

**YOU'RE INVITED
TO JOIN**

Flinders Ranges and Outback

**OFFICIAL 2026
DESTINATION
MARKETING PROGRAM**

MEDIA KIT



Unlock powerful marketing opportunities for your business by joining the 2026 destination marketing program.



OPPORTUNITIES FOR EVERY FLINDERS RANGES & OUTBACK BUSINESS

The Flinders Ranges & Outback Tourism Marketing Committee (FRO) invites your participation in the official 2026 Destination Marketing Program.

Destination marketing packages for 2026 have been simplified and carefully designed to maximise Return on Investment for your business.

This exciting opportunity combines your print advert in the Official Visitor Guide with targeted promotion of your business across the FRO destination website and social media channels.

“

The 2024 co-op campaign was great for us. We've been blown away by the **500+ direct leads** that came our way during the campaign.”

~ Pichi Richi Park

Fourth in Lonely Planet's Top 25 Must-Visit Destinations for 2026 - the only Australian place to make the list!

OFFICIAL VISITOR GUIDE

50,000+ copies distributed in 2025

plus

DIGITAL CAMPAIGN PARTICIPATION

Proven year-on-year growth to bring leads to your business.

NEW THIS
YEAR!

Full Page Editorial
advert to help you
tell your unique story



Website Visitors



Page Views

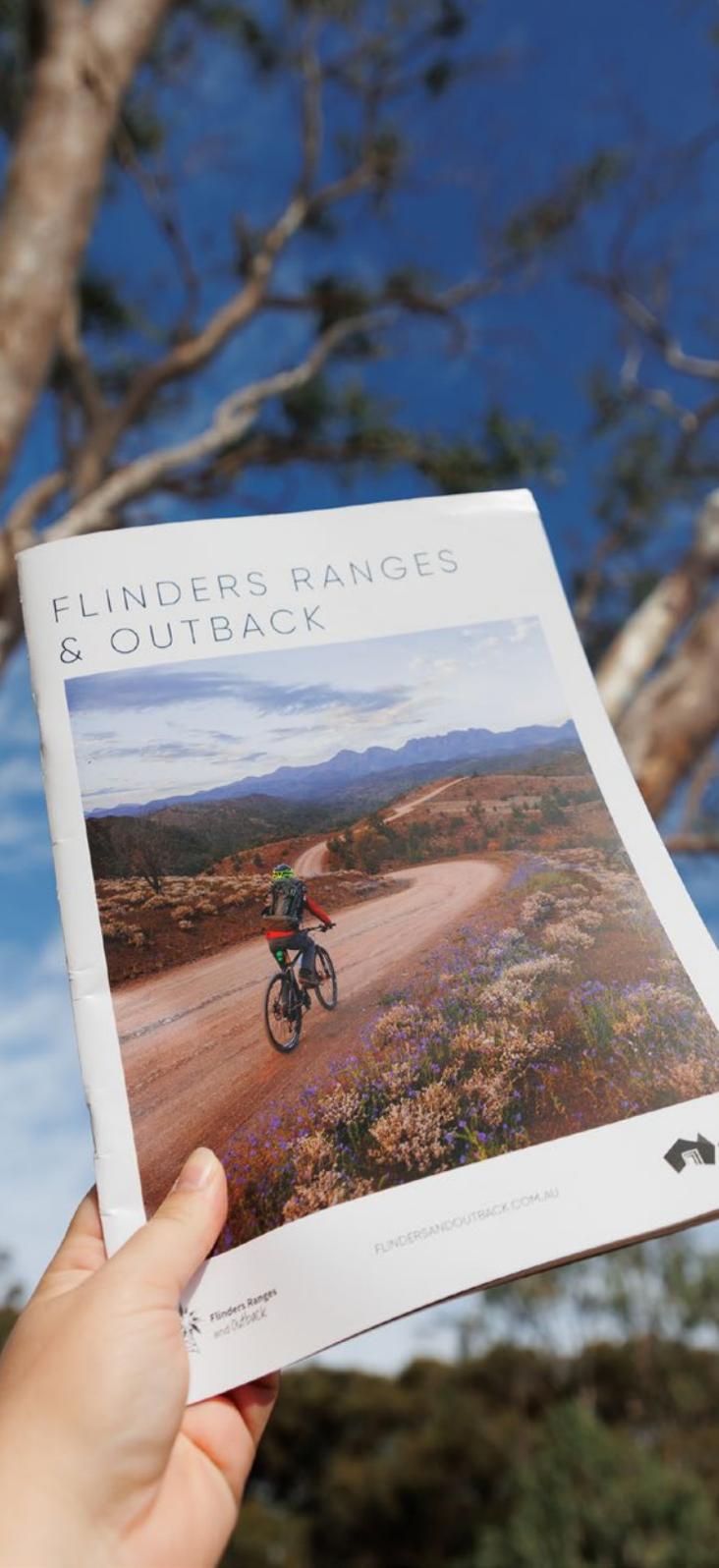


Leads to Businesses



Social Audience

	2023	2024
Website Visitors	60,000+	108,000+ 48,000+ increase YoY
Page Views	160,000+	250,000+ 90,000+ increase YoY
Leads to Businesses	5,700+	10,700+ 5,000+ increase YoY
Social Audience		Facebook 14,000+ Instagram 14,400+



THE DIGITAL CAMPAIGN

From February 2026, Flinders Ranges & Outback will run a sustained five-month digital campaign that will:

- Increase the number of interested and engaged visitors to flindersandoutback.com.au
- Deliver leads to participating advertisers via social media and their listings on flindersandoutback.com.au

Advertisers in the 2024 campaign saw two, three- and even some four-digit % growth in website leads compared to the previous year.

HOW WILL IT WORK?

The campaign will run targeted digital advertising via Meta over a 5-month period, supported by content and features on the official website flindersandoutback.com.au. In line with their package inclusions, advertisers will be featured in digital adverts, travel inspiration articles, and have their ATDW listing promoted in key categories on flindersandoutback.com.au.

