

CARNARVON & CORAL BAY DESTINATION GUIDE 2022 ADVERTISING PROSPECTUS



WHY ADVERTISE IN THE 2022 CARNARVON & CORAL BAY DESTINATION GUIDE?

The Carnarvon & Coral Bay destination guide is the most valuable marketing tool to reach all target markets. The Carnarvon Visitor Centre prints and distributes 60,000 copies, which are distributed across Western Australia.

Distribution Facts



8000 COPIES DISTRIBUTED TO METRO OUTLETS

This includes major Hotels/Motels, Caravan Parks, Resorts, Backpackers and Apartments in Perth. In addition, Car Hire businesses such as Avis, Hertz and Apollo Motorhomes. Attractions such as the Bell Tower as well as businesses such as Houghton Wines



4,500 COPIES DISTRIBUTED TO METRO VISITOR CENTRES

This includes the Perth Visitor Centre, Mandurah, Perth Hills and Swan Valley.

20,000 COPIES DISTRIBUTED IN CARNARVON

Businesses such as service stations, local businesses, accommodation providers and the Visitor Centre

6,750 DISTRIBUTED AT CONSUMER AND TRADE SHOWS

such as Perth Caravan and Camping Show and the Perth Royal Show. Carnarvon Visitor Centre is the only regional Visitor Centre to attend the Perth Royal Show and shopping centre activations.

24,000 COPIES DISTRIBUTED TO REGIONAL WA VISITOR CENTRES

The largest distribution points in Regional WA are the Visitor Centres in Kalbarri, Exmouth, Shark Bay, Karratha, Tom Price, Port Hedland, Geraldton, Margaret River and Busselton.

35,352

35,352 IMPRESSIONS ONLINE IN 2021 OF THE CARNARVON AND CORAL BAY DESTINATION GUIDE

Advertising Rates

PREMIUM/ INTERMEDIATE MEMBERS

Advertising Size

Back Page	\$3,080
Full Page	\$2,640
Half Page	\$1,485
1/4 Page	\$803
1/8 Page	\$495

LOCAL BUSINESS/ NOT FOR PROFIT

Advertising Size

Back Page	\$3,080
Full Page	\$2,640
Half Page	\$1,650
1/4 Page	\$880
1/8 Page	\$495

NON MEMBER/ BROCHURE MEMBERS

Advertising Size

Back Page	\$3,300
Full Page	\$3,080
Half Page	\$1,760
1/4 Page	\$935
1/8 Page	\$550



CARNARVON
catch a taste of the great life

Benefit Breakdown

- ★ Listing on the Carnarvon, Coral Bay or Coastal Map
- ★ Key Marketing Tool for Accommodation Operators to promote your business
- ★ Distribution across Western Australia and Brochure Representation at Trade Shows if your Advertising
- ★ Comprehensive guide that compliments the Visitor Centre Destination Website

Carnarvon Visitor Centre

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Full Page

Half Page

1/4 Page

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