

**YOU'RE INVITED  
TO JOIN**

# Flinders Ranges and Outback

**OFFICIAL 2026  
DESTINATION  
MARKETING PROGRAM**

**MEDIA KIT**

## FLINDERS RANGES & OUTBACK



FLINDERSANDOUTBACK.COM.AU



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



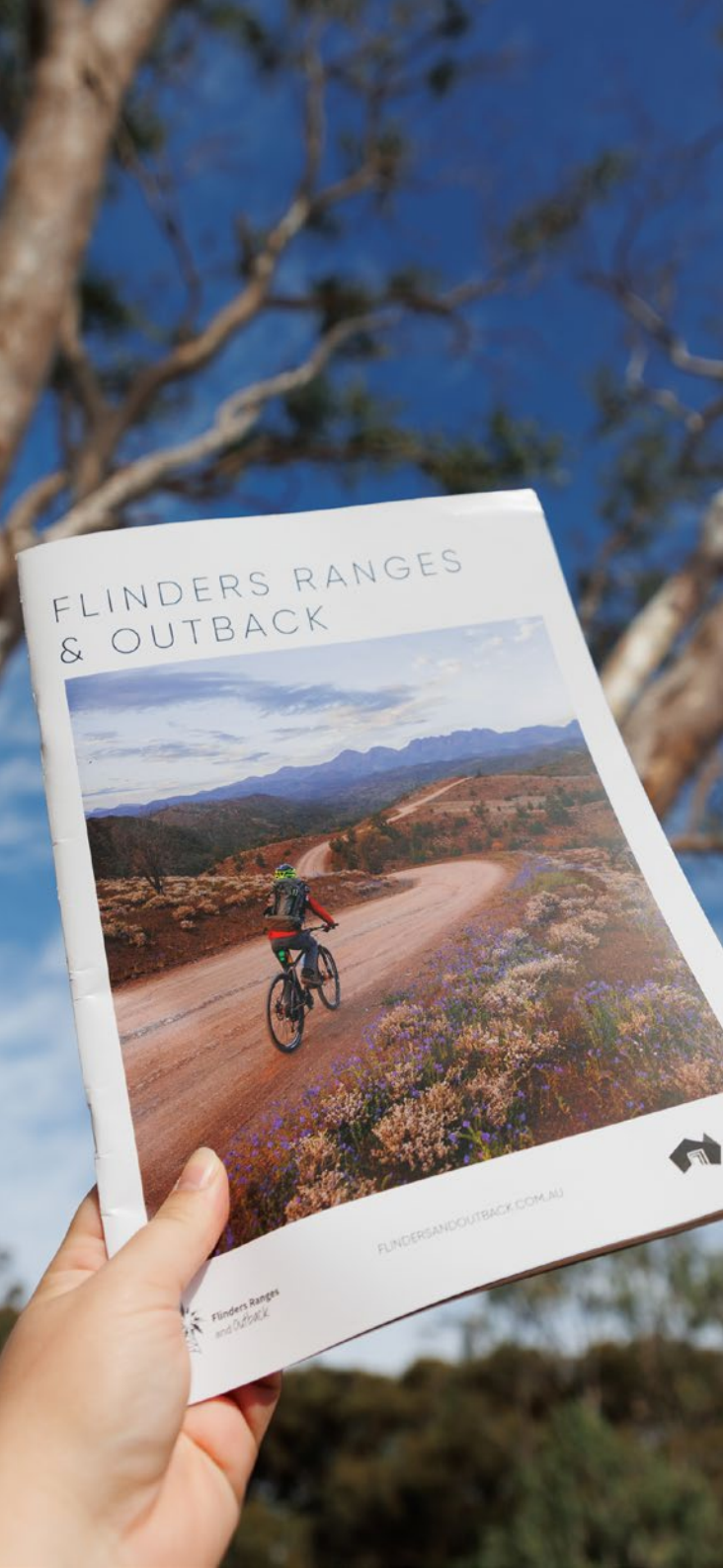
Leads to Businesses



Social Audience

2023	2024
60,000+	108,000+ 48,000+ increase YoY
160,000+	250,000+ 90,000+ increase YoY
5,700+	10,700+ 5,000+ increase YoY
	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](https://flindersandoutback.com.au)
- Deliver leads to participating advertisers via social media and their listings on [flindersandoutback.com.au](https://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](https://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](https://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](https://flindersandoutback.com.au) and supporting business websites