All advertiser packages will be supported by digital ads and organic social media posts published to Flinders Ranges & Outback's highly-engaged audience on Facebook and Instagram - **more than 1.3M people were reached in the 2025 campaign).**

PRINT PUBLICATION

KEY FEATURES:

- Promoted and distributed by Flinders Ranges and Outback Tourism Marketing Committee and partners
- Detailed editorial and strong imagery
- Calendar of events
- Detailed maps for offline travel
- Viewable online globally, with the option to save, share, print or download for offline access

PRINT DISTRIBUTION:

- South Australia's Official Visitor Guides are distributed through an extensive network, reaching potential visitors at times when travel to your region is top of their mind.
- Adelaide and statewide Visitor Information Centres
- SA Tourism Commission international offices
- Participating Adelaide and regional hotels, retailers and wineries
- Australian Tourism Exchange, domestic consumer travel shows
- RAA, motoring clubs and car hire companies

ONLINE DISTRIBUTION:

- Interactive online flip book with clickable links for all advertiser website and email addresses. View the current visitor guide here: <https://yourvisitorguide.com.au/flindersandoutback>
- Free suite of images to promote the guide, for use on your website and social media channels
- Promoted via flindersandoutback.com.au and supporting business websites

BOOKINGS DUE

FRIDAY 12TH DECEMBER 2025

RELEASED MARCH 2026

HOW TO BOOK



Please complete steps on page 7, scan and email to sales@woofmedia.com.au.

OR Complete your booking online. Scan the QR code or visit: <https://woof.media/FROVG2026>.

All prices exclude GST unless otherwise noted

Business Name



Heading - call to action
 Body text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Contact Details: Line 1
 Contact Details: Line 2
 Contact Details: Line 2

www.yourwebaddress.com.au

1/9 PACKAGE

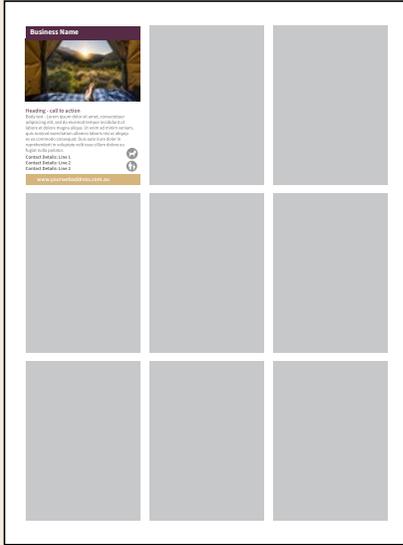
Investment: \$850

PRINT SPECIFICATIONS

- Formatted advert to the style of the printed guide.
- 58.5mm W x 80mm H
- 50 words max. description
- 1 high-res image
- 4 points of contact details

DIGITAL INCLUSIONS

- Inclusion in Meta ad carousels matching your visitor guide ad section
- Featured listing for 30 days in your category on FRO website



ADVERTORIAL FEATURE

Participating advertisers can purchase an advertorial feature to be placed elsewhere in the visitor guide.

