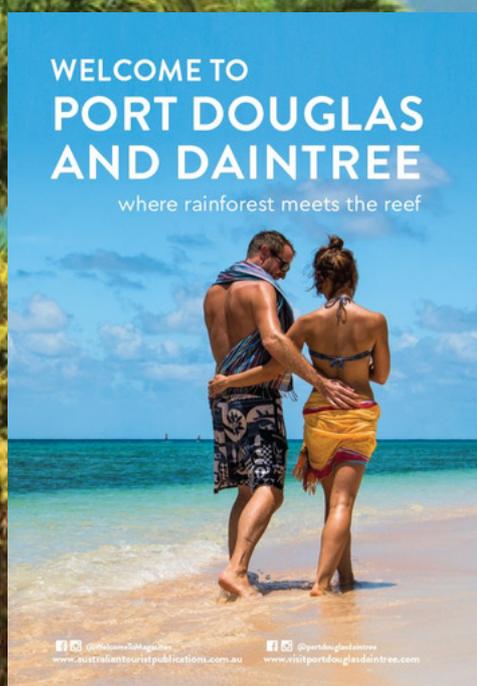


# Welcome to Port Douglas and Daintree

## Media Kit 2018



**May Deadline: Friday 13 April 2018**  
**November Deadline: Monday 8 October 2018**

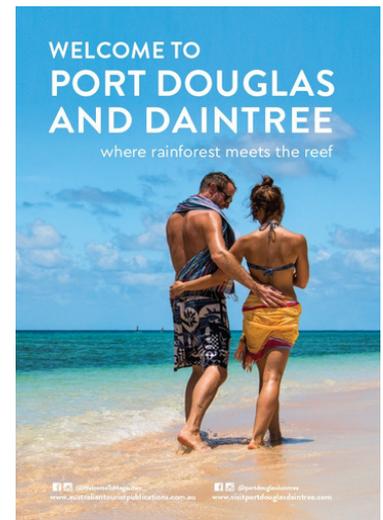


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# Welcome to Port Douglas and Daintree

## OUR MAGAZINE

- 115,000 copies printed annually
- Produced in conjunction with Tourism Port Douglas Daintree
- Published twice-yearly in May and November
- Handy A5, travel-sized magazine
- Full colour magazine printed on gloss paper stock
- Complimentary graphic design of your advertisement
- Images by local photographers
- Editorial content written by professional writer
- Free business listing on the ATP website
- Includes detailed maps and essential local information
- Showcases accommodation, tours, dining, shopping and attractions across the Port Douglas, Mossman, Daintree and Cape Tribulation regions



## DISTRIBUTION

- Extensive distribution throughout Queensland (see attached list)
- Displayed on 80 Morgan Freeman boards across Port Douglas
- Loved and used widely by visitor information centres, all levels of accommodation, car hire companies, attractions and restaurants in the region
- Supplied to Flight Centre Expos and Caravan and Camping Shows in Brisbane, Sydney and Melbourne

## E-MAGAZINES

As well as printing 115,000 copies, Welcome to Port Douglas and Daintree Magazine is produced as an E-Magazine. The E-Magazine is available for download through the free Issuu App, our Facebook page and the newly-launched ATP website.

## ABOUT US

Australian Tourist Publications (ATP) is a family-owned, award-winning business with over 12 years' experience celebrating and promoting the best of Tropical North Queensland. The "Welcome to..." range of magazines has been operating for over 25 years and is a well-respected and well-known brand.

## PAYMENT

- Option to pay monthly
- Discount of 5% for payment in full, on a seven day invoice
- Discount of 10% for multiple advertisements across the "Welcome to..." magazine range.



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# Advertising Rates

	Per month	Full Rate	5% Discount Payment in full 7-day invoice	10% Discount Multiple product buy \$ Per month	15% Discount Multiple & in full 7-day invoice
<b>Full</b>					
1 Issue	\$577	\$3,462	\$3,288	\$519	\$2,942
2 Issues	\$539	\$6,468	\$6,144	\$485	\$5,497
<b>Half</b>					
1 Issue	\$365	\$2,190	\$2,080	\$328	\$1,861
2 Issues	\$327	\$3,924	\$3,727	\$294	\$3,335
<b>Third</b>					
1 Issue	\$242	\$1,452	\$1,379	\$217	\$1,234
2 Issues	\$225	\$2,700	\$2,565	\$202	\$2,295
<b>Quarter</b>					
1 Issue	\$190	\$1,140	\$1,083	\$171	\$969
2 Issues	\$173	\$2,076	\$1,972	\$155	\$1,764
<b>Sixth</b>					
1 Issue	-	\$690	x	x	x
2 Issues	-	\$1,524	x	x	x

