional listing for an extension of your business. A web listing also lets you create a profile for a recurring event, workshop, or accommodation. Must be an accommodation, place, event, workshop/school, or area of interest that offers a distinct visitor experience for the leisure tourist.

WEDDINGS BUSINESS LISTING \$120

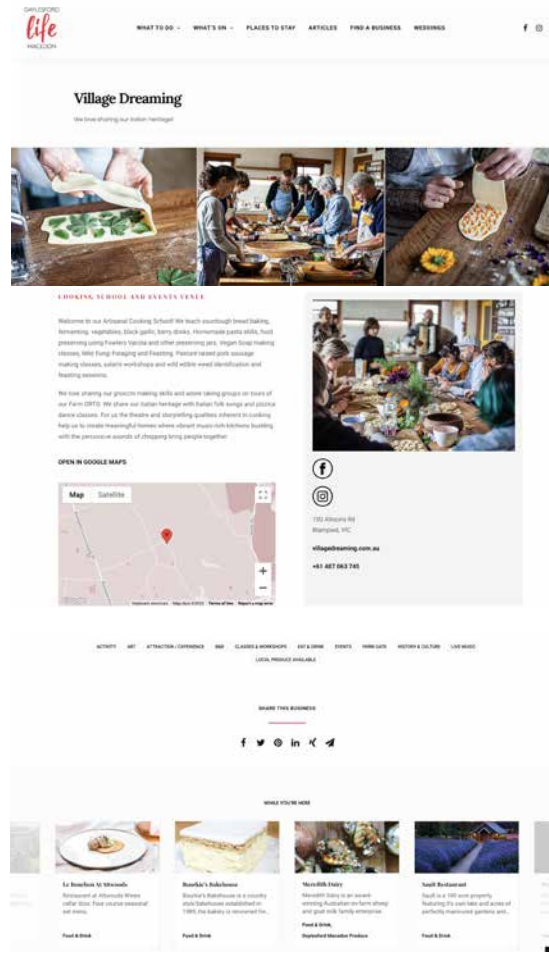
- Wedding business listing on Daylesford Macedon Life website.
- Must provide a service, venue, accommodation or experience for the wedding industry.

DIGITAL MARKETING

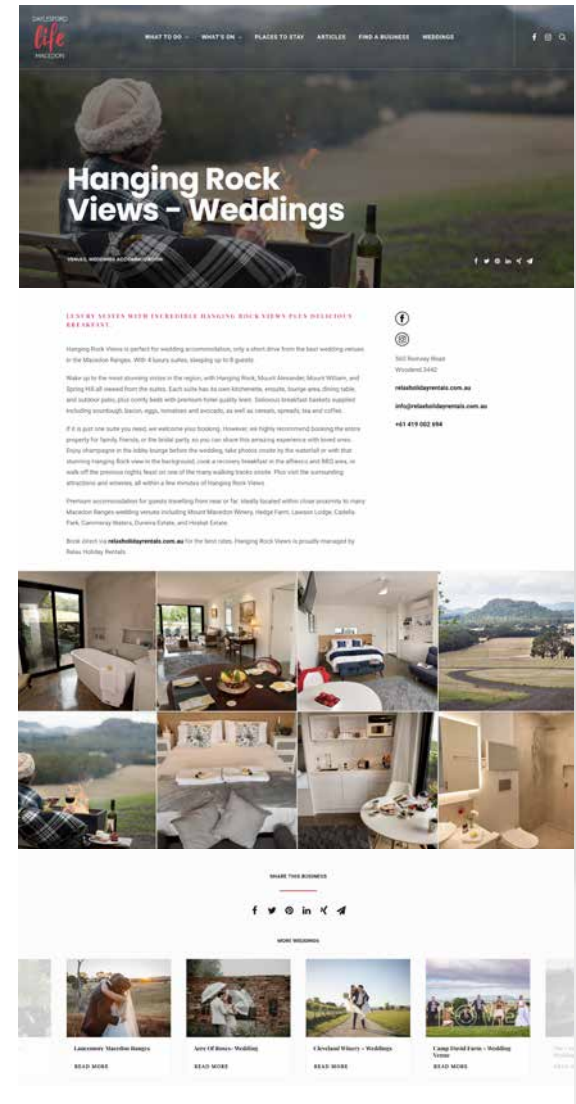
EVENT LISTING PROMOTION \$200

Co-host your event with us and reach an engaged tourism audience looking for things to do in region.

