



THE MURRAY

Discover more about the Murray region through the digital platform. The digital platform is available on all mobile devices and is accessible via the Ctr website.

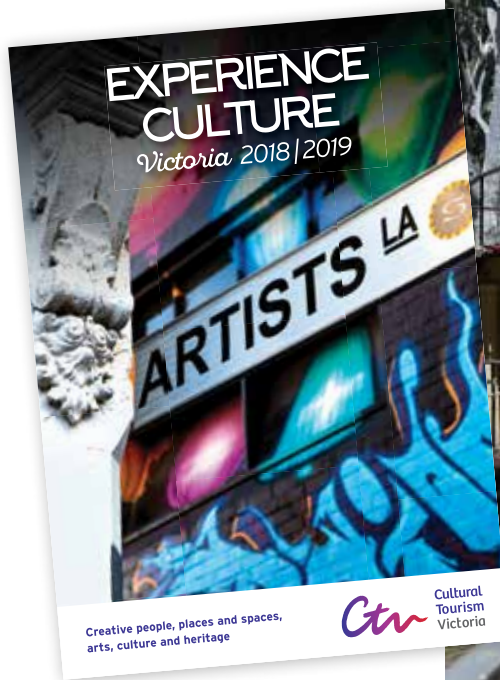


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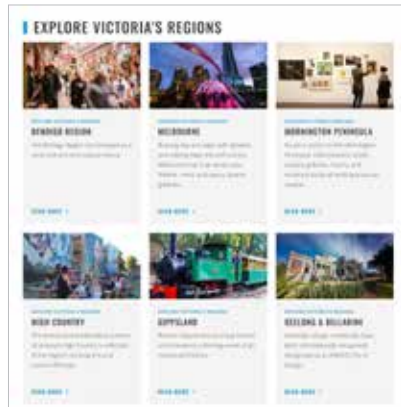
Cultural Tourism Victoria digital platform.



Creative people, places and spaces, arts, culture and heritage



Above: 2018/19 Experience Culture Victoria printed and distributed guide



Experience Culture Victoria REGIONAL FEATURE PARTNER

Don't miss your opportunity to be a part of Victoria's most comprehensive guide and all-new digital platform showcasing creative spaces, places and experiences.

Curated in digital format and in print, **Experience Culture Victoria** connects directly with Victoria's cultural experience seekers.

Don't miss your opportunity to profile your region and connect with visitors from across the state, Australia and the globe throughout their visitor journey.

Feature in Victoria's most comprehensive and interactive guide to creative spaces, places and experiences.

Exclusive to members of Cultural Tourism Victoria, benefits include:

- Regional highlights, must-see suggestions, travel times and maps.
- Inbound search engine optimisation directly targeting cultural experience seekers when researching and planning their next visit.
- Direct links to your website and social channels generating more online traffic and qualified visitors to your site.
- Statewide distribution in our flagship publication *Experience Culture Victoria*, the leading and most comprehensive high-quality printed guide to cultural experience across Melbourne and Victoria.
- Powered by Roam, experienceculturevictoria.com.au offers a powerful search tool allowing search by region, experience or keywords, and reportable analytics for your region and/or experience.

Distributed throughout Victoria at all visitor gateways, visitor information centres, participating experiences and selected hotels and cafes, *Experience Culture Victoria* is the state's leading and most comprehensive guide to cultural experience across Melbourne and Victoria. Don't miss your opportunity to be featured as a must-visit region and cultural experience.

Print remains a key tool relied upon by visitors when informing their journey. Roy Morgan indicates that quality print readership rose by 6.7% from 65.6% in 2014 to 69.9% in 2018*.

Booking deadline for the next edition is Friday 6th September.

Artwork deadline is Friday 13th September.

Payment terms – payment in full no later than Friday 13th September.

Government agencies may request payment on invoice subject to the provision of an authorised purchase order.

*Roy Morgan Catalogue readership published June 2019.

CHOOSE THE WAY YOU WANT TO PLAY

Shine the spotlight on all that's creative and captivating in your region.

DISTRIBUTION

Experience Culture Victoria continues to grow each year. The clean and contemporary format, eye-catching photography and detailed visitor information has made ECV one of the state's most sought-after publications. Our printed guide is professionally distributed by our distribution partner Brochures Distribution Management (BDM) and includes prestige positioning within the highly competitive A5 brochure display throughout metro and regional Victoria.

Our all-new digital platform benefits from a dedicated digital and always-on campaign strategy targeting a state-wide audience in excess of 3 million viewers monthly through social media channels.

Advertising booking and material deadlines:

Booking deadline - **5pm Friday 6th Sept, 2019**

Artwork submission - **5pm Friday 13th Sept, 2019**

Proofs supplied back to advertisers for sign off **16th – 26th September, 2019**

Final sign off - **Wednesday 2nd October, 2019**

Launch and distribution - **Mid-October, 2019**

Online content uploaded

All prices include GST



REGIONAL PRESENTING PARTNER

Benefit from standout regional recognition and the ability to connect visitors with your unique story. Suitable for local government partners, regional tourism bodies and creative collectives.

Option 1: Includes: • full page editorial • map and four full pages* in our flagship publication ECV • annual online feature listing • extended experience description • live instagram feeds from your designated instagram for business account (refreshed daily) • up to five images online. • Exclusive benefit of being able to supply monthly page updates to promote upcoming events or seasonal programs. Plus share blog content for our inspirations page and receive a dedicated regional cultural editorial written by leading travel writer.

Annual Investment: \$5500 (\$6050 inc gst).

Option 2: Includes: • full page editorial • map and two full pages* in our flagship publication ECV • annual online listing • extended experience description • live instagram feeds from your designated instagram for business account (refreshed daily) • up to five images online. • Exclusive benefit of being able to supply monthly page updates to promote upcoming events or seasonal programs. Plus share blog content for our inspirations page and receive a dedicated regional cultural editorial written by leading travel writer.

Annual Investment: \$3500 (\$3850 inc GST)

*Additional pages can be negotiated with CTV.



FIND OUT MORE...

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#EXPERIENCECULTUREVIC

