

CONTENT CREATION ADVENTURE 2022

MEDIA KIT

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Western 4W Driver Magazine, part of Premium Publishers,
a division of Vanguard Media Group.

THE ADVENTURE

In June 2022, the Western 4W Driver team are embarking on an epic adventure through the heart of Western Australia. We will be leaving the Perth winter behind us and heading north through sprawling station country of the Murchison/Gascoyne region, uncovering the wonderful people and places of this red-dirt landscape.

Exploring each of the locations in the WA Station Stays group, we will travel back-roads and tracks in search of what makes this region so special. We will make a special visit to Burringurrah (Mount Augustus) and explore the world's biggest rock as well as the spectacular Kennedy Range.

Three Coral Coast stations beckon us between Carnarvon and Exmouth where we will seek out what makes each location so appealing before hitting the black-top to head further north.

Cape Keraudren will mark the start of our East Pilbara adventure and we will spend some time exploring the coastline and activities available to visitors. We then take the plunge inland to the hottest town in Australia via Shay and Coppins Gap.

Further east, we will take some time out at the Meetheena Veterans Retreat and surrounds before heading around to Carawine Gorge and the mystical Running Waters. Further along, we will call in to see Skull Springs before stopping for a few days in Nullagine. It is here we will dig deep into the indigenous history of the area.

North of Newman we will explore Hickman Crater, the Punda Rock Art site, Kalgans Pool and Eagle Rock before finishing our East Pilbara adventure in Newman.

This 7,000km adventure promises to produce some amazing video, imagery, written and social media content that will be an asset to any brand that participates.



OUR AUDIENCE

Our audience is as wide and diverse as the characters and landscape of Australia.

From rookie beginners through to weekend adventurers and remote travel enthusiasts, our audience share a thirst for adventure, to get out of their comfort zone and explore.

Our loyal audience was founded in print media, and for 33 years we have been telling stories and delivering authentic, honest and reputable advice.

In more recent times, we have leveraged our established media brand into Destination WA, a national broadcast television show on Channel 9 and targeted social media channels including Facebook, Instagram and YouTube experiencing rapid growth.

A snap shot of our audience is displayed below.



Figures are calculated based on current social media followers of Western 4W Driver, Australian 4W Driver, Carnage on Cape York, Carnage on the Boat Ramp, Carnage in the Kimberley, Carnage in the Outback, Destination WA, YouTube subscriber and viewing data for each channel, viewer audience data as supplied by Channel 9 and magazine distribution figures. Website data is calculated using unique visitors and file downloads. All data has been calculated over the last 12 months.

ABOUT US

We are story tellers, in search of the road less travelled. Seekers of spectacular sunrises over red dirt and of sizzling sunsets into an ocean blue. We are seekers of the Australian story. Of where we came from, of who we are and where we are heading.

Western 4W Driver speaks to our loyal audience as an authentic influencer. Our honest and reputable stories and advice educate and resinate across all consumers who actively use or dream of using their 4WD for adventure.

For our advertisers, we will continue to work collaboratively, to deliver professional, exciting and trustworthy content that your brand can align with.

Having joined the publishing division of Vanguard Media Group in 2021, we now enjoy the riches of new investment, administration and sales support. Our relationships have broadened to include varied tourism industry participants and destination marketing organisations and our focus has shifted towards delivering our audience better experiences.

In 2022 everything changes. Get ready for our new website, content rich videos and remote road trips!



**Printed magazines
INCREASE to
22,000 per year**

WESTERN 4W DRIVER remains as our printed magazine, distributed to our growing subscriber base as well as newsagents around the country.



**SOCIAL MEDIA
grows to 193,000+**

We have expanded our portfolio to include the **CARNAGE GROUPS** (Carnage on the Boat Ramp, Carange on Cape York, Carnage in the Kimberley and Carnage in the Outback).



DISTRIBUTION

57+ VISITOR CENTRES across WA
(Our parent company supplies approx. 90% of all printed material to these centres)
280+ BROCHURE STANDS around Perth



**510,000+ views
and growing**

AUSTRALIAN 4W DRIVER YouTube channel continues to grow with a full calendar of content creation over the next 12 months.



Cumulative NATIONAL audience of 5,412 MILLION per series!



