



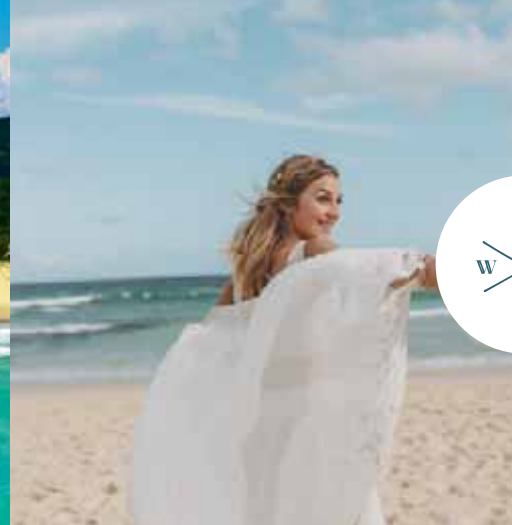
# Coast

THE HOME OF HOLIDAYS  
midcoast new south wales

Lots  
to love

#SHOPMIDCOAST  
#BARRINGTONCOAST  
#EXPLOREBARRINGTONCOAST

EAT STAY PLAY  
guide



# About

Each year, Explore Barrington Coast - the home of holidays shares the generous and welcoming spirit of our community and the universal embrace of our intrinsic relaxed and casual lifestyle that permeates all corners of the New South Wales, Great Lakes, Manning Valley, Gloucester and Barrington Tops unique cachet. The content showcases stories, the very best of the regions natural beauty, the people and places that make us unique – our indigenous heritage, exceptional homegrown food and local beverages, innovators and artists and local identities, wellness advocates, spectacular national parks, Pacific coast beaches, abundant natural resources, mighty lakes and majestic mountains, festivals and fun, towns and hamlets, and everything else that makes this region one of the most visited holiday destinations in the state, year on year.



A Free, high quality, annual magazine showcasing the best of the Barrington Coast Holidays and lifestyles...

30,000  
copies

## DISTRIBUTED THROUGH

- Advertisers' businesses
- Resorts, motels, hotels, caravan parks
- Holiday home accommodation
- Restaurants and cafés
- Real estate agents
- Boutiques and shopping centres
- Spas, clubs, breweries and distilleries
- Surf clubs and kiosks
- Tourism outlets, visitor information

BARRINGTON COAST THE HOME OF HOLIDAYS MAXIMISES ITS AUDIENCE REACH AND ADVERTISER VALUE WITH AN ESTIMATED

40,000  
READERS PER YEAR

## Our audience

- Visitors, holiday homeowners, discerning residents
- Occasion-based travellers
- Nature-based adventure seekers
- Younger adults 25-35
- Active 55+ market
- Women's adventure
- Health and wellbeing
- Family holiday market
- Primary age: 25 to 65 years

# Did you know?...

## BARRINGTON COAST TOURISM



Destination Barrington Coast including Manning Valley, Gloucester, the Great Lakes and Barrington Tops plateau - attracts holidaymakers from across Australia and around the globe. In 2018, the MidCoast region of NSW had **the highest number of visitations on the North Coast with 2.1 million visits, and 3.8 million overnight stays.**<sup>1</sup>

<sup>1</sup> SOURCE - Destination Barrington Coast - the destination brand of MidCoast Council. <sup>2</sup> Source - Mid-Coast LGA Visitor Profile 2018 (Tourism Research Australia)

Australians want authentic experiences and look to locals and local information for recommendations on how to do this



### DINING OUT

As the main event – this trend is now about ‘local heroes’ who create immersive and curated experiences rather than simple, expected service.



### ESCAPISM & SHORT BREAKS

Short breaks and escapes from the hectic pace of everyday life have become the norm for many Australians.



### DOMESTIC HOLIDAYS

Provide a perceived ‘safety net’ to Australians with easy and affordable trips at home that offer fun and relaxed holiday experiences.

## Occasion-based travel

Young Australians are travelling domestically for special occasions (birthdays, weddings, sporting and music events), and are looking to make the most of these events by extending their holidays around these occasions. We will be promoting weddings, the destination, venues, accommodation and encouraging young Australians to extend their trips.



