



MELBOURNE
NOW

Media Kit

MAGAZINE | CAMPAIGNS | EDM | WEBSITE

Melbourne Now is an integrated marketing program that targets Regional Victorians with a focus on inspiring their travel to Melbourne.

Overview.

Based on extensive research, a consistent, year-round calendar of marketing activity has been developed to motivate people to plan and book a trip to Melbourne. Turning day trips into overnight stays, encouraging weekends or long weekends away, Melbourne Now aims to inspire Regional Victorians and change their travel behaviour. The call to action for all Melbourne Now marketing activity is a branded website.

Get Involved!

Melbourne Now Opportunities:

1

MELBOURNE NOW
MAGAZINE

2

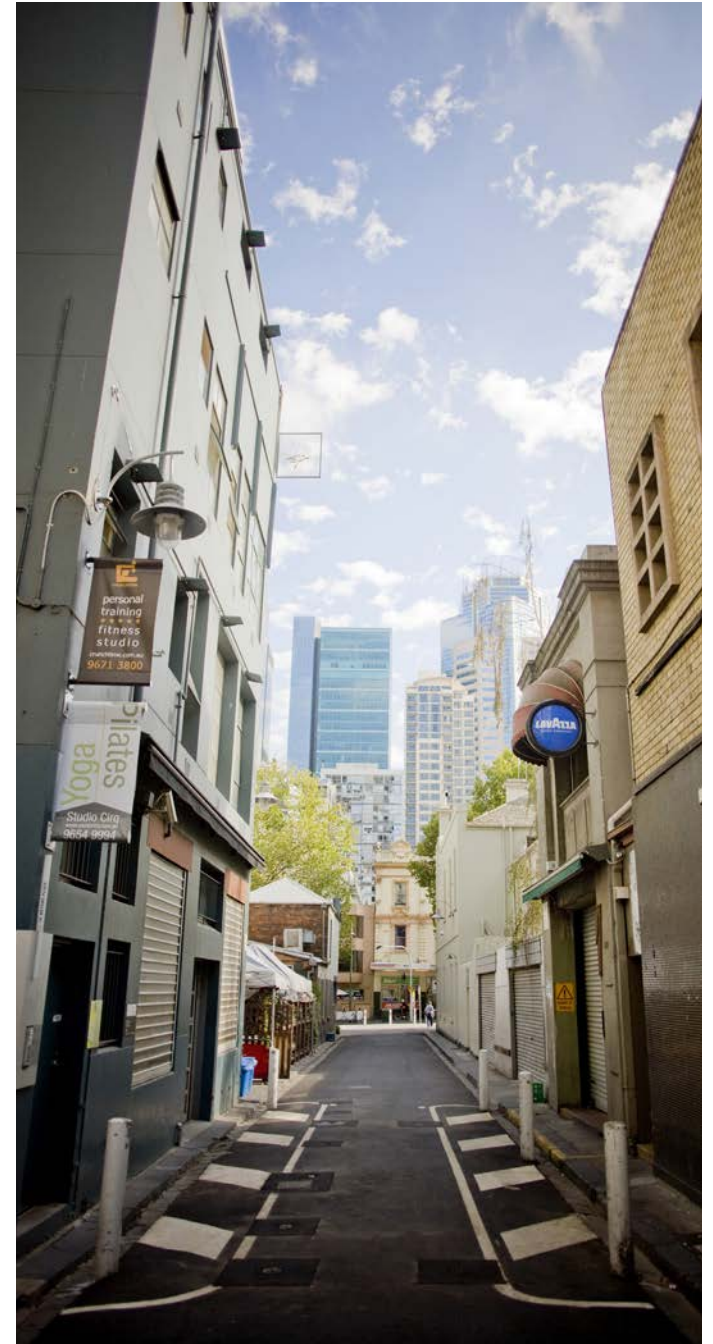
TACTICAL MARKETING
CAMPAIGNS

3

MONTHLY EDM

4

WEBSITE



Lifestyle Leaders.