HEADING: Up to 30 characters, including spacing per line, max of two lines.

FIVE TEXT LINES: Up to 240 characters, including spacing. Max of 5 lines with 2 line header, and max of 6 lines with 1 line header.

BOTTOM LINE: Phone number or website only. Up to 21 characters ONLY, including spacing. Extra long web addresses that don't fit will not be permitted.

Business Name



Heading - call to action
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 Contact Details: Line 2
 Contact Details: Line 2

www.yourwebaddress.com.au

2/9 PACKAGE

Investment: \$1,650

PRINT SPECIFICATIONS

- Formatted advert to the style of the printed guide.
- 121.5mm W x 80mm H
- 100 words max. description
- 1 high-res image
- 4 points of contact details

DIGITAL INCLUSIONS

- Inclusion in Meta ad carousels matching your visitor guide ad section
- Featured listing for 30 days in your category on FRO website

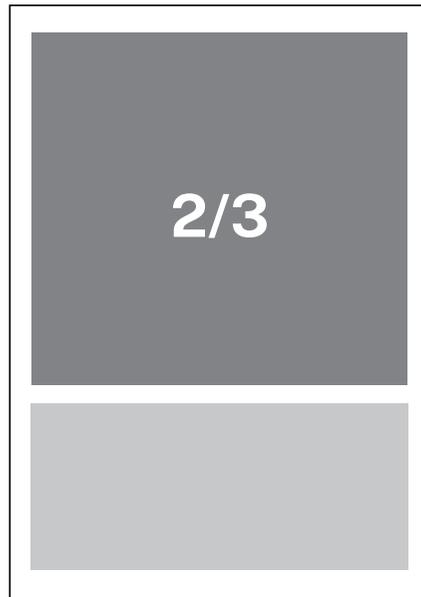
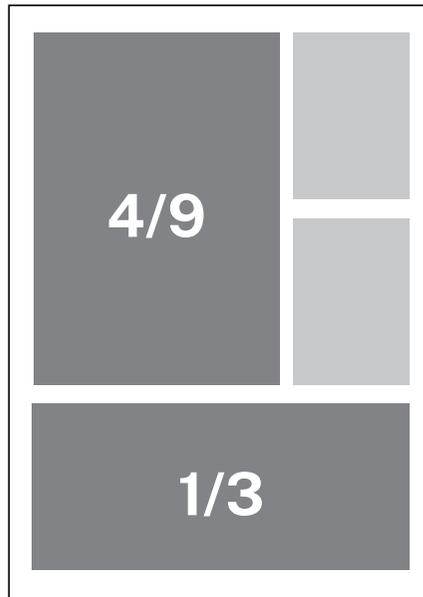


Custom Design - Supply your own advert or supply content for WOOF Media to prepare your advert

All prices exclude GST

Supplied Adverts - Must be supplied in PDF format | CMYK colour format | All text converted to outlines | High-resolution images (min 300dpi)

unless otherwise noted



PACKAGE OPTIONS	INVESTMENT	DIGITAL INCLUSIONS
1/3 PACKAGE 184.5mm W x 80mm H	\$2,350	<ul style="list-style-type: none"> • 1 Meta ad solely focused on your business • Inclusion in Meta ad carousels matching your visitor guide ad section • Featured listing for 60 days in your category on FRO website • 1 x boosted organic post on FRO Facebook and Instagram, using content from ATDW listing.
4/9 PACKAGE 121.5mm W x 164.5mm H	\$3,150	
2/3 PACKAGE 184.5mm W x 164.5mm H	\$4,550	

PACKAGE OPTIONS	INVESTMENT	DIGITAL INCLUSIONS
INSIDE BACK COVER 210mm W x 285mm H (+5mm bleed)	\$6,950	<ul style="list-style-type: none"> • 1 x Meta single image or video ad or carousel solely focused on your business • Includes additional Meta budget dedicated to your ad • Inclusion in Meta ad carousels which match the section of the visitor guide you advertise in • Featured listing for 90 days in your category on FRO website • 1 x boosted organic post on FRO Facebook and Instagram, using content from ATDW listing. • Featured in round-up style feature article on FRO website. Remains published after the campaign concludes
INSIDE FRONT COVER 210mm W x 285mm H (+5mm bleed)	\$7,450	
OUTSIDE BACK COVER 210mm W x 285mm H (+5mm bleed)	\$7,450	
DOUBLE PAGE SPREAD 420mm W x 285mm H (+5mm bleed)	\$9,950	

