

KEEPING THE AUSTRALIAN TOURISM INDUSTRY INFORMED!

- The **Tourism Informer** represents a powerful marketing forum for property and business sellers, as well as for suppliers of products and services to the tourism accommodation and hospitality industry.
- Through **The Tourism Informer** you reach a targeted, up-to-date network of decision-makers and owners of Motels, Management Rights, Caravan Parks, Resorts, Hotels and Industry Professionals each month.
- The extensive 13,200 circulation of **The Tourism Informer**, independently verified by Circulations Audit Bureau (CAB), assures advertisers of the marketing power delivered by this quality publication.
- For the latest information on Resort Brokers Australia and to view **The Tourism Informer** on line please visit www.resortbrokers.com.au



* period ending March 2008



ABOUT US

Resort Brokers Australia (established 1985) is Australasia’s largest tourism broking organisation, specialising in the sale and leasing of motels, management rights, caravan parks, backpacker hostels, resorts, hotels and other tourism based properties. Our vast network begins in the Northern Territory and extends through the coastal and country regions of Queensland, New South Wales, Victoria, Tasmania and New Zealand.

Our vision is to be the Brand of Choice in our particular marketplace and our role is to sell Australia’s best value products and solutions for investors.

OUR READERS

The **Tourism Informer** is a product of our desire to provide our clients with a range of specialist services; each of the 13,200 recipients of *The Tourism Informer* have indicated a desire to receive each issue of *The Tourism Informer*. The majority of our readers are either principal or key decision makers in a commercial tourism property including; motels, managed properties, hotels, caravan parks, resorts and property developers.

WHY ADVERTISE?

Unlike other trade publications, our readers are our clients. As it is our core objective to have a comprehensive understanding of our clients businesses, this is to your direct benefit as *The Tourism Informer* will take your products and services to the very heart of our researched and comprehensive database.

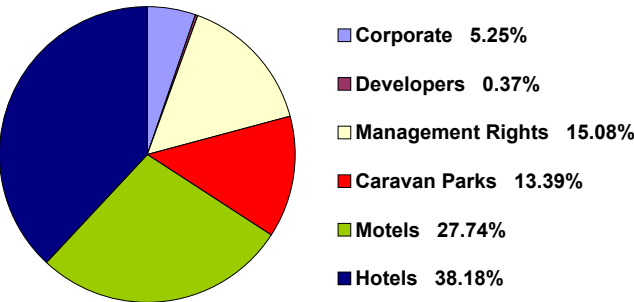
Our professionally presented, easy-to-read A4 landscape format further engages the reader and therefore encourages superior response rates.

Finally, it is common knowledge that selling is a numbers game and the quality and content of *The Tourism Informer* undoubtedly exceeds competing publications, with a CAB audited monthly distribution of 13,200. Our distribution is in excess of double of any competing publications in the Australian commercial accommodation marketplace.

We are very confident the response rates that *The Tourism Informer* will generate for your business will exceed those of competing publications!

CIRCULATION BREAKDOWN

DEMOGRAPHIC:



STATE BY STATE:

ACT	27
SA	52
WA	101
NT	182
TAS	431
VIC	2774
NSW	4228
QLD	5404
OVERSEAS	47

PROPERTY TYPE:

Corporate	693
Developers	48
Managements Rights	1990
Caravan Parks	1767
Motels	3662
Hotels	5040

RELEASES AND DEADLINES

March

Advertisement & Editorial Bookings: 5th February
Advertisement & Editorial Deadline: 10th February

April

Advertisement & Editorial Bookings: 5th March
Advertisement & Editorial Deadline: 10th March

May

Advertisement & Editorial Bookings: 5th April
Advertisement & Editorial Deadline: 10th April

June

Advertisement & Editorial Bookings: 5th May
Advertisement & Editorial Deadline: 10th May

July

Advertisement & Editorial Bookings: 5th June
Advertisement & Editorial Deadline: 10th June

August

Advertisement & Editorial Bookings: 5th July
Advertisement & Editorial Deadline: 10th July

September

Advertisement & Editorial Bookings: 5th August
Advertisement & Editorial Deadline: 10th August