The Regional Victoria market is diverse so it's important that marketing efforts are directed to people who have the means and propensity to travel. Research has identified 'Lifestyle Leaders' as the key target market within Regional Victoria.



PSYCHOGRAPHIC PROFILE

- + Lifestyle Leaders are more likely than other Regional Victorians to prefer to holiday in Melbourne
- + Based on a particular mindset, they cut across all regions, ages and lifecycle groups
- + Where people are at in their lives, their roles and responsibilities and their goals and ambitions, are determining drivers in how they view travel
- + They can be targeted through their motivational drivers, specific passions and interests
- + They are progressive, curious, socially and technologically active, adhere to and seek status, follow and propagate trends
- + More discretionary spending than others that allows them to travel more frequently
- + They are forward thinking, interested in discovering new experiences through travel, and are more likely to share those experiences with and seek to influence their family and friends

Overview



STATUS

Like status symbols to demonstrate achievement and success



BRAGGING RIGHTS

Love knowing what's hot and what's not. First to know, even if not first to act



PROGRESSIVE

Experimental and fashion oriented. Up to date with latest tech trends



CURIOUS

Seek out new experiences and everyday latest tech trends



ACTIVE + SOCIAL

Enjoy an active and social life, extensive social networks



TECHNOLOGICAL

Inseparable from their devices

Source: Mitchells Media

Magazine.

Melbourne Now magazine is an inspirational magazine that provides readers with timely information to help them plan a trip to Melbourne. It is a cost effective and targeted way of reaching the intrastate market. Produced quarterly, each edition contains detailed information on Melbourne's key experiences for the season, including theatre, shopping, events, dining, exhibitions and attractions. The magazine also features a range of enticing accommodation offers to encourage readers to stay in Melbourne.



Readership



GENDER

4 in 5 readers are female (82%)



AGE

35-44 (19%)
45-54 (29%)
55-64 (19%)



HOUSEHOLD

Couple – no kids living at home (25%)
Couple / single parent with kids under 15 yrs (24%)



PROPENSITY TO TRAVEL

84% visited Melbourne in the last 3 months



LENGTH OF STAY

50% stayed between 1-3 days



TRANSPORT MODE

57% travelled to Melbourne by car on their last trip



SPENDING HABITS

60% spent more than \$300 on their last trip to Melbourne

Source: Melbourne Style Magazine Readership Survey – Autumn 2015

FEATURES + DEADLINES

SIZE:

A4 Portrait (210mm x 297mm) – 32 pages

PRINT RUN:

- + 253,000 copies per season
- + 1,012,000 copies per annum

KEY FEATURES:

- + Seasonal accommodation offers
- + Melbourne's key visitor attractions
- + Dates and editorial on festivals, shows, exhibitions and sporting events
- + Extensive events calendar
- + Insider interview

ADVERTISING SPACE AVAILABLE:

- + Full page
- + Quarter page
- + Half page
- + Sixth page

DEADLINES:

Spring

- + Editorial EOI's: 10 June 2016 **
- + Booking: 12 July 2016
- + Material: 20 July 2016

Summer

- + Editorial EOI's: 12 September 2016 **
- + Booking: 11 October 2016
- + Material: 19 October 2016

Autumn

- + Editorial EOI's: 21 November 2016 **
- + Booking: 10 January 2017
- + Material: 18 January 2017

Winter

- + Editorial EOI's: 10 March 2017 **
- + Booking: 11 April 2017
- + Material: 20 April 2017

** Editorial submissions will be for consideration only.

RELEASE DATES

Albury Border Mail + Shepparton News

- + Spring: 2 September 2016
- + Summer: 2 December 2016
- + Autumn: 3 March 2017
- + Winter: 2 June 2017

