

AUTUMN / WINTER 2011

1<sup>st</sup>  
Edition

# Family Fun Travel Guide

**FREE!**



If you are a family  
who enjoy adventure  
and discovery this  
magazine is for you.

*Covering every state in Australia with  
special features on:*

- Tasmania
- Phillip Island
- Outback QLD, SA & NSW

Family Fun Travel Guide®

View online at [www.familyfuntravelguide.com.au](http://www.familyfuntravelguide.com.au)

## Media Kit 2011-2012

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Family Fun Travel Guide is the perfect tool for an advertiser wanting to reach travelling families in Australia.

Family Fun Travel Guide provides accurate, informative and excitable information to inspire a vast variety of travellers within the market. It reaches the needs and wants of the family traveller; whether it's a 5 star beachfront resort or an outback farm stay.

Family Fun Travel Guide is a FREE travel guide which is distributed AUSTRALIA WIDE featuring regions and towns, great and small across the country. With 71% of transport used on overnight trips being via private vehicle, Family Fun Travel Guide is the private family travellers perfect companion, showering the reader in possibilities and opportunities to create their perfect holiday.

Family Fun Travel Guide is a glossy and attractive, eye catching, full colour magazine distributed free of charge to the nation wide chain of Visitor Information Centres, cafes, motels, caravan parks, B&Bs, lifestyle resorts, librarians and other outlets as well as being available online at [www.familyfuntravelguide.com.au](http://www.familyfuntravelguide.com.au)

The market that Family Fun targets is that of the family traveller. This is a value for money market with a focus on the available family activities in the towns they visit. This specific group of travellers enjoy a busy lifestyle with travel being viewed as a necessary break from day to day life. Family Fun is the perfect tool for the family traveller and with an anticipated readership of 100,000 per edition, Family Fun Travel Guide is the perfect tool for the advertiser.

### Tourism Fast Facts

#### Overnight travel within Australia: Year end 31/03/10

- The number of families in Australia is projected to reach between 8.0 and 8.2 million in 2031<sup>1</sup>.
- Australians spent 257 million nights away from home.
- Two thirds of visitors travelled within their State or Territory of residence.
- The remaining 34% travelled interstate.
- Overnight travellers who had holiday as their main purpose of visit contributed 50% of domestic visitor nights.
- The most common forms of transport used on overnight trips were a private vehicle (71%)
- Expenditure by overnight visitors amounted to \$42.9 billion<sup>2</sup>
- Advertisers in the Family Fun Travel Guide are well placed to share in this tourism dollar.

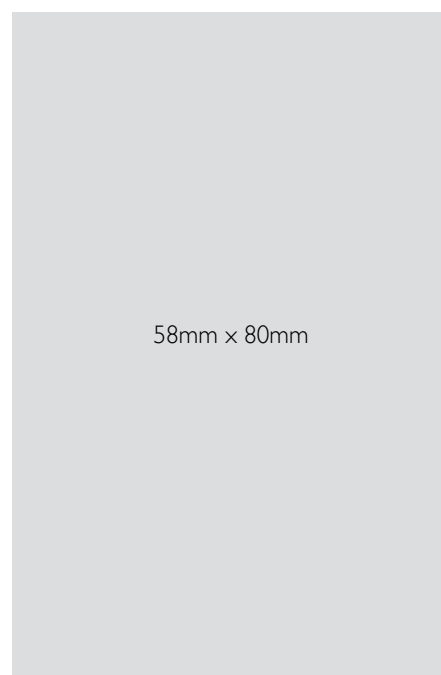
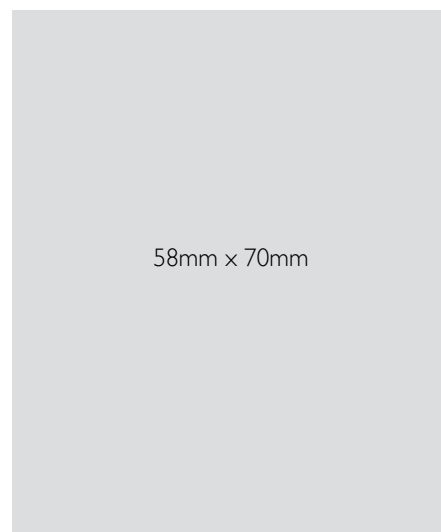
<sup>1</sup> ABS Household and Family Projections, Australia, 2006 to 2031

<sup>2</sup> Travel by Australians – March 2010 Quarterly Results of the National Visitor Survey, Tourism Research Australia, Canberra.