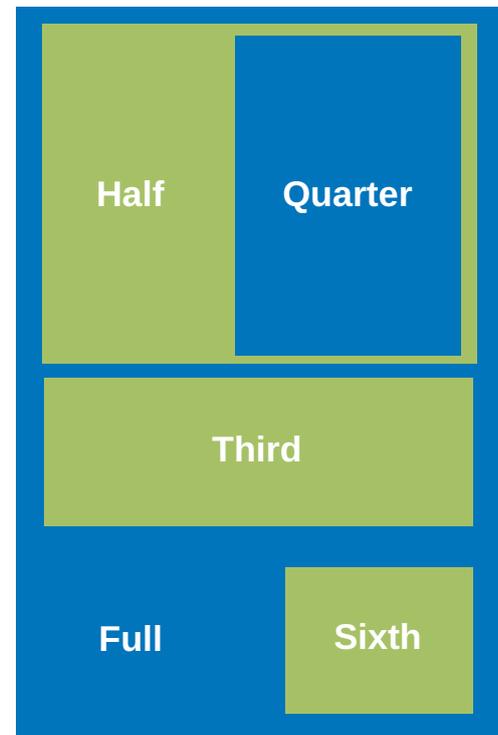
## PRIME POSITIONS

- Inside front cover - additional 20%
- Back cover - additional 20%
- Pages 3 & 5 - additional 15%
- Page 7 - additional 10%
- Centre pages - additional 10%
- Prior to page 15 on request - additional 10%

## DISCOUNTS

Discounts for payment in full and multiple product buys are not applied to advertisement bookings less than a quarter page.

Advertisement bookings for any advertisement size less than a quarter page must be paid in-full on a 30 day invoice.



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# Important Information & Deadlines

## MAY EDITION

**BOOKING DEADLINE:** Friday 13 April 2018

**ARTWORK DEADLINE:** Monday 16 April 2018

**PRINTED:** Monday 23 April 2018

**FIRST PAYMENT:** 1 May 2018

**DISTRIBUTION:** First week of May

## NOVEMBER EDITION

**BOOKING DEADLINE:** Monday 8 October 2018

**ARTWORK DEADLINE:** Monday 15 October 2018

**PRINTED:** Monday 22 October 2018

**FIRST PAYMENT:** 1 November 2018

**DISTRIBUTION:** First week of November

## TECHNICAL SPECIFICATIONS

Full page: 200mm H x 135mm W

Trim size: 210mm H x 145mm W

Bleed size: 216mm H x 151mm W

Half page: 95mm H x 135mm W

Half page vertical: 200mm H x 65mm W

Third page: 60mm H x 135mm W

Quarter page: 95mm H x 64mm W

Sixth page: 52mm H x 65mm W

## ARTWORK SPECIFICATIONS

If supplying your own artwork please save your file as a high-resolution PDF at 300dpi in CMYK.

## SALES AND ENQUIRIES

Trish Blackman 0418 143 342 [trishb@australiantouristpublications.com.au](mailto:trishb@australiantouristpublications.com.au)

## AD COPY

Jess Maguire 0438 870 127 [jess.maguire@australiantouristpublications.com.au](mailto:jess.maguire@australiantouristpublications.com.au)

## WHAT'S NEW

In 2018 ATP will be launching its own app. Available on Android and IOS platforms, you will be able to view our E-Magazines and your business will be listed and easily accessible to the mobile traveller.

## WEBSITE LISTING

Your advertisement booking comes with a free listing on our website. If you would like to make any changes please email Jess Maguire - [jess.maguire@australiantouristpublications.com.au](mailto:jess.maguire@australiantouristpublications.com.au)

## MAILING LIST

Sign up to our mailing list to receive news from ATP, information about our other products, as well as booking and artwork deadline reminders. Existing and previous clients are automatically signed up, new clients can visit our website or Facebook page to subscribe.

## ISSUU APP

As the industry's leading digital publishing platform, Issuu gives Australian Tourist Publications the tools to deliver over five billion page views each month to 80+ million readers. For users, the Issuu app allows you to download publications and view them offline, meaning no WiFi, no problem. Stay up to date on the latest 'Welcome to...' Magazines, by following Australian Tourist Publications (available on Android and IOS).



