



WINTER CONTENT PLAN 2019

JUNE *Natural Beginning*

JULY *Whimsical Winter*

AUGUST *Artisan August*

OUR CHANNELS

BLOG

- A Guide To YMRR's Winter Produce (Sponsored)
- X Ways To Enjoy Truffle In YMRR
- Light Touch: The Ultimate Eco-Friendly Winter Roadtrip With Busselton Toyota (Campaign)

- X Cosy Places To Stay This Winter
- X Exhibitions Happening This Winter You Need To See
- X Things You Don't Know About Whales (Illustrated By Ian Mutch) (Sponsored)

- Winter Wine Experiences
- Drink Your Way Through The Region's Native Ingredients
- X Nature Tours That Are Worth Braving The Elements

ITINERARIES

- 1 Week Winter Itinerary (International/Interstate Audience)
Featuring: 1 Northern Accommodation, 1 Southern Accommodation, 7 Experiences (9 spots in total)
Annual Buy-In

CONSUMER EDM *

- Thursday 6 June
- * 3 spots available
- Deadline: Tuesday 4 June

- Thursday 4 July
- * 3 spots available
- Deadline: Tuesday 2 July

- Thursday 8 August
- * 3 spots available
- Deadline: Tuesday 6 August

*Distributed on the first Thursday of each month. *Inclusion is at the discretion of Marketing Team and subject to image requirements.

MEDIA EDM **

- Thursday 6 June

- Thursday 4 July

- Thursday 8 August

MEMBER EDM **

- Friday 7 June
- Friday 21 June

- Friday 5 July
- Friday 19 July

- Friday 2 August
- Friday 16 August
- Friday 30 August

**Distributed fortnightly on Fridays. **Unlimited advertorial spots available. **Members can submit newsworthy updates or stories.

TV / WEB ADS

- 10 full-screen TV & Web Advertisements available per quarter. Subject to meeting imagery requirements.

KEY DATES

- WA Day Mon 3 Jun
- Margaret River Pro Sat 1 - Sun 9 Jul
- Truffle Kerfuffle Festival 21 - 23 Jun

- Winter School Holidays Sat 6 - Sun 21 Jul
- Cabin Fever Festival Fri 19 - Sun 28 Jul

- CinefestOZ Wed 28 Aug - Sun 1 Oct