- Co-host events with us on Facebook and reach 54k+ Facebook followers
- All co-hosted Facebook events are automatically replicated on the *What's On* page of the Daylesford Macedon Life website — which is one of our most highly visited pages
- You will also receive one dedicated Facebook post about the event



Website Listing



Weddings Business Listing

DIGITAL MARKETING

EXTEND YOUR REACH MAGAZINE COMPETITION
\$500 + PRIZE. BI-ANNUAL ACTIVITY, 10 BUSINESSES ACCEPTED

Partnering with DMT for one of our bi-annual competitions is a great way to gain exposure across multiple marketing channels.

- The competition is emailed to our 60k+ DMT subscriber database.
- Shared on Facebook (54k+ followers) and Instagram (24k+) pages — via multiple feed posts.
- Appears on page 3 of the Daylesford Macedon Life magazine.
- We also partner with an external partner, pushing the competition through their channels



GROW YOUR INSTAGRAM AUDIENCE \$500 + PRIZE

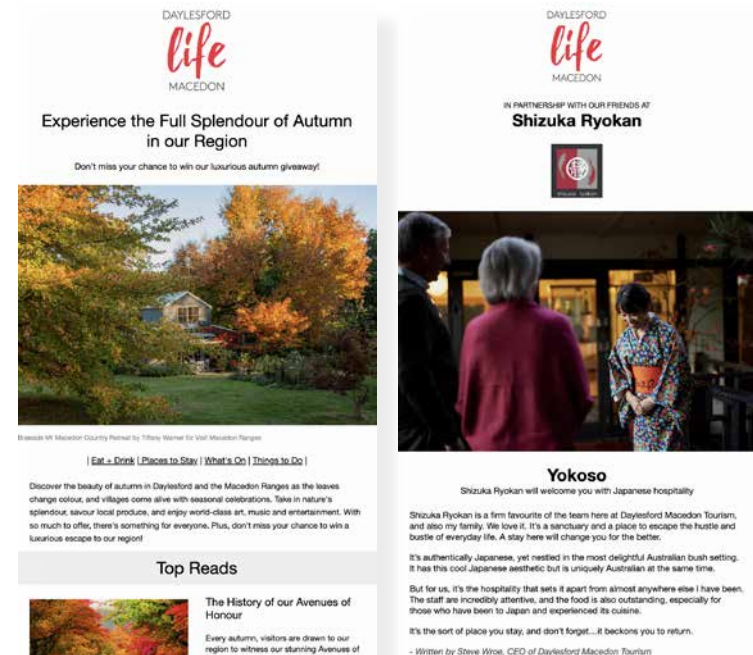
Extend your Instagram audience by partnering with DMT in a 'tag & follow' competition. Your prize will be packaged with two other partners and followers will be asked to follow each business and tag a friend to enter the giveaway.

- Provide a prize to the value of \$200
- Reach our engaged audience of 24k+ interactive and targeted Instagram followers
- Previous giveaway feed posts have attracted up to 15k impressions per posts
- Runs for 2 weeks on Instagram
- Included in our monthly consumer eDM (60k+ subscribers)
- 1 x Instagram post for the duration of the competition & Instagram stories promoting your businesses.
- Saved to our Giveaway Highlight Button on Instagram for the duration of the competition and until the next competition is run.

NEWSLETTER MARKETING

MONTHLY CONSUMER EMAIL (EDM)
\$250

- Reach 60k+ engaged subscribers who have signed up to hear from you.
- Share your business event, workshop, festival or promotion.
- Select the month/s that fit with your business.
- Your feature will include a 25-word advertorial and picture with a link directly to your business or campaign.



Monthly Consumer EDM

Solus EDM

SOLUS EDM (JULY - JUNE)
\$1500

- As the trusted voice of the region, let us tell your story from a local's perspective via a dedicated EDM, enticing readers to visit and experience your offering first-hand.
- Reach 60k+ engaged subscribers who have signed up to hear from you.
- Select the month that fits with your business *subject to availability.
- Shared to our Facebook audience of 54k+

SPECIFICATIONS & DEADLINES

REGIONAL VISITOR GUIDE 20,000 COPIES ARTWORK DEADLINE 1 NOV 2023

OPPORTUNITY	DETAILS	PRICE EX GST
1/4 Page Business Listing	Contact details, 30 words & >3mb landscape (horizontal) photograph 300 DPI CYMK	\$605
1/2 Page Business Listing	Contact details, 60 words & >3mb landscape (horizontal) photograph 300 DPI CYMK	\$1,320
Full Page Advertorial	Option 1. Contact details 200 words and 4 x 3mb photographs	\$2,420
Full Page Ad	Completed artwork W 148 x H 210mm + 5mm bleed 300 DPI CYMK .pdf (no crop marks)	\$2,420
Double Page Spread	Completed artwork W 210 x H 297mm +5mm bleed 300 DPI CYMK .pdf (no crop marks)	\$4,235
Back Cover	Completed artwork W 148 x H 210mm + 5mm bleed 300 DPI CYMK .pdf (no crop marks)	\$6,660