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# Distribution List

## PORT DOUGLAS

Avis Car Rentals  
Balboa Apartments  
Bay Villas Resort  
Beaches Port Douglas  
Boutique Collection  
Breakfree  
BTS Tours  
Budget Car Rentals  
Calypso Information Centre  
Cayman Villas  
Central Hotel  
Central Plaza  
Club Tropical Resort  
Coconut Grove  
Comet Car Hire  
Coral Apartments  
Coral Sea Villas  
Crystalbrook Superyacht Marina  
Dougies Backpackers  
Dreamcatcher Apartments  
Driftwood Mantaray  
Executive Retreats  
Freestyle Resort  
Garrick House  
Ginni's Boutique  
Glengarry Big 4 Holiday Park  
Global Backpackers  
Great Barrier Reef Tour Centre  
Hibiscus Resort & Spa  
Jungle Road  
Lady Douglas  
Lazy Lizard Motor Inn  
Le Cher Du Monde  
Lychee Tree Holiday Apts  
Macrossan House Boutique Hotel  
Mandalay  
Mango Tree Apartments  
Mantra Aqueous  
Mantra in the Village  
Mantra Links Resort  
Marina Terraces  
Martinque  
Meridien  
Mowbray by the Sea  
MV Norseman Reef Fishing  
Nautilus Holiday Apts  
Newport on Macrossan  
Nimrod Resort Apartments  
Ngarru Gallery  
Oaks Lagoon  
Ocean Safari  
Outrigger  
Palm Villas  
Pandanus Caravan Park  
Paradise Car Rentals  
Paradise Links  
Pelican Inn  
Peppers Beach Club  
Pinnacle Village Van Park  
Pink Flamingo  
Pool Resorts  
Port Douglas Apts  
Port Douglas Car Rentals  
Port Douglas Getaways  
Port Douglas Motel  
Port Douglas Holiday Rentals  
Port Douglas Info Centre  
Port Douglas Marina Terraces  
Port Douglas Peninsula Apts  
Port Douglas Queenslander  
Port Douglas Reef Club  
Port Douglas Retreat  
Port O Call Lodge  
Port Tour Specialists  
QT Port Douglas  
Queenslander Lodge  
Rainforest Habitat  
Ramada  
Ray White Real Estate  
Reef Adventure Centre  
Reef Club Resort  
Regal on Macrossan  
Rendevous Resort  
Retro Port Douglas Apts  
Rydges Sabaya Resort  
Sailaway  
Saltwater Luxury  
Apartments  
Sands Resort  
Sea Temple Resort & Spa  
Seascape  
Shantara Resort & Spa  
Shed 6 Menswear  
Sheraton Mirage  
Sunseeker Apartments  
Thala Beach  
The Beach Terraces  
The Pavilions  
The Tour Shop  
The White House  
Thrifty Car Rentals  
Ti Tree Resort  
Tourism Port Douglas &  
Daintree  
Tropic Breeze Caravan Park  
Tropic Sands  
Tropical Journeys  
Tropical Nites  
Tshinta  
Uplift Watersports  
Veranda's Tropic Style Apts  
Villa San Michele Apts  
Watergate Restaurant  
Wavelength Tour Shop  
Wicked Tours  
Wildlife Habitat  
Yahoo Car Rentals



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# Distribution List

## MOSSMAN, DAINTREE & CAPE TRIBULATION

Beechwood Café  
Bruce Belcher's Daintree River Cruise  
Cape Kimberley Koala Camping  
Cape Tribulation Camping Grounds  
Crocodile Express  
Daintree Connections  
Daintree Discovery Centre  
Daintree Eco Lodge  
Daintree Electric Boat Cruises  
Daintree Escape Tropical Lodge  
Daintree General Store  
Daintree Mangroves Wildlife Sanctuary  
Daintree Teahouse  
Demi View Motel  
Fanpalms Boardwalk Café  
Floravilla  
Heritage Lodge  
Hook a Barra  
Lync Haven Rainforest Retreat  
Masons Café & Cape Trib Shop  
Mossman Demi View Motel  
Mossman Gorge Centre  
Mossman Mechanic  
Newell Beach Leisure Park  
P. K.'s Jungle Lodge  
Pinnacle Village  
Raintrees Cafe  
Shannonvale Tropical Fruit Winery  
Solar Whisper Wildlife Cruises  
Sweet Farm Tours  
Whyanbeel Valley Studio and Gallery  
Wonga Beach Van Park