**BOOKINGS DUE**

**MONDAY 19<sup>TH</sup> JANUARY 2025**

**RELEASED MARCH 2026**

**HOW TO BOOK**




Please complete steps on page 7, scan and email to [sales@woofmedia.com.au](mailto: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](http://www.yourwebaddress.com.au)

1/9 PACKAGE

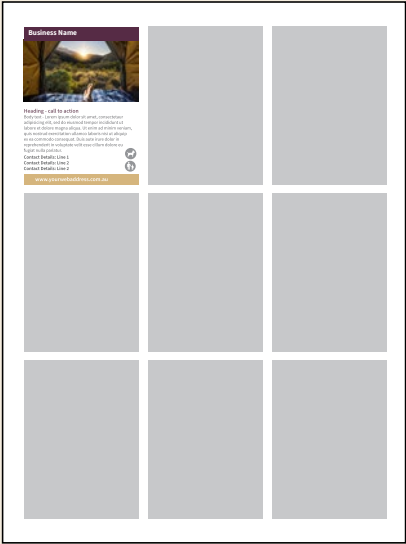
Investment: \$850

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**



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.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum Et harum und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed diam nonnumy nibh euismod tempor incidunt ut labore et dolore magna ali quam erat volupat.

Contact Details: Line 1

Contact Details: Line 2

Contact Details: Line 2



[www.yourwebaddress.com.au](http://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



4

# MARKETING PACKAGES & FORMATS

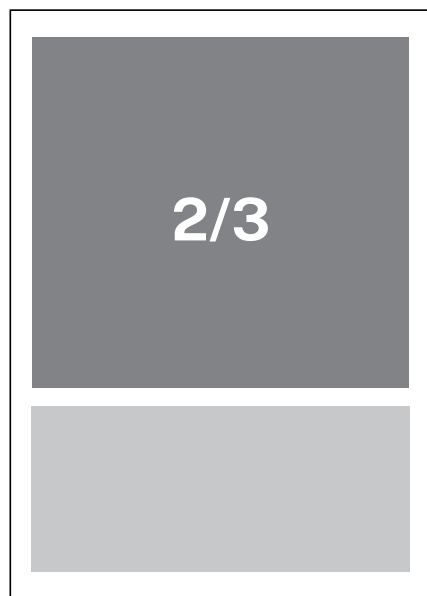
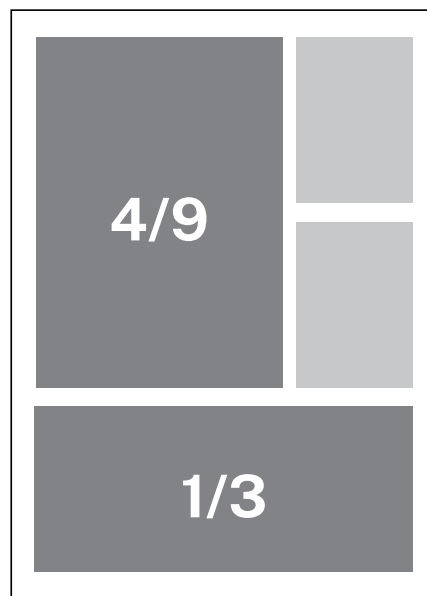
BOOK ONLINE: [woof.media/FROVG2026](https://woof.media/FROVG2026)

**Supplied Adverts** - Must be supplied in PDF format

CMYK colour format | All text converted to outlines | High-resolution images (min 300dpi)

*All prices exclude GST*

*unless otherwise noted*



## PACKAGE OPTIONS

## INVESTMENT

### 1/3 PACKAGE

184.5mm W x 80mm H

**\$2,350**

### 4/9 PACKAGE

121.5mm W x 164.5mm H

**\$3,150**

### 2/3 PACKAGE

184.5mm W x 164.5mm H

**\$4,550**

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

## DIGITAL INCLUSIONS

- 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.

## PACKAGE OPTIONS

## INVESTMENT

### INSIDE BACK COVER

210mm W x 285mm H (+5mm bleed)

**\$6,950**

### 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**

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

## DIGITAL INCLUSIONS

- 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



## Investment \$5,350

- 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)

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**

Arid 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.

