

Food and Wine Industry Prospectus

Domestic Advertising Opportunities

Background

Isn't It About Time, which commenced in February 2009, is the biggest single investment the South Australian Tourism Commission has made in a tourism campaign. The campaign continued through 2010 with the launch of the *Cellar Door* campaign in February 2010, which was specifically designed to encourage the target market ("Greg & Helen") to use Adelaide as a holiday base from which they could visit over 200 cellar doors within an hour's drive from the city. Although proximity to Adelaide was core to the advertising message, the editorial and web components focused on South Australia's full range of regional wine holiday experiences right across the state. Results have shown Interstate appeal and actual travel to SA Wine regions has grown since the start of the campaign, and SA has seen an incremental market share gain of 1% (worth \$250 million) from our competitors. The strategy is working.

2010/11 Plans

The *Isn't It About Time* campaign will continue in 2010/11, with a major push in February to May 2011. The campaign will be lead by the *Cellar Door* TV and cinema ad again, produced. Primary markets will be Sydney and Melbourne, with some media running nationally as well, including TV, Cinema, Print, Print Editorial, Online, and Direct Marketing.

The Campaign will drive interested consumers to SouthAustralia.com or the 13 GO SA to book trips or to receive an information packet. Consumers interested in Wine & Food holidays will be sent the Wine & Food Guide (See #2 below) as part of the packet.

Food & Wine Tourism Industry Opportunities

To support the February to May 2011 burst of the *Cellar Door* campaign, the SATC has a selection of premium advertising opportunities available to the food and wine tourism industry, within the key editorial features to be produced by Fairfax for the *Sydney Morning Herald* and *The Age*. Each feature will have a strong focus on the food and wine holiday experiences of the State. Advertising opportunities are 50% off standard rate subsidized by SATC, limited*, and will be available on a first come first served basis. A detailed overview of each publication can be found below.

1. Interstate Advertising in Cellar Door media buy. (Due: 1 Nov 2010)

This opportunity aligns your advertising message with SATC's marketing messages through special print features that SATC are paying for, and subsidizing rates per below. This opportunity is available to the following wine & food related entities:

- Individual businesses
- Tourism regions
- Wine regions
- Food groups
- Food and Wine Trails

Publication	Appearance Date	¼ Page* (50% off)	½ Page* (50% off)	Style of Ad
Good Living & Epicure – 8 page lift out feature (1)	8 th Feb 2011	\$1,250	\$2,500	Retail or Brand
Good Living & Epicure – 8 page lift out feature (2)	22 nd Mar 2011	\$1,250	\$2,500	Retail or Brand
southaustralia (cellardoor) magazine	1 st Apr 2011	\$1,500	\$3,000	Brand only

*Note: a maximum of 3 X ½ page (or 6 x ¼ page) ads are available in each publication.

Enquire: For bookings or any queries please contact **Steve Kernaghan** – steve.kernaghan@tourism.sa.com or phone 08 8463 4582.

BOOKING DEADLINE - 1st November 2010.

2. SA Wine & Food Guide

Next Edition will be published August 2011.

Cost: Varies

Enquire: **Bronwen Gwynn-Jones**
Publishing Director
Jigsaw Media Solutions
T (08) 83331885
bronwen.gwynnjones@jigsawmedia.com.au

3. SATC Visual Library (Ongoing)

The SATC Visual library at <http://media.southaustralia.com> is a global resource for imagery for South Australia. Food & Wine operators can supply license-free imagery to SATC for posting in this gallery.

Cost: Partner pays for and provides imagery/video footage. No other fees apply.

Enquire: For bookings or any queries please contact **John Montesi** – John.montesi@tourism.sa.com or phone 08 8463 4721.

4. Media Familiarisation Trips (Ongoing)

While the SATC famils travel and lifestyle journalists based on target lists, the Food & Wine industry also famil media that may provide a mutual benefit to tourism. If Food & Wine companies have

journalists that may produce a travel story, SATC will consider sharing costs with the company on a case-by-case basis.

Cost: Partner to provide FOC contra product and experience.

Enquire: To pitch a potential joint famil, contact **Anna Bartsch**, PR Manager – anna.bartsch@tourism.sa.com or 08 8463 4626.

5. “Epicurean Host” list (Ongoing)

SATC’s Media Communications team is constantly looking for great characters that SATC can draw on this to brief journalists for new story angles. The list would also be used to organize meet and greets with visiting journalists.

Cost: FOC

Enquire: To send through information on a great Ambassador of SA food and/or wine, email a summary to **Anna Bartsch**, PR Manager – anna.bartsch@tourism.sa.com.

Attachment A: Interstate Advertising Publications detail

Good Living – Tuesdays in *The Sydney Morning Herald*

Good Living is Australia's pre-eminent weekly food, wine and lifestyle section. The renowned team of expert writers covers a broad range of issues each week from must-read restaurant and café reviews, regular feature stories and columns. The lively, intelligent editorial keeps readers up to date with what's happening in food, wine, produce, restaurants and bars.

The Sydney Morning Herald is the leading NSW newspaper when it comes to reaching influential targets. It plays an integral and vital role in the daily lives of its readers with the average reader spending 63 minutes with the newspaper each day.

Readership: 748,000 (Monday – Friday)
Circulation: 207,013 (Monday – Friday)



Epicure – Tuesdays in *The Age*

Epicure is the longest running weekly food and wine guide in Victoria and one of the most popular sections for both Age readers and those in the hospitality industry.

Published every Tuesday, Epicure appeals to 'foodies' (those who make food, wine and entertaining central to their lifestyles), casual or 'big occasion' diners and also those looking for information about fresh produce or new wine to try.

Written and edited by noted food and wine writers and columnists, Epicure features everything from industry news and restaurant, bar and wine reviews to recipes, the latest kitchen gadgets and topical food related feature articles.

As Victoria's premier broadsheet newspaper with its team of experienced journalists, international correspondents and high-profile commentators, *The Age* remains committed to attracting an influential and discerning audience.

Readership: 655,000 (Monday – Friday)
Circulation: 197,500+ (Monday – Friday)



the(sydney)magazine and *theage(melbourne)magazine*

the(sydney)magazine and *theage(melbourne)magazine* offer a unique opportunity to reach sophisticated and affluent urban readers who want to be plugged in to the best of their cities. With expert knowledge and insider tips, the magazines surprise and motivate readers to take action. The magazines are about the issues that affect their readers, where they shop, what they wear, the food and wine they love, the

places they go, the entertainment they enjoy and the people that make it happen. The magazines offer a striking combination of strong editorial and bold design.

The calibre of readership reflects the quality of the magazine:

- urban, style-conscious, smart, sophisticated Sydneysiders who want to know what makes their city tick: the people, places, events, trends, ideas
- close to even female: male readership skew
- aged between 25-54
- earning significantly higher-than-average disposable incomes
- urban business decision-makers and professionals/managers
- light consumers of main media

Sydney

Readership: 371,000

Circulation: 184,785

Melbourne

Readership: 302,000

Circulation: 177,000+