Geelong Advertiser + Mildura Sunraysia Daily

- + Spring: 3 September 2016
- + Summer: 3 December 2016
- + Autumn: 4 March 2017
- + Winter: 3 June 2017

Herald Sun Regional Run

- + Spring: 4 September 2016
- + Summer: 4 December 2016
- + Autumn: 5 March 2017
- + Winter: 4 June 2017

V/Line Stations + select Mornington and Gippsland Cafes, Bars & Restaurants

- + Spring: From 5 September 2016
- + Summer: From 5 December 2016
- + Autumn: From 6 March 2017
- + Winter: From 5 June 2017

Bendigo Advertiser

- + Spring: 6 September 2016
- + Summer: 6 December 2016
- + Autumn: 7 March 2017
- + Winter: 6 June 2017

Ballarat Courier:

- + Spring: 8 September 2016
- + Summer: 8 December 2016
- + Autumn: 9 March 2017
- + Winter: 8 June 2017

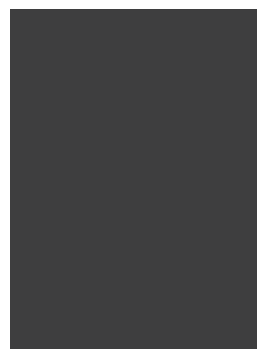
Participation Rates

Ad Size	Single Edition	Four Edition*	Saving Per Year
Full page	\$8320 ex GST	\$7488.75 ex GST	\$3325 ex GST
Half page	\$4280 ex GST	\$3852.50 ex GST	\$1710 ex GST
Quarter page	\$2525 ex GST	\$2272.50 ex GST	\$1010 ex GST
Sixth page	\$1730 ex GST	\$1575 ex GST	\$620 ex GST

- + All advertisers will receive a guaranteed listing on the Melbourne Now website (must have an ATDW listing – see p.10)
- + Four Edition Special Rate includes a 10% discount when purchasing four editions of the Melbourne Now magazine at the one time.
- + *Price indicative of single edition only.

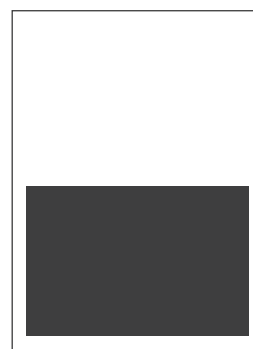


Advertising Specifications



FULL PAGE AD

- + Fully supplied PDF
- + 210mm x 297mm
- + 3mm bleed



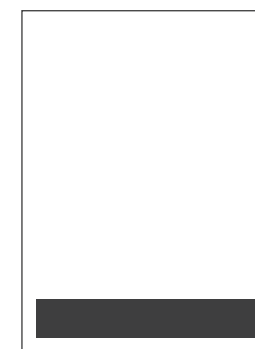
HALF PAGE AD

- + Fully supplied PDF
- + 186mm x 128mm
- + No bleed required



QUARTER PAGE

- + Templated
- + 70 words (plus contact details)
- + 1 high res image (landscape)



SIXTH PAGE

- + Templated
- + 25 words (plus contact details)
- + 1 high res image (landscape)

Tactical Marketing Campaigns.

Three themed Melbourne Now tactical marketing campaigns will run throughout FY2016/17. The integrated campaigns targeting Regional Victorians will involve a paid media buy, social media activity and communications to drive consumers to a dedicated section of the Melbourne Now website.

Each campaign may be of interest, but is not limited to, hotels, attractions, dining, and seasonal shows and exhibitions.

Participation will be on an Expression of Interest (EOI) basis only. Destination Melbourne reserves the right to accept or reject any EOI.