If you are not travelling through a national park or reserve, you may be travelling through a pastoral property – someone else's back yard – where people manage the landscape to make a living.

Here are **10 top tips** to help enjoy your stay and look after the landscape.

Here are **10 top tips** to help enjoy your stay and look after the landscape.

- 1 Check Road Conditions**  
 Outback road conditions can change quickly depending on the weather. For a trip and check road conditions at [www.transport.nsw.gov.au/roadinfo](http://www.transport.nsw.gov.au/roadinfo) or call 1900 381 013. The information is available 24 hours a day. For accommodation, future tour information and booking, visit [www.outback.com.au](http://www.outback.com.au) for more information and booking.
  - 2 Keep on the Track**  
 For safety of the fragile landscape, please keep to the tracks. Do not attempt to drive off established tracks. Soils are fragile and can be damaged by plants, can be very slow growing, and the track can also be a cultural site.
  - 3 Camp in Designated Areas**  
 Camp only in designated areas. If you have obtained permission to camp, you will be given all signs and directions and remember to leave no trace. Designated areas are people's homes and businesses. Please do not damage the camp more than a kilometre away from any buildings.
  - 4 Camp Away from Waterpoints**  
 Camping close to stock watering points can cause a lot of problems. It could result in your joining a few noisy neighbours when you go to your campsite. Camp more than 100 metres away from these areas. Always seek permission from the land manager before camping in their property.
  - 5 Bring Your Own Firewood**  
 Do not collect wood in outback areas as it can damage the flora and fauna and use of wildlife for shelter. Always check before collecting. Campers must be aware that some national parks do not allow fires at all.
  - 6 Be Meticulous of Waste Disposal**  
 Use designated dump points for fly and household waste. Do not leave rubbish to the nearest town facilities for disposal.
  - 7 Watch for Animals on the Road**  
 Kangaroos and emus can cause damage to your car. It is illegal to kill a kangaroo or emu a sealer but getting stung or bitten by a kangaroo or emu is painful, especially after dark or in bad weather. Be on the lookout and catch grazing near roads.
  - 8 Keep Our Water Clean**  
 For the safety of the fragile landscape and animals depend on it. Please do not dump any rubbish, old tyres, old water/hoses, stock watering points, or any other rubbish.
  - 9 Use Public Toilets**  
 When possible, plan your toilet stops in advance to use public facilities. If toilets are not available, use the nearest town, burn any toilet paper, flush it on the toilet.

**AUSSIE  
TRAVEL  
CODE**

  @austravelcode  
aussietravelcode.com.au



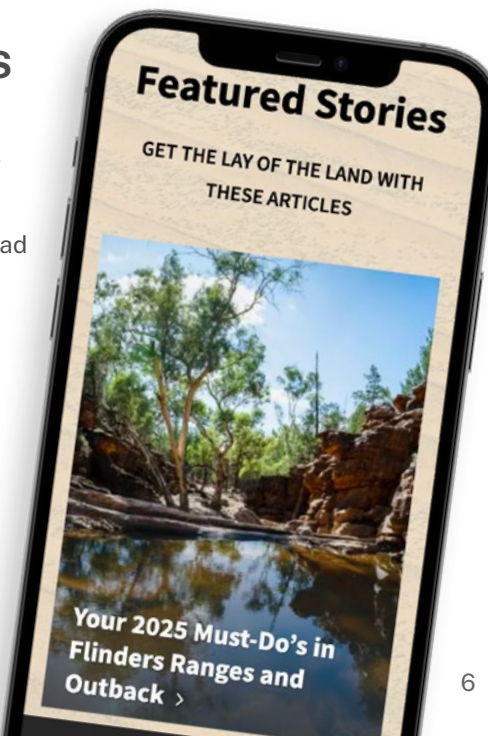
Investment: \$5,850

- 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)

*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



## Step 1 Choose your MARKETING PACKAGE

\*REQUIRED  
FIELDS

All businesses who purchase a marketing package are eligible to include an advertorial in the visitor guide.

