

Port Lincoln

& SOUTHERN EYRE PENINSULA

VISITOR GUIDE

2027 EDITION MEDIA KIT



WOOF
media

PORT
LINCOLN



Produced by WOOF Media. Supported by the City of Port Lincoln



If you have any questions, contact
WOOF Media on **1300 006 993**
or sales@woofmedia.com.au

Book online: woof.media/PLVG2027



BE SEEN BY VISITORS

Your business will be on show to visitors to our stunning corner of South Australia.

- FREE map pin and business listing with all adverts.
- FREE tracked QR Code* with any half or full page advert.
- Location-themed adverts to easily identify Port Lincoln, Coffin Bay, Cummins and Tumby Bay businesses.

PRINT: 25,000 COPIES

- Compact and practical A5 size
- Regional and local maps
- Direct links to digital resources via QR codes*
- Available at Visitor Information Centres and gateway towns to Port Lincoln

DISTRIBUTION & PROMOTION

- Online flip book features clickable links to take readers straight to your website or booking page
- Distributed online via the official Port Lincoln website, social media, and business websites
- Targeted distribution within SA through the accredited VIC network

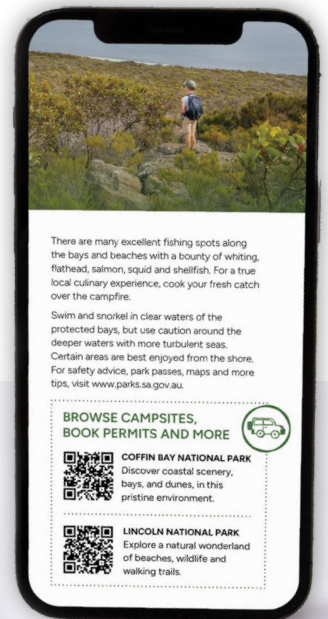
SECURE YOUR SPOT

SAVE 3%. BOOK AND PAY BY 5PM TUESDAY 30TH JUNE.

	SUN	MON	TUE	WED	THU	FRI	SAT
JUNE	14	15	16	17	18	19 Bookings open	20
	21	22	23	24	25	26	27
	28	29	30 EOFY bookings end	1	2	3	4
JULY	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24 Bookings Close	25

*QR CODE USE 2026 EDITION

400+ scans of Adverts, Day Drives, Maps, Experiences, and videos from November 2025 to May 2026.





Book online!

←

woof.media/PLVG2027

SAVE AN EXTRA 2% when booking online.

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2027 EDITION RATES

ADVERT SIZE	PRICE (excl. GST)
INSIDE BACK COVER	\$3,375
FULL PAGE CUSTOM DESIGN	\$2,995
FULL PAGE EDITORIAL (Templated design - flexible options available)	\$2,775 NEW
FULL PAGE (Templated design)	\$2,775
1/2 PAGE (Templated design)	\$1,625
1/4 PAGE (Templated design)	\$925
1/8 PAGE (Templated design)	\$575
1/16 PAGE (Templated design)	\$325
ADD-ON: BUSINESS SPOTLIGHT (Can only be purchased with 1/8 or larger advert booking)	\$95 NEW

EOFY Bookings must be paid prior to the 30th June 2026.



YOUR ADVERT INCLUDES

- ✓ Clean and clear editorial-style format
- ✓ FREE production for your first advert proof
- ✓ FREE map pin and business listing on the expanded town maps (with any size advert)
- ✓ FREE QR code linked to website of your choice (with half or full page adverts only)

VISITOR GUIDE DISTRIBUTION



KEY DATES



PAYMENTS DUE FOR EOFY DISCOUNT

5PM TUESDAY 30TH JUNE 2026

ALL BOOKINGS CLOSE

5PM FRIDAY 24TH JULY 2026

ADVERT APPROVAL

5PM FRIDAY 14TH AUGUST 2026



Book online!



woof.media/PLVG2027

**SAVE AN EXTRA 2%
when booking online.**

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ADVERT SIZES AND REQUIREMENTS

Templated adverts adhere to a consistent format, therefore edits may be required to supplied content.

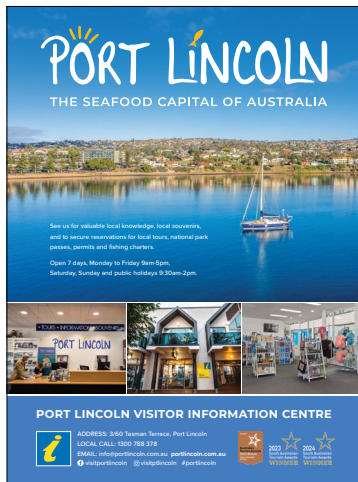
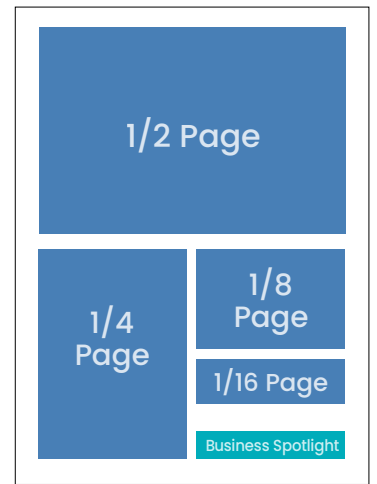
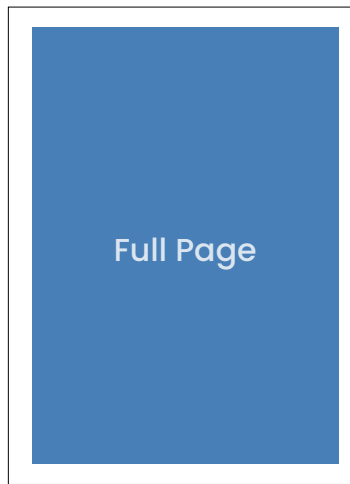
IMAGES

Digital images must be supplied at min 300dpi, in CMYK colour mode saved as TIF, PSD or JPEG.

