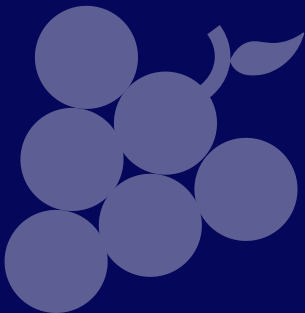
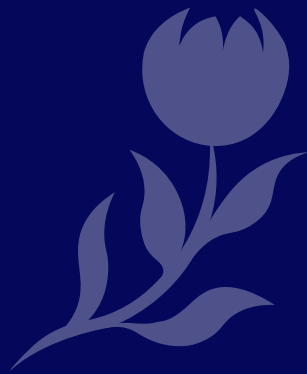


DESTINATION PERTH

PERTH HOLIDAY PLANNER

2025 Advertising Prospectus





Destination Perth invites you to participate in the region's premier tourist publication; the 2025 Destination Perth Holiday Planner.

Now into its 21st edition, and always well received by travel trade and visitors alike, the Perth Holiday Planner is Western Australia's premier publication promoting the destination of Perth and surrounds.

Through this publication, we aim to showcase new and updated content on the region, featuring day trip itineraries and bucket lists for each sub-region, as well as new hero imagery throughout.

In addition to a strong national and global distribution throughout the year, our team have maximised distribution across WA via two new distribution partners, including placements at Perth Airport T1 and T3 and the East Perth Railway Terminal. The team have also developed a digital strategy which forms part of our business-as-usual activity, distributing the digital version of the Perth Holiday Planner heavily across our social media channels, with paid media spend behind this. Please see some of the campaign insights relating to our digital Holiday Planner campaign which spanned from May 2024 - June 2024, utilising Google Search and Display advertising, as well as paid Facebook and Instagram advertising.



 Total Perth Holiday Planner Digital Views (Jan - Jun): **38,886**

Social Media Results (May - Jun):

 Total Link Clicks: **4,049**

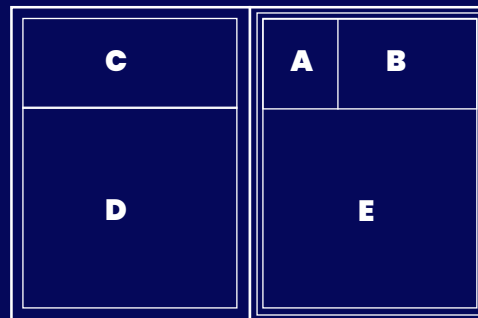
 Total Reach: **243,300**

With this hybrid print/digital strategy, we are offering you the opportunity to broaden your product reach and to be a part of an extensive suite of editorial and product listings that represent our region.

ADVERTISING OPPORTUNITIES:

There are five advertisement sizes available which Destination Perth members can purchase. Please note, advert sizes A to C are set to a standard format and development is managed by Destination Perth, whilst advert sizes D and E will need to be supplied by members as a final file.

Advert Size:	Dimensions: (WxH)	Format:	Price: (excl GST)
A 1/9th Page	58mm x 81mm	Standard	\$ 975
B 2/9th Page	118mm x 81mm	Standard	\$1,950
C 1/3rd Page	178mm x 81mm	Standard	\$2,900
D 2/3rd Page	178mm x 164mm	Optional	\$5,500
E Full Page	197mm x 267mm	Optional	\$6,500



*Please note, the Back Cover Page (\$8000 + GST), Inside Back Cover (\$7000 + GST), and Inside Front Cover (\$7500 + GST) are also for sale this year subject to availability, if you wish to purchase this space, please enquire directly to briana@destinationperth.com.au.

A - 1/9th Page:



Captain Cook Cruises WA

Pier 3, Barrack Street Jetty, Perth
T: +618 9325 3341
E: reservations@captaincookcruises.com.au
W: www.captaincookcruises.com.au



Conveniently located near Elizabeth Quay, Captain Cook Cruises provides an award-winning experience to explore Perth. With cruises to Fremantle, scenic wine cruises to the Swan Valley, lunch, dinner, and twilight cruises to choose from, unwind and enjoy the Swan River from a unique perspective.



B - 2/9th Page:



Airport Apartments by Vetroblu

100 Coolgardie Avenue, Redcliffe
T: +618 9475 3400
E: guestservice@airportapartments.com.au
W: airportapartments.com.au



VETROBLU
AIRPORT APARTMENTS

Let Airport Apartments by Vetroblu be your passage to adventure. Located just minutes from Perth Domestic and International airports, Business Districts, and shopping outlets.