## Advertising Rates

Ad Sizes	Rate \$A (Inc GST)	Free Bonus
1 column 58 x 70mm	475.00	150 word editorial on your business OR FREE photo!
1 column 58 x 80mm	585.00	150 word editorial on your business OR FREE photo!
1/4 Title Page - 113w x 80	855.00	150 word editorial on your business OR FREE photo!
Half Page 184w x 120mm	1225.00	500 word editorial on your business OR FREE photo!
Full Page inside front or back cover: Text 184mm x 247mm Trim 270w x 210mm trim	2500.00	500 word editorial on your business OR FREE photo!
Thumbnail Photo within the State Region Contents	110.00	
<i>All advertisers receive free editorial about their region. 10% Discount applies if payment is made within 14 days</i>		

### 1 column ad sizes



### Advertising specifications

**Note:** the publishers must approve advertising content and style before placement.

### Print Material Specifications (Please email):

1. Artwork for your Ad must be supplied at exact size and a resolution of 300dpi.
2. Files must be either print pdf or hi res jpeg.
3. Information for the creation of the free Business Editorial supplied as a text or Word file.
4. Supplied photos must be at 300dpi at A5 or A4 in size. Pending position and final print size. No phone camera shots.

We can assist you with the design of your advertisement. Ask us how!

## Deadlines and Publications Dates

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<b>Fit and Fifty Publication Dates</b>	<b>Booking Deadline</b>	<b>Material Deadline</b>
Edition 2 Spring/Summer 1st September 2011 – 29th February 2012	25th July 2011	29th July 2011
Edition 3 Autumn/Winter 1st March 2012 – 31st August 2012	20th January 2012	27th January 2012

Trim 270w x 210mm trim with 5mm bleed all around

Text 184mm x 247mm

Full Page

Text 184mm x 247mm  
Trim 270w x 210mm trim

Trim 270w x 210mm trim

## Half Page

(Maybe placed top or bottom)

184w x 120mm

1 column

58 x 70mm

## 1/4 Page

(Available only on each Regional page)

113w x 80mm

2010

## Web Advertising Rates

Ad Sizes (pixels)	Position)	Per 6 months	Per Month
Banner ad 476px x 70px	All pages	540*	90*
Mid size ad (left side) 230px x 100px	All pages	420*	70*
Mid size ad (right side) 200 x 80px	All pages	390*	65*
Small size ad (left side) 230 x 85px	All pages	360*	60*
Small size ad (right side) 200 x 80px	All pages	330*	55*
<b>Region specific ads</b>			
- Text and links with picture: Business name, Approx 15 words and links, image 50px x 40px	Region pages	240*	40*
- Text and links: Business name, Approx 15 words and links	Region pages	150*	25*
* Home Page surcharge will apply 20%			
All advertisers receive free editorial about their region. 10% Discount applies if payment is made within 14 days			

### Online Advertising specifications

**Note:** the publishers must approve advertising content and style before placement.

We can assist you with the design of your advertisement. Ask us how!

#### Online Material Specifications (Please email):

1. Artwork for your Ad must be supplied at exact size and a resolution of 72dpi.
2. Information for the creation of the free Business Editorial supplied as a text or Word file.
3. Supplied photos must be at 72dpi at A5 in size. Pending position and final placement.

## Web pages ad positioning (images not to size)

The screenshot shows the homepage of the Family Fun Travel Guide website. At the top, there is a green header with the site logo and a search bar. Below the header is a large image of two children in a river. A navigation menu is located below the image. The main content area is divided into several sections:

- Left Column:** A blue box with the text "Plan your trip! Use Google maps. Click here" and an image of a hand on a steering wheel. Below this are two grey boxes labeled "BANNER".
- Center Column:** A large grey box labeled "BANNER" at the top. Below it is a blue heading "Welcome to our first edition of Family Fun!". The text below reads: "The Family Fun Travel Guide® is published for those millions of families who want adventure and discovery in their lives. Our readers live a busy and active lifestyle. Today's families are looking for holidays that allow them to experience activities and visit places that enrich their lives. Those on the move and on the road also like to keep their options open and moving to a rural area or a coastal village that provides them with the lifestyle benefits they deserve is always a possibility." Below this is a quote: "'Travelling brings families closer together and provides children with lifetime memories!'". Further text includes: "It is hoped that this publication will inspire our readers to visit the areas featured in this edition. Please tell our advertisers that you saw their coverage in the Family Fun Travel Guide®.", "We wish to thank all the Visitor Information Centres, tourist industry representatives and advertisers who have helped with editorial material and information.", "We have tried to ensure that all data is up to date, and would appreciate any inaccuracies being brought to our attention.", and "Happy Travels!". At the bottom of this column are two grey boxes labeled "Text ads".
- Right Column:** A yellow box with the text "Download Family Fun Travel Guide now. Have a read for great holiday ideas. Download PDF" and an image of the travel guide. Below this is a green "Member Login" box with fields for "Username" and "Password", and links for "Forgot login?", "Register here", and "Login". Below the login box are social media icons for Facebook, Twitter, and YouTube, with the text "Follow us on". At the bottom of this column is a large grey box labeled "BANNER".

At the bottom of the page, there is a footer with the text "© Copyright Family Fun Travel Guide" and a navigation menu with links for "Sitemap", "Copyright & Disclaimer", "Contact us", and "Map".



## Web pages ad positioning (images not to size)

The screenshot shows the homepage of the Family Fun Travel Guide website. At the top, there is a green header with the site's name and a search bar. Below the header is a large image of two children sitting on a log in a river. A navigation menu is located below the image, listing various Australian states and territories. The main content area features a section for 'Tropical North Qld' with a map of Queensland highlighting the region. This section includes text about rainforests, beaches, and local activities, accompanied by several images of the landscape. On the right side, there is a 'Download Family Fun Travel Guide now' button, a 'Member Login' form, and social media links. At the bottom, there are links to 'River of Gold Motel' and 'Win's Gallery Art and Woodcraft'. The footer contains copyright information and a sitemap link.

**Family Fun** A travel guide for those on the road or planning the trip of a lifetime.

Home | NSW / ACT | Queensland | Victoria | Tasmania | South Australia | Western Australia | Northern Territory | Features | Contact us

### Tropical North Qld

**Where the rainforest meets the reef.**

As a nature-lover's paradise, Tropical North Queensland allows travellers to explore the rainforest, take a dive on the reef, enjoy an island adventure or just laze on the beach.

Tucked between the Great Barrier Reef in the Coral Sea and the lush rolling downs of the Atherton Tableland to the west, Cairns is renowned for its aquatic wonderland and the Wet Tropics World Heritage rainforest. Visitors can explore the picturesque volcanic crater lakes, rainforest and woodland scenery of the Cairns Highlands.

If warm tropical water and pristine beaches lined with majestic Palm trees are more to your liking, be sure to visit Palm Cove and Beaches, or stop in to Port Douglas and the World Heritage listed jewel that is the rainforest of Daintree and Cape Tribulation.

For fishing and croc spotting tours, Cape York Peninsula is the place to go. Mission Beach offers just as much to the extreme sports enthusiast.

Just off the main land, the Reef and Islands area hold the key to relaxation or visit one of Australia's hidden gems, the Torres Strait Islands, and admire the surrounding reefs which provide the diverse habitats for marine life including dugongs and sea turtles.

Whether it's an indulgent break or a thrilling adventure, this stunning region of Tropical North Queensland offers you a magical and life-changing experience.

See the trip planner to plan your trip in this region.

Pictured Top: 4WD Tour of Cape York, Credit: Tourism Queensland  
Pictured Below: Kuranda Scenic Railway, Credit: Tourism Queensland

**Plan your trip!**  
Use Google maps.  
[Click here](#)

**Advertise with us.**  
It's cheaper than you think.

[Join us on our Blog](#)

**Download Family Fun Travel Guide now.**  
Have a read for great holiday ideas.  
Download [PDF](#)

**Member Login**  
Username:   
Password:   
[Forgot login?](#)  [Register here](#)

Follow us on  
[f](#) [t](#) [SUBSCRIBE ON YouTube](#)

**River of Gold Motel**  
23 air-conditioned self contained units, pool and BBQ area, disabled facilities and competitive rates with surrounding natural and historical features.  
[Visit our website](#)

**Win's Gallery Art and Woodcraft**  
See more of Win's paintings, prints and books, and the craft and countryside of Ravenshoe.  
[Visit our website](#)

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