CAMPAIGN ONE

Timing:
22 Aug–25 Sep 2016

Theme:
Spring escape – more reasons to stay

Audience:
Couples

For travel during:
Sep–Oct 2016

CAMPAIGN TWO

Timing:
7 Nov–11 Dec 2016

Theme:
Holiday fun – more reasons to stay

Audience:
Families

For travel during:
Dec 2016–Jan 2017

CAMPAIGN THREE

Timing:
1 May–4 Jun 2017

Theme:
Winter warmer – more reasons to stay

Audience:
Families

For travel during:
Jun–Jul 2017

Participation Rates

Campaign partner	Single burst price only
Six to eight partner opportunities available per campaign	\$5090 ex GST



FEATURES + DEADLINES

CAMPAIGN INCLUSIONS

- + Inclusion in the paid media buy across print and digital media
- + Exposure on Melbourne Now website (must have an ATDW listing – see p.10)
- + Inclusion in dedicated campaign eDM
- + Social media exposure via Melbourne Now dedicated Facebook, Instagram and Twitter platforms
- + Opportunity to participate in campaign competitions
- + Opportunity to submit images for possible editorial inclusion
- + Post-campaign report

PARTNERSHIP OPPORTUNITIES AVAILABLE

- + Six to eight partnership opportunities per campaign

DEADLINES:

Campaign One

- + Booking Deadline: 27 June 2016
- + Material Deadline: 4 July 2016
- + Campaign Timing: 22 Aug–25 Sep 2016

Campaign Two

- + Booking Deadline: 12 September 2016
- + Material Deadline: 19 September 2016
- + Campaign Timing: 7 Nov–11 Dec 2016

Campaign Three

- + Booking Deadline: 6 March 2017
- + Material Deadline: 14 March 2017
- + Campaign Timing: 1 May–4 June 2017

eDM.

Sent on the first Thursday of each month to an ever-expanding database, the Melbourne Now eDM reaches the inboxes of more than 15,000 Regional Victorians. Each edition is themed highlighting more reasons to stay in Melbourne.

Connected to the Melbourne Now website, the eDM drives people to the site and your listing within (populated via your ATDW listing).

Participation is via an Expression of Interest (EOI) basis only. Destination Melbourne reserves the right to accept or reject any EOI.

ADVERTISING SPACE AVAILABLE:

- + Four templated ad listings per edition
- + One advertorial opportunity per edition (pitched to and written by DM)



John Gollings

Readership



GENDER

4 in 5 readers are female (82%)



AGE

35-44 (21%)
45-54 (29%)
55-64 (25%)



HOUSEHOLD

Couple – no kids living at home (25%)
Couple / single parent with kids under 15 yrs (25%)