## Women's adventure

Health and wellbeing market, fastest growing segment for great walks. Women are the key influencers in the active family holiday market. Women seek and research where the family will stay and what activities the family will do.



## Conferences & Team Building

Groups seeking venue and accommodation for a blend of business and leisure for team building, work away conferences, cultural workshops, meetings, banquets and cocktail events. Organisations looking for a quality space located on an unspoilt coastline with incredible wildlife in a relaxed atmosphere.

# About Our audience

## Active 55+

Seeking recreation in nature and the outdoors. Many travel with their bikes, kayaks, boards and enjoy comfortable holiday accommodation.

## Younger adults

Age group of 25 - 35 are changing the way they travel. This market is seeking a more sustainable, nature-based destination variety of accommodation, quality food and wine and contemporary arts and culture. They travel in couples or small groups of close friends and desire to experience a destination and seek out local experiences.





**DO YOU PROVIDE**

## Holiday ACCOMMODATION?

Join the Explore Barrington Coast - home of holidays local booking portal.

The local booking is dedicated to promoting the best places to stay and essential holiday experiences.

**DO YOU OFFER**

## Tourism Experiences?

- |                    |                           |
|--------------------|---------------------------|
| Activities         | Rafting                   |
| Bungee Jumping     | Rainy Days                |
| Cruises            | Shark Dives               |
| Dinner Shows       | Skydiving                 |
| Dolphin Tours      | Theme Parks               |
| Cruises            | Tours                     |
| 4WD Driving        | Walking Treks             |
| Bike Riding        | Whale Watching            |
| Flights            | Winery & Brewery<br>Tours |
| Horse Riding       | Wildlife Tours            |
| Hot Air Ballooning | Zoo & Aquariums           |
| Jet Boating        |                           |



*Add your local experience  
to the booking portal*

email [hello@barringtoncoastpublishing.com.au](mailto:hello@barringtoncoastpublishing.com.au)  
[barringtoncoastpublishing.com.au](http://barringtoncoastpublishing.com.au)  
 Phone 1300 319 368

### STANDARD PACKAGE

1/4 Page	190mm x 65mm	\$722 or \$60 p/m
1/2 Page Portrait	96mm x 272mm	\$860 or \$72 p/m
1/2 page Landscape	190mm x 136mm	\$860 or \$72 p/m
Full Page	210mm x 297mm	\$1,380 or \$115 p/m
Double Page Spread	420mmx297mm	\$2,217 or \$185 p/m

**PLUS** a Standard listing on [barringtoncoastholidays.com.au](http://barringtoncoastholidays.com.au) valued at **\$240, FREE** when combined with a publication showcase, including;

- Description
- Up to 5 images
- Contact information including phone, website, email
- Location
- Social media links
- Enquiry form that goes direct to (client)

Annual online fee \$240 or \$20 p/m

### PREMIUM PACKAGE

1/4 page	190mm x 65mm	\$822 or \$69 p/m
1/2 Page Portrait	96mm x 272mm	\$960 or \$80 p/m
1/2 page Landscape	190mm x 136mm	\$960 or \$80 p/m
Full Page	210mm x 297mm	\$1480 or \$124 p/m
Double page Spread	420mmx297mm	\$2,317 or \$193 p/m

**PLUS** a Premium listing on [barringtoncoastholidays.com.au](http://barringtoncoastholidays.com.au) valued at **\$350, FREE** when combined with a publication showcase, including;

- Description
- Up to 10 images and feature video
- Contact information including phone, website, email
- Location
- Social media links
- Enquiry form that goes direct to you (client)
- PLUS 1 x social media promotion on Facebook and Instagram

Annual ONLINE fee \$350 or \$30 p/m

## eat and drink



### THE COASTAL BREWING CO

📍 3 Dalman Street, Forster  
☎ 02 6554 7886  
🌐 [thecoastalbrewingcompany.com](http://thecoastalbrewingcompany.com)  
f coastalbrewing  
@coastalbrewing



### TART ESPRESSO

📍 6/12 Wharf Street, Forster  
☎ 02 6555 6690  
🌐 [tartt.com.au](http://tartt.com.au)  
f ilovetartt

