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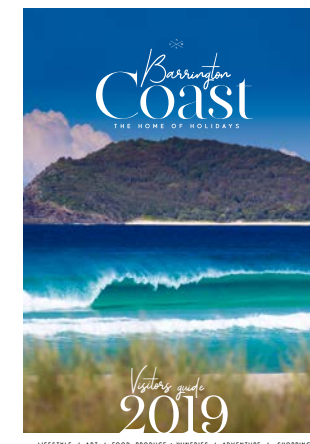
# #Explore Barrington Coast

THE HOME OF HOLIDAYS  
midcoast new south wales

Book Online



[barringtoncoastpublishing.com.au](http://barringtoncoastpublishing.com.au)



[explorebarringtoncoast](https://www.instagram.com/explorebarringtoncoast)



# About

Each year, Explore Barrington Coast - the home of holidays shares the generous and welcoming spirit of our community and the universal embrace of our intrinsic relaxed and casual lifestyle that permeates all corners of the New South Wales, Great Lakes, Manning Valley, Gloucester and Barrington Tops unique cachet. The content showcases stories, the very best of the regions natural beauty, the people and places that make us unique – our indigenous heritage, exceptional homegrown food and local beverages, innovators and artists and local identities, wellness advocates, spectacular national parks, Pacific coast beaches, abundant natural resources, mighty lakes and majestic mountains, festivals and fun, towns and hamlets, and everything else that makes this region one of the most visited holiday destinations in the state, year on year.



## Our audience

- Visitors, holiday homeowners, discerning residents
- Occasion-based travellers
- Nature-based adventure seekers
- Younger adults 25-35
- Active 55+ market
- Women's adventure
- Health and wellbeing
- Family holiday market
- Primary age: 25 to 65 years



A FREE, HIGH QUALITY, ANNUAL MAGAZINE **SHOWCASING THE BEST OF THE BARRINGTON COAST** HOLIDAYS AND LIFESTYLES...

**30,000** PRINTED COPIES  **60,000** ANNUAL READERS\*

### DISTRIBUTED THROUGH

- Advertisers' businesses
- Resorts, motels, hotels, caravan parks
- Holiday home accommodation
- Restaurants and cafés
- Real estate agents
- Boutiques and shopping centres
- Spas, clubs, breweries and distilleries
- Surf clubs and kiosks
- Tourism outlets, visitor information

\*Readership estimated



# Did you know

The latest results<sup>1</sup> from Tourism Australia's International Visitor Survey and National Visitor Survey show New South Wales leading the country in the post-Covid recovery across both visits and spend. NSW was the top choice for International and Domestic travellers, receiving 85.8 million domestic overnight and daytrip visitors in the year ending September 2022 (up 19.5 per cent on the year ending September 2021), who spent \$31.4 billion (up 40.6 per cent).

Regional NSW also leads regional Australia in both domestic visitors and nights. There were 24.2 million overnight visitors to regional NSW in the year ending September 2022 (up 17.4 per cent on the year ending September 2021), who stayed 80.8 million nights (up 10.6 per cent) and spent \$16.6 billion (up 28.9 per cent).

<sup>1</sup>The National Visitor Survey (NVS) Results September 2022  
Australian Trade and Investment Commission  
Tourism Research Australia

## BARRINGTON COAST TOURISM



### ESCAPISM & SHORT BREAKS

Short breaks and escapes from the hectic pace of everyday life have become the norm for many Australians.



### DINING OUT

As the main event – this trend is now about 'local heroes' who create immersive and curated experiences rather than simple, expected service.



### DOMESTIC HOLIDAYS

Provide a perceived 'safety net' to Australians with easy and affordable trips at home that offer fun and relaxed holiday experiences.

Australians want authentic experiences and look to locals and local information for recommendations on how to do this





A LITTLE  
MORE ABOUT

# Our audience

## OCCASION-BASED TRAVEL

Young Australians are travelling domestically for special occasions (birthdays, weddings, sporting and music events), and are looking to make the most of these events by extending their holidays around these occasions. We will be promoting weddings, the destination, venues, accommodation and encouraging young Australians to extend their trips.