Our spacious one- and two-bedroom apartments have modern facilities. All apartments have single and double bed options, fully equipped kitchen, laundry, free Wi-Fi, gym and much more. We offer a free 24-hour shuttle service, perfect for you to get to and from any of the Perth Airports.

Let us deliver effortless comfort with your next urban escape delivering a personalised home away from home and all with the services of a hotel.

C - 1/3rd Page:



Rottnest Fast Ferries

Shop 56 Southside Drive, Hillarys Boat Harbour
T: +618 9246 1039
E: reservations@rotnnestfastferries.com.au
W: rotnnestfastferries.com.au

Experience everything Perth's island paradise has to offer with Rottnest Fast Ferries. When you book through us, you'll get to choose how you explore the island by tailoring your trip to your unique needs. With the largest variety of travel packages, adventure to Rottnest your way.

Our ferry departs daily, 7 days a week from Hillarys Boat Harbour, providing you with full flexibility. You can park for FREE at Hillarys. Don't have a car? Book our complimentary hotel transfers departing from Perth.

'Harbour Master' is the newest, most spacious high-speed catamaran to service Rottnest Island. Offering a comfortable and convenient ride, with outdoor decking for your viewing pleasure. Soak up the sun and fresh air outside or cool off inside by taking a seat in air-conditioned comfort. Food and drink will always be available during the brisk 45-minute trip.

**ROTTNEST
FAST FERRIES**

HILLARYS BOAT HARBOUR, WESTERN AUSTRALIA



What's included in a standard format advertisement?

1/9th Page:

Up to 1 x images, 1 x logo (optional), contact details and a max 45 words description of your product/business.

2/9th Page:

Up to 2 x images, 1 x logo (optional), contact details and a max 100 words description of your product/business.

1/3rd Page:

Up to 3 x images, 1 x logo (optional), contact details and a max 150 words description of your product/business.

What to supply for standard 1/9th, 2/9th & 1/3rd page advertisements:

The Holiday Planner is produced in InDesign for Macintosh.

- **Copy** – Provide in a word document or as text within email.
- **Images** – High resolution (minimum 300 dpi) as TIFF, or JPEG files.
- **Logos** – Illustrator EPS files with all text converted to paths (vector format). Provide as high resolution as TIFF, EPS or JPEG files.

Instructions for supplying own artwork for 2/3rd page and full page advertisements:

Own artwork advertisements will only be accepted in the following formats:

InDesign for Mac:

Provide relevant typefaces, images, and logos plus the final InDesign file. All colours must be CMYK.

Images – High Resolution (minimum 300 dpi) as TIFF, EPS, or JPEG format.

Logos – Save in EPS format (vector files with type converted to paths) or TIFF, EPS, or JPEG files (minimum 300 dpi).

Illustrator EPS for Mac:

Saved as a vector file with type converted to paths. All images and logos used to be collected and supplied along with the final Illustrator file. No spot colours to be indicated in the document.

Images – High Resolution (minimum 300 dpi) as TIFF, EPS, or JPEG format.

Logos – Save in EPS format (vector files with typefaces converted to paths) or TIFF, EPS, or JPEG files (minimum 300 dpi).

PDF Files:

High Resolution, CMYK, print ready PDF file with outlined fonts, and embedded images and logos will only be accepted.

File transfers to Destination Perth:

Email your artwork components (copy, images, and logo) or final artwork file (if applicable) to Destination Perth at info@destinationperth.com.au by the required deadline.

Artwork Approval:

All advertisers will be required to proofread their advertisement and provide final approval for use of artwork. Advertisers will be supplied one advertisement draft to check all copy, contact details and use of images and logos, of which one round of author's corrections will be inclusive in the advertising rate. Subsequent alterations will attract a fee of \$180/hour +GST.

Advertisement Payment:

Please provide payment on receipt of tax invoice. Payment must be made before 30 September 2024 Wto guarantee inclusion into the Holiday Planner.

Deadlines:

Booking – 12th August 2024

Artwork Material – 24th August 2024

Artwork Approval – 25 October 2024

Payment – 30th September 2024

Publication Release – January 2025



Need help with your ad design?

Ensure your advertising dollar makes the best impact with a professionally designed advertisement. Full Page and 2/3rd Page advertisements can be provided as final artwork. If you require assistance to develop artwork for final ads in these sizes, Destination Perth has recently launched the Destination Perth Design Hub, with graphic design resources now accessible to members at a subsidised rate. For further information, please contact Destination Perth direct on email briana@destinationperth.com.au.

Get a strong start in 2025 and secure a placement in the Destination Perth Holiday Planner now!

Advertising space is limited, and a member of our team will be in touch if your desired ad size has sold out.

If you have any questions, please don't hesitate to reach out to our team. Email Briana Canny via briana@destinationperth.com.au.