## CAIRNS & BEACHES

Budget Car Rentals  
Cairns Central Information Desk  
Cairns Colonial Club

Cairns Info.com  
Cairns Plaza  
Cairns Reef & Tour Centre  
Cairns Tour Advice & Booking Centre  
Cairns Tourist Information Centre  
Cairns Tropical Zoo  
Camperman Australia  
Castaways Backpackers  
Castaways Trinity Beach  
Central Plaza Apartments Cairns  
City Sheridan Cairns  
Clifton Palms Holiday Units  
Clifton Sands Holiday Units  
Cocos Holiday Apartments Trinity Beach  
Cool Waters Holiday Park  
Cruising Car Rentals, Trinity Beach  
Crystal Cascades Big 4 Holiday Park  
Eastcoast Car Rentals  
Ellis Beach Caravan Park  
Esplanade Backpackers Information  
First City Caravilla Caravan Park  
Grand Chancellor, Palm Cove  
Hartley's Crocodile Adventures  
Hertz Car Rentals  
Il Palazzo  
Inn Cairns  
Koala Backpackers Resort  
Lake Placid Tourist Park  
Mantra Trilogy  
Marlin Cove Resort, Trinity Beach  
Melaleuca Resort, Palm Cove  
Njoy Travellers Resort  
Pacific Cay  
Paradise on the Beach, Palm Cove  
Peppers Beach Club & Spa, Palm Cove  
Queens Court Apartments  
Raging Thunder Information Centre  
Rainbow Southside Inn  
Reef Encounter Cruises Booking Office



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# Distribution List

## CAIRNS AND BEACHES CONT'D

Reef Information Centre  
Reef Palms Cairns  
Rendez-vous Fute  
Rockford Mecure Suites, Palm Cove  
Royal Harbour Tour Desk  
Roydon Beachfront Apartments, Trinity Beach  
Rydges Plaza  
Sanctuary Palm Cove  
Sebel Reef House, Palm Cove  
Sunland Caravan Park  
The Balinese  
The Hotel Cairns  
Tourism Tropical North Queensland (TTNQ)  
Villa Paradiso, Palm Cove

## ATHERTON TABLELANDS

Big 4 Atherton Woodlands Tourist Park  
Coffee Works  
Kuranda Scenic Rail  
Mareeba Wetlands  
The Buzz

## FLIGHT CENTRE EXPOS

Aprox 70,000 attendees  
Brisbane 3 - 4 February  
Sydney 10 - 11 February  
Melbourne 17-19 February

## CARAVAN, CAMPING & TOURING SUPERSHOWS

Number of attendees in 2017  
Brisbane 40,300 attendees  
Sydney 60,487 attendees  
Melbourne 50,613 attendees

## 2018 SUPERSHOWS

Melbourne - 21-25 Feb  
Sydney - 24-29 April  
Brisbane - June TBC

## BABINDA AND BEYOND

Billabong Sanctuary, Townsville  
Bluewater Caravan Park Townsville  
Bohlevale Coconut Glen, Townsville  
Breakwater Marina, Townsville  
Castaways Resort, Mission Beach  
Coral Coast Tourist Park, Townsville  
Coral Lodge House, Townsville  
Crystal Creek Caravan Park, Mutarnee  
Fishery Falls Caravan Park  
Frosty Mango, Mutarnee  
Magnetic Gateway Caravan Park, Cluden  
Mariners North, Townsville  
Museum of Tropical Queensland, Townsville  
RACQ Townsville  
Ridgemont Executive Motel, Townsville  
Rollingstone Beach Caravan Park  
Rowes Bay Caravan Park, Townsville  
The Lakes Caravan Park, Townsville  
Wonderland Complex (Reef HQ), Townsville

## INFORMATION CENTRES

Agnes Waters	Kuranda
Albury	Kurumba
Ayr	Mackay
Atherton	Malanda Falls
Babinda	Mareeba
Boonah	Mission Beach
Bowen	Mount
Bundaberg	Tambourine
Burdekin	Normanton
Cape Tribulation	Port Douglas
Cardwell	Proserpine
Charters Towers	Ravenshoe
Emerald	Tully
Georgetown	Tyto Wetlands
Home Hill	Woodonga
Innisfail	Yungaburra