### BEACH BUMS

📍 Corner of North & Beach St, Forster  
☎ 02 6555 2840  
🌐 [beachbumscafe.com.au](http://beachbumscafe.com.au)  
f beachbumscafe



### MONIN SAFFOODS

📍 13 Rodmay Street, Tuncurry  
☎ 02 6555 9189  
🌐 [moninseafoods.com.au](http://moninseafoods.com.au)  
f moninseafoods



### WING MAN ESPRESSO

📍 24 North St, Forster  
☎ 0421 550 354  
🌐 [wingman\\_espresso](http://wingman_espresso)  
f Wing-Man-Espresso



### GOOD FOOD STORE

📍 Smiths Lake Cellars, 60 Macwood Rd, Smiths Lake  
☎ 02 6554 4884  
🌐 [goodfoodstore.com.au](http://goodfoodstore.com.au)  
f goodfoodstore.com.au

### CAKES BY CANDIB

📍 21 Boundary St, Forster  
☎ 0437 726 635  
🌐 [cakesbycandib.com.au](http://cakesbycandib.com.au)  
f /cakesbycandib



### COUNTRY PALINGS PETALS & POTS

📍 44 Green Point Dr, Green Point  
☎ (02) 6554 7483  
f Country-Palings-Petals-Pots-Cafe-Gifts-Green-Point



### BENT ON FOOD

📍 95 Isabella St, Wingham  
☎ 02 6557 0727  
🌐 [www.bentonfood.com.au](http://www.bentonfood.com.au)  
f BentonFood



### RED SPOT BOATSHED

📍 3 Little St, Forster  
☎ 02 6554 0980  
🌐 [tartt.com.au](http://tartt.com.au)  
@ ilovetartt

## ALL NEW DIRECTORY LISTING

### ONE IMAGE

5cm x 5cm approx

### BUSINESS NAME

📍 Address here, Forster  
☎ 02 0000 0000  
🌐 [website.com.au](http://website.com.au)  
f facebook  
@ instagram

DIRECTORY LISTING 10.0cm X 5.0cm (approx)  
INCLUDES NAME, IMAGE, CONTACT DETAILS

## GET ON THE LIST TO BE LISTED

# \$250+gst

**Chamber Member Discount** - enjoy less 25% **Only \$187.50+gst**  
become a member [ftchamber.com.au/become-a-member](http://ftchamber.com.au/become-a-member)

Offer ends 31st May, 2021



# 2021 Edition

OUT SEPTEMBER 2021

  explorebarringtoncoast

# Deadline + SPECS

## BOOKING DEADLINE

31 May, 2021

## MATERIAL DUE

June 14th, 2021

## LOADINGS

- + 10% for placement in first 10 pages
- + 10% for placement in particular section
- + 10% for right hand page
- + 45% inside and back covers
- + 30% for advertorial

## ARTWORK SPECIFICATIONS

File Ads Specification (\*Allow 5mm safe text zone within DPS & full pages) width & height

## MATERIAL FOR ONLINE EDITION

Images and logos 100-120 dpi.  
Text: 30 words or fewer.

## FILE FORMATS

Please supply print ready, high resolution PDFs (at least 300 dpi to the size they will appear).

## IMAGES

Please ensure all images (photos, illustrations, logos) are CMYK and at least 300 dpi at the size they will appear. JPGs, EPS, TIFFs accepted. (PNG, RAW, AI files will not be accepted.) PLEASE DO NOT supply images in Word files, Publisher, PowerPoint, Keynote or Text. PLEASE DO NOT compress files.

## AD DESIGN FEE

- +\$70 1/8 page
- +\$100 1/4 page
- +\$150 half-page
- +\$250 full-page
- +\$350 Double page spread

## DELIVERY OF LARGE FILES

Where files are too large or too slow to email, please send via a large-file-transfer such as hightail.com, wetransfer.com or Dropbox and provide a link to [admin@barringtoncoastpublishing.com.au](mailto:admin@barringtoncoastpublishing.com.au)

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# Coast

THE HOME OF HOLIDAYS

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