All prices exclude GST unless otherwise noted

NEW



An incredible adventure awaits





BUSINESS NAME - FLINDERS RANGES AND OUTBACK

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Contact line 1: 123 FRO Street, Flinders Ranges
 Contact line 2: 0123 456 789
 Contact line 3: 3456 FROmyAddress.com.au
 Contact line 4: 9 yourwebAddress.com.au

Flinders Ranges
 and
 Outback

FULL PAGE EDITORIAL

Investment \$5,350

PRINT SPECIFICATIONS

- Formatted to the style of the printed guide.
- 210mm W x 285mm H
- Business name
- Up to 4 images
- Editorial copy (400-600 words)*
- 4 points of contact details
- Business logo (optional)

SHARE YOUR STORY

This full page editorial-style feature goes beyond outlining your services, it highlights the people, passion, and experiences behind your brand.

By sharing your story authentically, you create a stronger emotional connection with readers and help them imagine what it's like to engage with your business.

It's storytelling with purpose, turning curiosity into meaningful interest.

** Supplied copy may be edited to align with voice and style of the guide.*

FULL PAGE

Top 10 Travel Tips

And landscapes are incredibly fragile. They support a wide range of truly unique and amazing plants and animals. Every step off the path and every wheel off the track will have a lasting impact.

1 Check Road Conditions
 Outback road conditions can change quickly depending on the weather. Plan for your trip and check road conditions at: www.dfta.gov.au/OutbackRoads or call **1800 360 033**. Be sure to book ahead for your campsite or accommodation. Visitor information centres can also help with road information and bookings.

2 Keep On the Track
 For the safety of the fragile landscape and your vehicle, please keep to designated tracks. It is an offence to drive off established tracks. Tracks are fragile and prone to erosion, and plants can be very slow growing. Driving off track can also damage cultural sites.

3 Camp in Designated Areas
 Camp only in designated areas where you have obtained permission by the land manager. Please respect all signage and directions and remember that pastoral properties and buildings are people's homes and businesses. Please respect their back yard and camp more than a kilometre away from any buildings.

4 Camp Away from Waterpoints
 Camping close to stock watering points disturbs grazing stock and could result in you having a few dozen noisy neighbours joining you at your campsite. Camp more than 500 metres away from these areas. Always seek permission from the land manager before camping on their property.

5 Bring Your Own Firewood
 Do not collect wood in outback areas - it is in limited supply and used by wildlife for shelter. Always check fire restrictions and be aware that some national parks do not allow wood fires.

6 Be Mindful of Waste Disposal
 Use designated dump points for RV and caravan waste, and take your rubbish to the nearest town facilities for disposal.

7 Use Public Toilets
 When possible, plan your toilet stops by checking the distances to the next amenities. If toilets are unavailable, dig a deep hole, bury any toilet paper and fill in the hole.

8 Keep Our Water Clean
 Water is scarce and our unique plants and animals depend on it. Please do not use soap or detergents in or near waterholes, stock watering points or artesian springs.

9 Watch for Animals on the Road
 Kangaroos and emus can come out of nowhere! Avoid a repair bill or getting stranded by keeping your eyes peeled, especially after dusk or before dawn. Be mindful of sheep and cattle grazing near roads.

10 Stay in Contact
 Many areas of the Flinders and Outback do not have mobile phone coverage, so UHF radios can be a great way to stay in contact with your convoy. UHF radios are also used by people living and working in the outback. Find out more at www.coasa.gov.au/resources/AVD-Trucks-and-Repeater-Towers.pdf