## YOUNGER ADULTS

Age group of 25 - 35 are changing the way they travel. This market is seeking a more sustainable, nature-based destination variety of accommodation, quality food and wine and contemporary arts and culture. They travel in couples or small groups of close friends and desire to experience a destination and seek out local experiences.

## WOMEN'S ADVENTURE

Health and wellbeing market, fastest growing segment for great walks. Women are the key influencers in the active family holiday market. Women seek and research where the family will stay and what activities the family will do.

## CONFERENCES & TEAM BUILDING

Groups seeking venue and accommodation for a blend of business and leisure for team building, work away conferences, cultural workshops, meetings, banquets and cocktail events. Organisations looking for a quality space located on an unspoilt coastline with incredible wildlife in a relaxed atmosphere.

## ACTIVE 55+

Seeking recreation in nature and the outdoors. Many travel with their bikes, kayaks, boards and enjoy comfortable holiday accommodation.



# #Explore BARRINGTON Coast

THE HOME OF HOLIDAYS

**SECURE YOU'RE POSITION  
IN ISSUE 5 2022/2023 TODAY!**

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## DOUBLE PAGE SPREAD

420mm x 297mm  
**\$2,800** + gst

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## FULL PAGE

210mm x 297mm  
**\$1850** + gst

## DIRECTORY

100mm x 50mm  
**\$315** + gst

## 1/4 PAGE

190mm x 65mm  
**\$1025** + gst

## HALF PAGE

190mm x 136mm  
**\$1200** + gst

## HALF PAGE

96mm x 272mm  
**\$1200** + gst



ISSUE 6  
23/24  
Edition

OUT SEPTEMBER 2023

  explorebarringtoncoast

# Deadline + specs

## **ABSOLUTE FINAL BOOKING DEADLINE**

31 May, 2023

## **ALL MATERIAL DUE**

31 May, 2023

## **LOADINGS**

- + 10% for placement in first 10 pages
- + 10% for placement in particular section
- + 10% for right hand page
- + 45% inside and back covers
- + 30% for advertorial

## **ARTWORK SPECIFICATIONS**

File Ads Specification (\*Allow 5mm safe text zone within DPS & full pages) width & height

## **MATERIAL FOR ONLINE EDITION**

Images and logos 100-120 dpi.  
Text: 30 words or fewer.

## **FILE FORMATS**

Please supply print ready, high resolution PDFs (at least 300 dpi to the size they will appear).

## **IMAGES**

Please ensure all images (photos, illustrations, logos) are CMYK and at least 300 dpi at the size they will appear. JPGs, EPS, TIFFs accepted. (PNG, RAW, AI files will not be accepted.) PLEASE DO NOT supply images in Word files, Publisher, PowerPoint, Keynote or Text. PLEASE DO NOT compress files.

## **AD DESIGN FEE**

- + \$70 1/8 page
- + \$100 1/4 page
- + \$150 half-page
- + \$250 full-page
- + \$350 Double page spread

## **DELIVERY OF LARGE FILES**

Where files are too large or too slow to email, please send via a large-file-transfer such as hightail.com, wetransfer.com or Dropbox and provide a link to admin@barringtoncoastpublishing.com.au

Coast  
THE HOME OF HOLIDAYS

## **CONTACT**

EDITORIAL & ADVERTISING ENQUIRIES - Explore Barrington COAST The Home of Holidays  
email [hello@barringtoncoastpublishing.com.au](mailto:hello@barringtoncoastpublishing.com.au)

[barringtoncoastpublishing.com.au](http://barringtoncoastpublishing.com.au)

Phone 1300 319 368

Barrington Coast Publishing Pty Ltd ABN 30630115025

PO Box 58, Pacific Palms, NSW, 2428

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