

THE ORIGINAL
AND OFFICIAL

SOUTH AUSTRALIA

CARAVAN & CAMPING GUIDE

Media Kit For 2020

OVER 25
YEARS OF
CONTINUOUS
PUBLICATION



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AT A GLANCE

The Guide is the official publication of SA Parks – the Caravan Parks Association of SA and The Caravan and Camping Industries Association of SA (CCIA).

If you market parks, products or services to people who take motoring, caravan and camping holidays, The Guide is a must!

80,000

COPIES PRINTED ANNUALLY

COPIES OF THE GUIDE ARE AVAILABLE FROM:

- Members of SA Parks & CCIA
- SA Tourism Commission Centres
- Caravan & Camping shows throughout Australia
- Visitor Information Centres throughout Australia
- Direct mail from SA Parks

OVER 25 YEARS OF CONTINUOUS PUBLICATION

PROVEN TRACK RECORD OF REACHING CARAVANNERS, CAMPERS AND SELF-DRIVE CONSUMERS

CONSUMERS ACTIVELY SEEK OUT THE GUIDE



MORE THAN

208,000 READERS

CONTENTS:

- Individual listing for each member park of SA Parks & The Caravan & Camping Industries Association of SA (CCIA)
- RAA maps with easy reference for each region
- Tourism and sightseeing ideas
- Technical advice
- Camping tips

TOTAL REACH 402,000+

DIGITAL ADVANTAGE

ALL ADVERTISERS IN THE GUIDE WILL HAVE BANNER ADVERTISING OPPORTUNITY ON THE SA PARKS WEBSITE.



MORE THAN 114,000 PAGE VIEWS ANNUALLY



TOTAL NIGHTS
GENERATED BY
CARAVAN & CAMPERS
IN SA, TO
DECEMBER 2018
4.3 MILLION

RATES

Size	Rate	Members Only
Full Page	\$6,400 + GST	\$5,120 + GST
1/2 Page	\$4,965 + GST	\$3,975 + GST
1/4 Page	\$2,430 + GST	\$1,945 + GST
1/8 Page	\$1,225 + GST	\$980 + GST

Inserts

Price on application.

Design Service

We have an in-house graphic design department which is available for the development of advertisements. We also specialise in web development.

Terms & Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production. For Terms and Conditions go to www.boylen.com.au/termsandconditions

DEADLINES

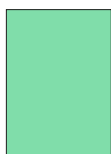
2020 Guide

Final Booking Deadline Friday 18th October 2019

Publication December 2019

Please note: Deadlines subject to change. Cancellations MUST be received in writing by the booking date.

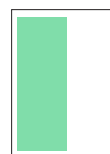
SPECS



Full Page
210mm (w) x 285mm (h)
+ 3mm bleed



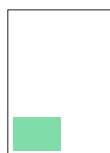
1/2 Page
193mm (w) x 128mm (h)



1/4 Page V
94mm (w) x 128mm (h)



1/4 Page H
193mm (w) x 64mm (h)



1/8 Page
94mm (w) x 61mm (h)

Supplied Material

Artwork can be sent via email or ftp (eg. 'Hightail' or 'Dropbox'). Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/creative formats, please include all resources (i.e. links and fonts).

Please note: Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.