PROPENSITY TO TRAVEL

76% visited Melbourne in the last 3 months



LENGTH OF STAY

50% stayed between 1-3 days



TRANSPORT MODE

62% travelled to Melbourne by car on their last trip



SPENDING HABITS

59% spent more than \$200 on their last trip to Melbourne

Source: Melbourne Style eDM Readership Survey – Autumn 2015

DEADLINES

July Edition

- + Booking Deadline: 6 June 2016
- + Material Deadline: 16 June 2016

August Edition

- + Booking Deadline: 4 July 2016
- + Material Deadline: 14 July 2016

September Edition

- + Booking Deadline: 1 August 2016
- + Material Deadline: 11 August 2016

October Edition

- + Booking Deadline: 5 September 2016
- + Material Deadline: 15 September 2016

November Edition

- + Booking Deadline: 3 October 2016
- + Material Deadline: 13 October 2016

December Edition

- + Booking Deadline: 31 October 2016
- + Material Deadline: 10 November 2016

January Edition

- + Booking Deadline: 28 November 2016
- + Material Deadline: 8 December 2016

February Edition

- + Booking Deadline: 3 January 2017
- + Material Deadline: 12 January 2017

March Edition

- + Booking Deadline: 30 January 2017
- + Material Deadline: 9 February 2017

April Edition

- + Booking Deadline: 27 February 2017
- + Material Deadline: 9 March 2017

May Edition

- + Booking Deadline: 3 April 2017
- + Material Deadline: 13 April 2017

June Edition

- + Booking Deadline: 1 May 2017
- + Material Deadline: 11 May 2017

Booking deadlines are a guide only. Subject to availability

EDM THEMES

JULY 2016

Winter in Melbourne

- + Winter Events
- + Suburban galleries
- + Restaurants

AUGUST 2016

Festival Fun

- + Live Music
- + Melbourne with teens
- + Late night restaurants

SEPTEMBER 2016

Spring Events

- + Dinner after the races
- + Suburban shopping hotspots
- + Inner suburb bars

OCTOBER 2016

Melbourne Twilights

- + Family sporting events
- + Inner suburb profile
- + Laneway discoveries

NOVEMBER 2016

Indulgent Melbourne

- + High end shopping
- + Eating out
- + Spa & relaxation

DECEMBER 2016

Summer's Big Events

- + Keep cool in Melbourne
- + Inner suburb profile
- + Melbourne Ice cream

JANUARY 2017

2017: Looking Ahead

- + Couples escape
- + Tram route profile
- + Drinks with a view

FEBRUARY 2017

Easter Family Fun

- + Comedy Festival
- + Free things to do
- + Inner suburb profile

MARCH 2017

Laneway Lowdown

- + Autumn events
- + Melbourne markets
- + Wellness & outdoors

APRIL 2017

Don't Sleep In

- + Footy
- + Historical Melbourne
- + Coffee

MAY 2017

Winter School Holidays

- + Events
- + Inner suburb profile
- + Family-friendly restaurants

JUNE 2017

What's New

- + Events
- + Shopping
- + Dining



Roberto Seba / Tourism Australia / Time Out Australia

Participation Rates

Ad Size	Single Edition
Listing (templated)	\$765 ex GST
Advertorial Opportunity	\$1275 ex GST

- + All eDM advertisers will be featured on the Melbourne Now website (must have an ATDW listing – see p.10)
- + Unique advertorial ideas and images to be pitched to Destination Melbourne who will then write the advertorial piece.

LISTING TOP TIPS

- + Use a high res image depicting people engaging with your product (create an emotional connection)
- + Provide concise copy to hook the reader to want to read more (the 'read more' links to your ATDW listing on melbournenow.com.au, where you should be telling the full story of your product or experience)
- + Our regional Victoria research suggests strong deals are extremely important for this budget conscious market
- + The research also identified that hotel package inclusions such as car parking and late checkout are very important for this market.

ATDW

Benefits of an ATDW listing

- + A presence on one of the most visited travel sites in Australia – visitvictoria.com – which received 8.5 million visits last year* as well as many of ATDW's 100+ distributor sites.
- + Search Engine Optimisation (SEO) of your website. This means your website will appear higher in Google Search results.
- + Control. Create and update your listing as often as you like.
- + Business Intelligence. Monitor the performance of your listing on all ATDW distributor sites.
- + Listing fees are refunded to your Regional Tourism Board to spend on marketing your region.

**Source: Google Analytics*



Participation Rates

Events and not-for-profit organisations	Free
Recognised Accredited Businesses*	\$100 inc GST
Standard listing	\$250 inc GST

* Find out more at atdw-online.com.au

How to register

Visit atdw-online.com.au

NEED HELP WITH YOUR ATDW LISTING?

