

# Influencing the influencers

to enhance tourism spend over summer and the Christmas holiday season in association with Adelaide Hills Tourism and the Adelaide Hills Wine Region

Following the success of our winter tourism campaign, we are happy to advise that we will be publishing a feature/supplement in the December 12, 2019 (for summer and Christmas holiday season) and the March 26, 2020 (for Easter and autumn season) editions of the Herald. We believe that these will assist the continued growth of tourism across the the Adelaide Hills.

Visiting Friends and Relatives (VFR) is a strong component of tourism in SA especially the Adelaide Hills. According to SATC statistics 48 - 52% of domestic visitors and 43 - 53% of international visitors are influenced by friends or relatives as to their visitation points in the Hills.

The Weekender Herald remains in a unique position to continue influencing the influencers (the friends and relatives). Their recommendations are based on local knowledge and as the leading community newspaper in the Adelaide Hills, the Herald is the best source of positive local information.

Consider for a minute - the question that needs to be asked . . .  
What do locals (the influencers) know about your business, what it offers, how to find it and how to recommend it?

In order to facilitate the provision of such local information, the Herald will be publishing feature/supplements giving other businesses the opportunity, via adverts/editorial to inform the Adelaide Hills community about their activities.

The feature/supplements will be distributed on December 12, 2019, covering summer and the Christmas holiday season, and March 26, before Easter, the school holidays and autumn season, to maximise the promotional value for participants. The distribution includes 17,000 printed copies hand delivered to over 1,000 business pick up points across the Hills and surrounding suburbs. Our coverage is further enhanced by 11,000+ on-line weekly subscribers.

The feature will be headed along the lines of Adelaide Hills - SO MUCH, SO CLOSE and be positioned in the centre of the paper. The feature will again include introductory editorial from SATC (e.g. CEO Rod Harrex or Marketing Director Brent Hill) and AHT Chair Helen Edwards. Our aim will be for this feature to have greater than 50% editorial content to encourage locals to keep it for future reference.

Participants will be offered a choice of three different size colour advertisements:  
A 45mm high by 128mm wide, B 92mm high by 128mm wide, C 140mm high by 128mm wide, D 92mm high by 260mm wide. Half and full pages POA. Participants who take up B will also receive a 250-300 word editorial and picture and C and D a 350-400 word editorial and picture. Each advert will be linked to client websites. In addition there is a 20% discount for the second ad booked.

## THE ADELAIDE HILLS Weekender Herald

Connecting the community across the Adelaide Hills

**CALL Lauren or Kylie on 8339 0000 to secure your participation!**

Advert rates	First ad		Second ad	
	Prepay (by Nov 20)	Due on account	Prepay (by March 15)	Due on account
A (45x128mm)	\$289	\$318	\$249	\$274
B (92x128mm)	\$489	\$538	\$362	\$432
C (140x128mm)	\$789	\$868	\$632	\$696
D (92x260mm)	1069	\$1176	\$856	\$942
Half and full pages	POA			



Conditions: New bookings only. Creative charges applicable. Offer expires Friday, December 6, 2019. Rates include GST. Payment by cash/cheque/credit card/EFT prepaid with booking/net 7 days or payment on account (subject to credit approval) Electronic connections included. Not available with any other offer. Agency commission applicable. Ads to run in feature on December 12, 2019 and March 26, 2020. Any changes to these conditions must be agreed in writing.