### \* MATERIAL INSTRUCTION FOR YOUR PRINT ADVERT (Please choose one)

☐ New advert + production ☐ Repeat (no alterations) ☐ Repeat (alterations required) ☐ Supplied

### COMPLETE FOR EACH PACKAGE

MARKETING PACKAGE	RATE (EX. GST)	QTAB RATE (EX. GST)	PRODUCTION (EX. GST)
1/9 Page Print + Digital	<input type="checkbox"/> \$850	<input type="checkbox"/> \$807.50	\$70
2/9 Page Print (H or V) + Digital	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,567.50	\$90
1/3 Page Print (H or V) + Digital	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,232.50	\$110
4/9 Page Print + Digital	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$2,992.50	\$140
2/3 Page Print (H or V) + Digital	<input type="checkbox"/> \$4,550	<input type="checkbox"/> \$4,322.50	\$160
Full Page Editorial + Digital	<input type="checkbox"/> \$5,350	<input type="checkbox"/> \$5,082.50	\$160
Full Page Advert + Digital	<input type="checkbox"/> \$5,850	<input type="checkbox"/> \$5,557.50	\$250
Inside Back Cover + Digital	<input type="checkbox"/> \$6,950	<input type="checkbox"/> \$6,602.50	\$250
Inside Front Cover / Outside Back Cover + Digital	<input type="checkbox"/> \$7,450	<input type="checkbox"/> \$7,077.50	\$250
Double Page Spread + Digital	<input type="checkbox"/> \$9,950	<input type="checkbox"/> \$9,452.50	\$400
Advertorial (6 line + heading) <i>Can only be purchased with advert booking</i>	<input type="checkbox"/> \$160	<i>Production fee applies to all print adverts produced by WOOF Media</i>	

### \* SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR ADVERT / ADVERTORIAL PLACEMENT (Choose one per booked advert/advertorial)

Outback tracks	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Aboriginal culture	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Arts	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Events	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Food and wine	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Getting here & around	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Stations and farmstays	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Town pages	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial

Town (please specify):

\*WOOF Media and FRO cannot guarantee placement if requested.

### \* FREE INDEX AT THE BACK OF THE VISITOR GUIDE (Please select one option only)

- ☐ Accommodation
- ☐ Attractions + experiences
- ☐ Food, wine + beverages
- ☐ General services
- ☐ Information + bookings
- ☐ Tours + transport
- ☐ Events

\* Town (please specify):

\* Phone OR web:

### ICONS TO INCLUDE IN YOUR ADVERT (Please tick relevant icons)

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Book now              | <input type="checkbox"/> Wi-Fi available | <input type="checkbox"/> Australian Tourism Accreditation | <input type="checkbox"/> Eco Certified |
| <input type="checkbox"/> Children welcome      | <input type="checkbox"/> Facebook        | <input type="checkbox"/> Climate Action                   | <input type="checkbox"/> Eat Local     |
| <input type="checkbox"/> Accessible facilities | <input type="checkbox"/> Instagram       | <input type="checkbox"/> Aussie Travel Code Partner       | <input type="checkbox"/> ROC           |
| <input type="checkbox"/> Pet Friendly          | <input type="checkbox"/> Trip Advisor    | Other .....   |  |

## Step 2 Contact Details and Authorisation

Please scan and email both completed forms to [sales@woofmedia.com.au](mailto:sales@woofmedia.com.au)

**BOOKINGS DUE**  
**MON. 19<sup>TH</sup> JAN 2025**

Business name

Contact person

QTAB Member number

Phone

Mobile

Email address

Postal address

City / Suburb

State

Postcode

## AUTHORISATION AND PAYMENT

Upon receipt of the booking form you will be issued with an invoice for payment from WOOF Media. Invoices are payable within seven (7) days of invoice date. Credit card surcharge applies.

Your signature confirms your acceptance of the terms and conditions, cancellation and payment policies (refer page 8).

☐ I would like a payment plan for my booking. 50% due within seven (7) days of booking. Remaining 50% due 24th January 2026.

Booking authorised by (name)

Date

(signature)

Purchase order (if required)



## HOW TO BOOK

Please complete steps 1-2 on this page, scan and email to [sales@woofmedia.com.au](mailto:sales@woofmedia.com.au).

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

## 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](https://aussietravelcode.com.au/get-involved)



## KEY DATES

### BOOKINGS DUE:

5pm Mon. 19<sup>th</sup> January 2026

### ADVERT CONTENT SUPPLY:

5pm Wed. 21<sup>st</sup> January 2026

### ADVERT PROOF APPROVAL:

5pm Fri. 30<sup>th</sup> 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.