Yolanda Baker

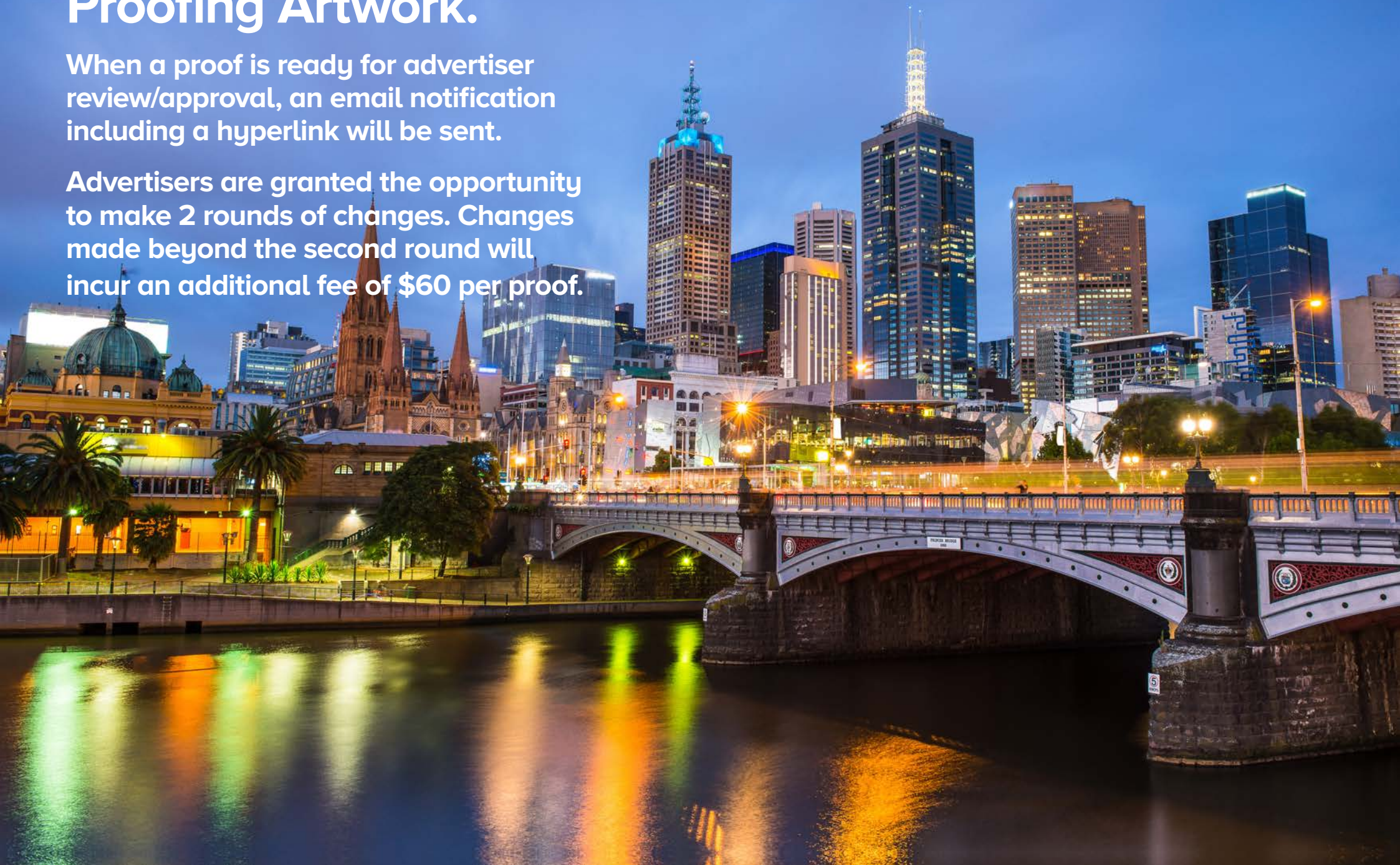
Sales Intern

9869 2415 | yolanda@destination.melbourne

Proofing Artwork.

When a proof is ready for advertiser review/approval, an email notification including a hyperlink will be sent.

Advertisers are granted the opportunity to make 2 rounds of changes. Changes made beyond the second round will incur an additional fee of \$60 per proof.





To view the Melbourne Now Magazine Style Guide

CLICK HERE

Sales Contacts

Expressions of Interests can be made by contacting:

JOHN MCGAW

Senior Business Development Manager
0422 934 093 | john@destination.melbourne

TINA SEIRLIS

Sales and Partnerships Manager
0450 603 086 | tina@destination.melbourne