AUSSIE TRAVEL CODE
 @austravelcode
aussietravelcode.com.au

FLINDERS RANGES
 SOUTH AUSTRALIA
 SA ARID LANDS

FULL PAGE

Investment: \$5,850

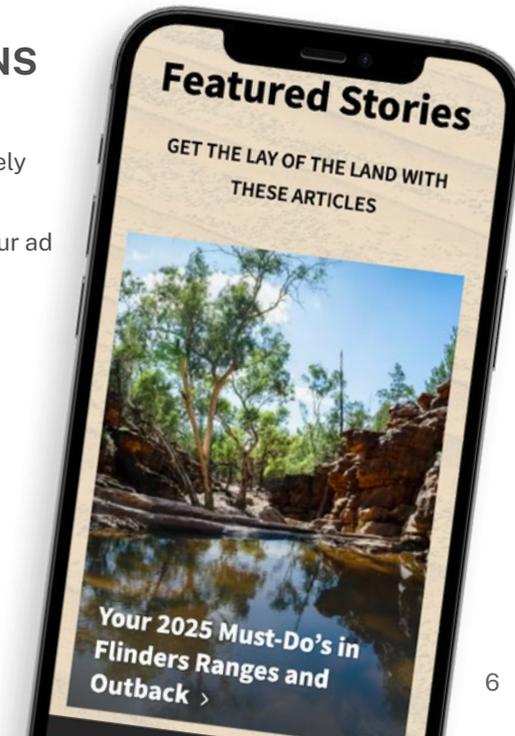
PRINT SPECIFICATIONS

- Custom Design
- 210mm W x 285mm H
- Supply your own or supply content for WOOF Media to prepare your advert
- Must be supplied in PDF format
- CMYK colour format
- All text converted to outlines
- High-resolution images (minimum 300dpi)

FULL PAGE DIGITAL INCLUSIONS

Applies to Full Page Editorial and Full Page Advert.

- 1 x Meta single image or video ad or carousel solely focused on your business
- Includes additional Meta budget dedicated to your ad
- Inclusion in Meta ad carousels which match the section of the visitor guide you advertise in
- Featured listing for 90 days in your category on FRO website
- 1 x boosted organic post on FRO Facebook and Instagram, using content from ATDW listing.
- Featured in round-up style feature article on FRO website. Remains bulished after the campaign concludes



AUSSIE TRAVEL CODE

ARE YOU AN AUSSIE TRAVEL CODE PARTNER?

FRO is the owner and coordinator of the Aussie Travel Code, promoting respectful tourism in our region. If you haven't heard of it – look it up! And watch this space as in 2026 we predict Aussie Travel Code will get a bit more viral.

Scan this code to join or visit:

aussietravelcode.com.au/get-involved



KEY DATES

BOOKINGS DUE:

5pm Friday 12th December 2025

ADVERT CONTENT SUPPLY:

5pm Friday 19th December 2025

ADVERT PROOF APPROVAL:

5pm Friday 30th January 2026

RELEASED: MARCH 2026

TERMS AND CONDITIONS

- Artwork and copy for all advertorial, 1/9 page and 2/9 page sized ads MUST be in the prescribed template format. Design templates shown in this prospectus are for mock-up / in situ purposes and may vary slightly at the time of advertisement proofing.
- Template ads cannot use artwork, logos or text placed over image/s.
- FRO style guide applies to copy of template ads.
- Only those advertisers taking 1/3 page or larger will have creative rights to use their own branding and advertising design if desired.
- Ads with provided artwork (1/3 page or larger) cannot use the template header.
- Advertorials, index listings and digital packages cannot be purchased in their own right. Advertorials and digital packages can be purchased in addition to an advertisement purchase, and index listings are included as part of an advertisement purchase.
- It is the responsibility of the advertiser to ensure correct and complete information is submitted to WOOF Media, including phone, mobile, email and web addresses. Information missing from your advert proof will not be automatically placed in your advertisement.
- We do not encourage prices to be highlighted in advertisements. If you do include prices, they must be inclusive of GST and include validity dates.
- Advertising space on the front cover is not available for purchase.
- Prime position advertising will only be offered to tourism-specific businesses within the Flinders & Outback region. WOOF Media and FRO cannot guarantee placement if requested.
- WOOF Media and FRO reserve the right to refuse unsuitable advertisements.
- Star ratings, and QTAB status, where requested for inclusion in the publication, will be verified.
- Only those with QTAB accreditation current at the time of booking can purchase at the discounted rate.
- Advertisers who have not returned their approved proofs by the due date will be omitted from the guide.
- **DIGITAL PACKAGES** are available exclusively to advertisers participating in the Destination Marketing Program. Content for your digital advertising, preferred listing category, and preferred publishing schedule will be confirmed after your booking. Delivery will take place during the 2026 calendar year.

All participating advertisers in the digital campaign must have an up to date listing on the Australian Tourism Data Warehouse (ATDW).
- **CANCELLATION POLICY:** All bookings cancelled before the booking deadline will be charged at 50%. Cancellations made after this date will be charged the full rate.
- **PAYMENT POLICY:** Payments are strictly due within seven (7) day of invoice date. Credit card surcharge applies. If payment is not received in full, the advertisement will be removed from the guide before printing and the advertiser will be liable for full payment of the advertising space booked.