REGIONAL EAT AND DRINK GUIDE 25,000 COPIES ARTWORK DEADLINE 15 SEP 2023

OPPORTUNITY	DETAILS	PRICE EX GST
Half Page	Completed artwork W 130mm x H 93mm (NO bleed) 300 DPI CYMK .pdf (no crop marks)	\$995
Full Page	Completed artwork W 130mm x H 193mm (NO bleed) 300 DPI CYMK .pdf (no crop marks)	\$1,795
Double Page Spread	Completed artwork W 278mm x H 193mm (NO bleed) 300 DPI CYMK .pdf (no crop marks)	\$3,500
Inside Front Cover	Completed artwork W 148 x H 210mm + 5mm bleed 300 DPI CYMK .pdf (no crop marks)	\$3,950
Inside Back Cover	Completed artwork W 148 x H 210mm + 5mm bleed 300 DPI CYMK .pdf (no crop marks)	\$3,950
Back Cover	Completed artwork W 148 x H 210mm + 5mm bleed 300 DPI CYMK .pdf (no crop marks)	\$4,500

TASTY LITTLE TOURING MAP 15,000 COPIES ARTWORK DEADLINE 1 MAY 2024

OPPORTUNITY	DETAILS	PRICE EX GST
Business Listing (Partner)	Contact details, 25 words & >3mb photograph	\$470
Business Listing (Non-Partner)	Contact details, 25 words & >3mb photograph	\$875
Double Business Listing (Partner)	Contact details, 25 words & >3mb photograph	\$940

WEBSITE MARKETING

OPPORTUNITY	DETAILS	PRICE EX GST
Website Listing	Contact details, 300 words & up to 6 x 2mb photographs landscape	\$120
Weddings Business Listing	Contact details, 300 words & up to 8 x 2mb photographs	\$120

NEWSLETTER MARKETING

OPPORTUNITY	DETAILS	PRICE EX GST
Monthly Consumer Email	25 words & 2 x photographs	\$250 p/m
Solus EDM	Multiple images & content ideas	\$1,500

DIGITAL MARKETING

OPPORTUNITY	DETAILS	PRICE EX GST
Grow your Instagram audience	70 words & 2 x photograph & prize offering	\$500
Extend your reach Magazine Competition	Images & competition prize details	\$500
Event Listing Promotion	25 words & 1 x photographs	\$200

DAYLESFORD MACEDON LIFE MAGAZINE

ARTWORK DEADLINE **SPRING/SUMMER 15 AUG 2023**
AUTUMN/WINTER 7 FEB 2024

PUBLICATION DATES SPRING/SUMMER 7 & 8 OCT 2023
 AUTUMN/WINTER 23 & 24 MAR 2024

OPPORTUNITY	DETAILS	PRICE EX GST
Inside Front Cover	270mm W x 320mm H + 5mm bleed	\$6,050
Inside Back Cover	270mm W x 320mm H + 5mm bleed	\$6,050
Back Cover	270mm W x 320mm H + 5mm bleed	\$6,600
Full Page Advertorial	250 words; 2 high res beautiful photographs; logo	\$4,180
Full Page	270mm W x 320mm H + 5mm bleed	\$4,950
Half Page (Horizontal)	250mm W x 140mm H (NO bleed)	\$2,695
Third Page (Horizontal)	250mm W x 95mm H (NO bleed)	\$1,940
Third Page (Vertical)	90mm W x 280mm H (NO bleed)	\$1,940
Must Have/Try	Contact details, description & 1 >1mb photograph	\$880
Page 5 Promo	Contact details, description & 1 >1mb photograph	\$1,100
General Business Listing	Contact details & 1 >3mb photograph landscape	\$605

DEADLINES & PAYMENT OPTIONS

1. PAY UP FRONT All items are booked and invoiced with 30 day payment terms. Please note that terms are strictly 30 days.

2. DIRECT DEBIT This payment option will assist your business' cashflow by spreading the payment evenly across the current financial year.

- This option is available for all packages with a value greater than \$1000+ GST.

- An establishment fee of \$25 will be applied for all Direct Debit accounts.

CANCELLATIONS

Any cancellations of an order must be received within 30 days of order confirmation or 50% of the total charge will be retained by DMT.