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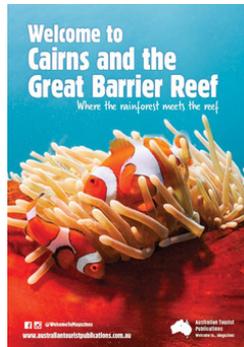
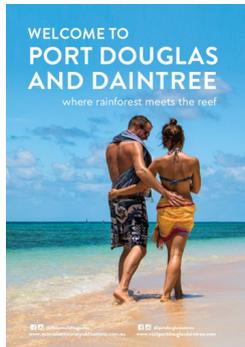
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# Why Print Advertising?

In this digital age, printed media remains the preferred method of in-market visitors when seeking tourism information.



7 out of 10 tourists and visitors pick up maps and travel guides in-market

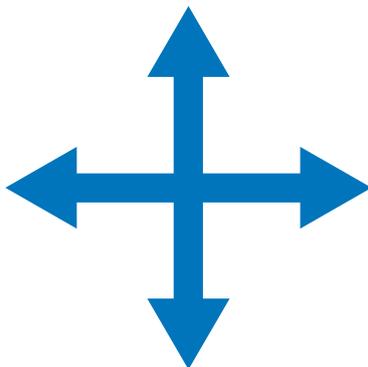
83% plan to visit a business they saw in a map or travel guide



43% of visitors share their map or travel guides with three or more travel companions



86% of hotel front desk staff observe guests using brochures always or often



78% of visitors that pick up maps or travel guides consider altering their travel plans



95% of visitors who pick up maps and travel guides become aware of a business

Information sourced from a 2016 Research Study conducted by the Centre for Marketing Technology at Bentley University



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# Terms & Conditions

## AUSTRALIAN TOURIST PUBLICATIONS (The Publisher)

All Advertising Agreements based upon the indicated Advertising Rates will be subject to the conditions specified therein, irrespective of any conditions or statements to the contrary in any purchase order, order form, or other contract submitted by any Advertiser or Agency, unless the Publisher specifically agrees otherwise in writing.

### RATES

Advertising Rates are based on the understanding that contracts will be completed within 12 months from the date of insertion. Contracts not completed within 12 months are subject to a penalty fee of \$45 for every month overdue.

### CANCELLATION POLICY

A penalty charge of \$250 will apply, in every case of an advertising booking cancellation, before Friday 13 April 2018 (May edition) or Monday 8 October 2018 (November edition).

Upon cancellation of an advertisement booking, for any reason, after the cancellation date of Monday 16 April 2018 (May edition) or Monday 15 October 2018 (November edition), the Advertiser or Agency agrees to pay 75% of the full advertising rate booked (not including 5% or 10% discounts).

### PAYMENT

All advertising bookings will be accepted by the Publisher, subject to the agreement of the Advertiser or Agency to be liable for payment of all charges until the end of the Advertising Agreement. The Publisher will submit invoices monthly to the Advertiser or Agency, and all such charges will be due and payable upon receipt of such invoice.

Should during the period of the Agreement, the Advertiser's business (a) cease to trade, or (b) is sold - it is the sole responsibility of the advertiser to either pay out the Agreement in total, or alternatively, ensure the new proprietor accepts full responsibility of the ongoing cost until the expiry of the Agreement.

### ADVERTISING COPY

Advertisers must accept full responsibility of all advertisements and agree to indemnify the publishers against any claim or proceeding arising out of the publication of such advertisement.

All advertising material submitted for publication will be accepted only on the understanding that the material is not in contravention of any provision of Part V of the Trade Practices Act and that the Publisher may rely on that understanding.

The Publisher reserves the right to reject any advertising copy or other material which is deemed inappropriate for inclusion in the publications, for any reason whatsoever, whether or not such material has previously been accepted or published and shall not be liable for payment of any monies other than the charge for publishing the said advertisement.

The Publisher will not be liable for any error in any advertisement copy, once approved by the Advertiser or Agency.

The Publisher is not required to supply a colour proof of the magazine to advertisers. The placement of advertisements will be at the discretion of the Publisher.

No responsibility is taken for the late arrival of the publication due to circumstances beyond the Publishers' control.

A signed advertising agreement or provision of materials/copy for publication constitutes acceptance by the Advertiser or Agency of all the above conditions.



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