We showcased our 4WD content and brands to a national audience attracting 5,412 million views through the extremely popular travel show **DESTINATION WA**. Having just completed its 12th series, Destination WA is the only locally produced travel show that is screened nationally.

- Premium Sunday 5:30pm time slot attracting 147,000 viewers.
- National reach of over 417,000 viewers across Channel 9, 9HD, 9Life and 9NOW.
- Cumulative national audience of 5,412 million viewers for Destination WA Series 12.
- An average of 40,000 downloads per episode.

In 2022 we have been invited to provide content for a new Outdoor Adventure Show, commissioned by Channel 9.

Western 4W Driver. More than a magazine.

TV ADVERTISING EVERYTHING OUTDOORS



The Guru Productions team have been commissioned by Channel 9 to produce a brand new outdoor adventure show for the network. Everything Outdoors plans to live up to its name by bringing the spirit of adventure into people's living rooms all around Australia. Western 4W Driver has been asked to join the team, with the instruction of taking the viewers on some epic 4WD adventures. With this simple brief, we have identified an adventure to get the show on the road.

1. WA STATION STAYS

Experience a diverse range of accommodation options and a multitude of experiences found nowhere else. Escape the crowds and have an adventure like no other.

2. KENNEDY RANGE

Scenic landscapes, wilderness, wildflowers, camping, walk trails, endless night skies, gemstones and marine fossils. Its rugged beauty will astound you.

3. CORAL COAST

Rugged, remote and spectacular. Experience Australia's Coral Coast.

4. MOUNT AUGUSTUS

Twice the size of Uluru, this is one spectacular inselberg.

5. CAPE KERAUDREN

Often overlooked as travellers head north, this western edge of the Shire of East Pilbara punches well above its weight. A coastal paradise awaits.

6. SHAY GAP, COPPINS GAP & MARBLE BAR

Entrenched in north-west history, this part of the rugged Pilbara conjures up images of unforgiving landscapes and the people who tried to tame it.

7. MEENTHEENA VETERANS RETREAT

A haven for all to escape from the modern world for a while and to soak up some spectacular country. Further afield, discover massive sink holes, ancient tales and a resource bonanza.

8. CARAWINE GORGE, RUNNING WATERS & SKULL SPRINGS

Three amazing east Pilbara destinations on the edge of the desert. Fish, swim or relax, away from the throngs of civilisation where once gigantic glaciers changed the landscape.

9. NULLAGINE

Hear ancient tales from an ancient people.

10. HICKMAN CRATER & PUNDA ROCK ART SITE

Visit the scene of an earth shaking meteorite strike and see the stories of the original inhabitants.

11. KALGAN POOL & EAGLE ROCK

Iron ore laced gorges and spectacular water holes.

12. NEWMAN

On our final stop we explore Newman and its surrounding attractions.

Opportunities are available to get your brand's message across to our audience.

STORY SPONSOR

\$6,000 +GST

- Your branding and/or product/s in use or shown in background.
- Lower third graphic with your logo.
- End graphic will contain a URL of your choice and any other pertinent information required.
- Downloadable fact sheet linked to story.
- B-roll footage from your story.

BOOKING FORM

Booking form to be emailed to: chris@western4wdriver.com.au

Business Name

Postal Address

Town/Suburb

Postcode

Telephone

Email

Contact Name

Signature

TV ADVERTISING

Everything Outdoors (Prices exclude GST)

STORY SPONSOR - \$6,000 per story

Select which story/ies you wish to appear in (please note that bookings are 'first-in-best-dressed'.)

WA Station Stays

Kennedy Range

Coral Coast

Mt Augustus

Cape Keraudren

Shay Gap, Coppins Gap & Marble Bar

Meentheena Veterans Retreat

Carawine Gorge, Running Waters & Skull Springs

Nullagine

Hickman Crater & Punda Rock Art Site

Kalgan Pool & Eagle Rock

Newman

AIR DATE

Series starts

Sunday 17th June 2022

5.30pm

PAYMENT

Electronic payments are preferred please to:

Premium Publishers

BSB: 086 082

Account: 786 709 141.

Cheques to be made payable to Premium Publishers and posted to:

P.O Box 50, Northbridge WA 6856.

If you have any questions or wish to discuss your advertising booking please email:

chris@western4wdriver.com.au

or call Chris Morton: 0450 954 550

Please note that bookings are 'first-in-best-dressed' and places are limited, so get in quick!