October

Advertisement & Editorial Bookings: 5th September
Advertisement & Editorial Deadline: 10th September

November - December

Advertisement & Editorial Bookings: 17th October
Advertisement & Editorial Deadline: 22nd October

Issue is released within first week of each publication month

SIZE	CASUAL	3x	6x	9x
Double Page Spread	\$3190	\$3030	\$2870	\$2560
Full Page	\$1870	\$1780	\$1680	\$1500
Half Page	\$1210	\$1150	\$1090	\$970
Third Page	\$825	\$780	\$740	\$660

SPECIAL POSITIONS

Centre double page spread		add 10%
Inside front cover		add 20%
Outside back cover		add 30%
Inside back cover		add 10%
Right-hand side		add 10%

ARTWORK RATES

Double page spread	\$300
Full page	\$200
Half page	\$155
Third page	\$90

- All rates are in \$AUD and are shown exclusive of GST.
- Rates are inclusive of colour.
- As we are not a publishing company, rates do not include artwork. We do however have an arrangement with an accredited agency that can complete your artwork at competitive rates.

CONTACT DETAILS

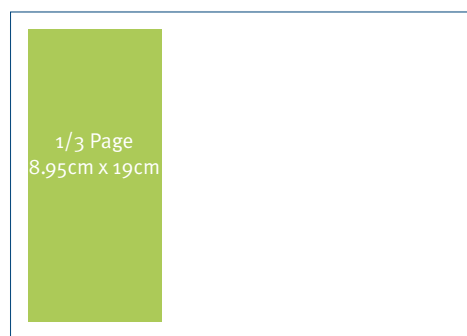
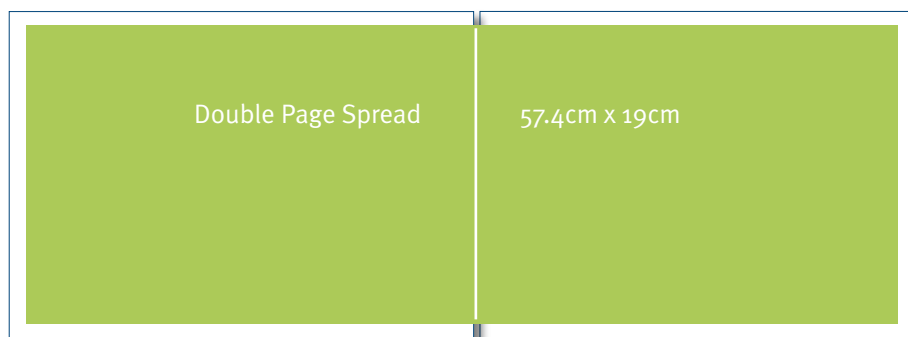
For all enquiries regarding advertising in **The Tourism Informer**, please contact

Maxine Powell, Advertising Co-ordinator

Office: 07 3878 3999
Facsimile: 07 3878 1199
Email: maxinepowell@resortbrokers.com.au
Postal: P.O. Box 854, Indooroopilly Qld 4068

CONFIRMATION BOOKING

Upon receipt of a completed Confirmation Booking form into this office, a paid invoice will be issued.



DISPLAY ADVERTISING SPECS

Material

Double page spread
Full page
Half page
Third page
Back cover

Trim Size (wxh)

57.4cm x 19cm
27.7cm x 19cm
13.64cm x 19cm
8.95cm x 19cm
27.7cm x 14cm

FILE FORMATS

- Ads to be supplied as high-res PDF, Photoshop, InDesign or high res JPEG files
- All PDF files are to be Press Optimised
- Images to be 300 dpi and CMYK
- Logos are preferred in Adobe Illustrator EPS format with type converted to outlines. BITMAP logos and graphics (TIFF, JPEG and BMP etc) are to be a minimum of 300 dpi
- Forward completed artwork to: thetourisminform@resortbrokers.com.au

EDITORIAL

Editorial submissions are welcome in *The Tourism Informer* and will be assessed for their content and sub-edited if required without notice. Please email your Microsoft Word document to: thetourisminform@resortbrokers.com.au