- * Hero image must be a single image.
- No multi-image mosaics or grids.

TEXT

To be supplied electronically, in Microsoft Word format or via email.



FULL PAGE CUSTOM DESIGN

Provide your own finished artwork, or, supply content and we'll design your advert.

Size: 148mm wide x 210mm deep

Must be supplied in PDF format

CMYK colour format

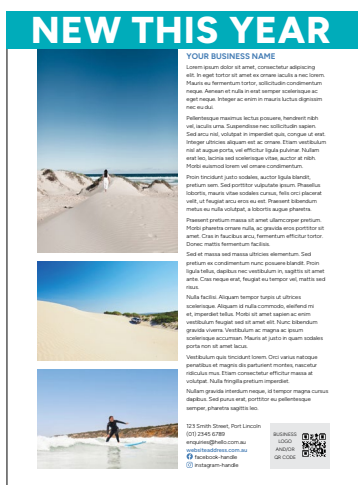
3mm bleed on all sides

All text converted to outlines

Eligible for Business Spotlight add-on

FULL PAGE
CUSTOM
DESIGN
\$2,995

INSIDE
BACK
COVER
\$3,375



FULL PAGE EDITORIAL

Formatted to the style of the guide with flexible layout options.

Words: 320 max. word description

Images: 1-3 images* Business logo: 1

Contact details: Max. 4 points of contact. Address (if applicable), phone, email and web address. Facebook and/or Instagram icons + links

Eligible for Business Spotlight add-on

SHARE YOUR STORY

Ideal for those who have a unique story to share. With more room for words, it's an opportunity to really connect visitors to the human experience of your business.

NEW
\$2,775

FLEXIBLE
LAYOUT
OPTIONS

FREE
QR
CODE



FULL PAGE

Formatted Advertisement to the style of the guide

Words: 130 max. word description

Images: 1-2 hero images* plus 2-3 thumbnail images

Business logo: 1

Contact details: Max. 4 points of contact. Address (if applicable), phone, email and web address

Social media: Facebook and/or Instagram icons + link to accounts

Eligible for Business Spotlight add-on

\$2,775

FREE
QR
CODE

SAVE 3% Book and pay by 5pm Tues. 30th June. BOOK: woof.media/plvg2027.



HALF PAGE

Formatted Advertisement to the style of the guide

Words: 130 max. word description

Images: 1-2 hero images* plus 2-3 thumbnail images

Business logo: 1

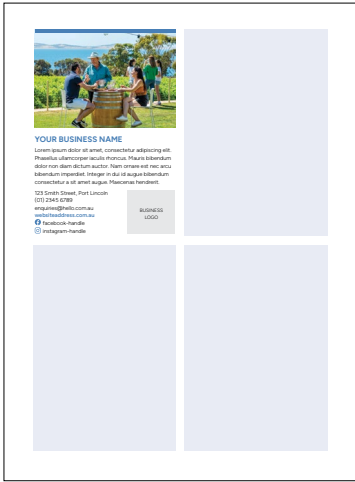
Contact details: Max. 4 points of contact. Address (if applicable), phone, email and web address

Social media: Facebook and/or Instagram icons + link to accounts

Eligible for Business Spotlight add-on

\$1,625

FREE QR CODE



QUARTER PAGE

Formatted Advertisement to the style of the guide

Words: 40 max. word description

Images: 1 hero image* only

Business logo: 1

Contact details: Max. 4 points of contact.

Address (if applicable), phone, email and web address

Social media: Facebook and/or Instagram icons + link to one account

Eligible for Business Spotlight add-on

\$925



EIGHTH PAGE

Formatted Advertisement to the style of the guide

Words: 20 max. word description

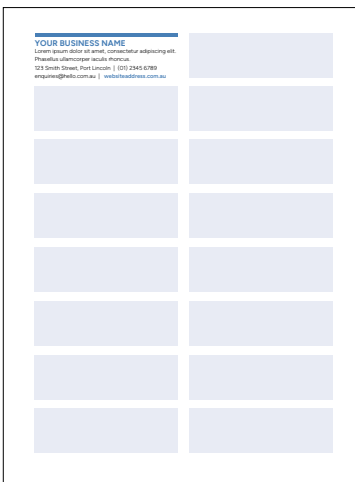
Images: 1 hero image* only

Contact details: Max. 4 points of contact.

Address (if applicable), phone, email and web address

Eligible for Business Spotlight add-on

\$575



SIXTEENTH PAGE

Formatted Advertisement to the style of the guide

Words: 15 max. word description

Contact details: Max. 4 points of contact (space permitting).

Address (if applicable), phone, email and web address.

Not eligible for Business Spotlight add-on

\$325

NEW THIS YEAR

BUSINESS SPOTLIGHT

ADD-ON: BUSINESS SPOTLIGHT

Featured mention of your business in dedicated call-out box.

May only be purchased with a 1/8 or larger advert. Placement alongside editorial within nominated section, e.g. Food & Drink, Events, Tours.

NEW \$95

SAVE 3% Book and pay by 5pm Tues. 30th June. BOOK: woof.media/plvg2027.