Welcome to Australia is the prestige hotel room coffee table book and has been in service to visitors to Australia for the past 35 years. Showcasing major attractions and regions of national significance to local, interstate and international visitors, it provides editorial coverage and essential guest information across all major tourist regions.

2016 sees the launch of the inaugural 'state' editions and we would like to invite you to participate in Welcome to Australia – TASMANIA. This will showcase your business in a quality hardcover book giving you 12 months' exposure to a potential one million plus readers. Striking content on shopping, dining, entertainment, events and touring provides the unique and local environment to shine the spotlight on your business and enhance the cultural experience for travellers.
IN THE LAST YEAR

Total visitors to Tasmania – 1.15 million
Total nights spent by visitors in the state – 9.72 million
Visitor expenditure – $1.89 billion
The number of interstate visitors to Tasmania – 988,000
Tasmania received 198,300 international visitors
Holiday visitor expenditure for the year – $1.28 billion
Total expenditure by international holiday visitors – $184 million

Year ending June 2015 (Source: Tasmanian Visitor Survey)

WHAT WE DELIVER

Quality coffee table book
Annual publication – 12 months exposure
CAB audited
Readership – One million plus
Bilingual – English/Chinese
Cost-effective rates
Distributed throughout the rooms of luxury hotels around Tasmania
Plus First Class and Business Class Qantas lounges in Australia, SE Asia and New Zealand
Online edition – free to read
**DISPLAY ADVERTISEMENTS**

Build your brand. Showcase your product, service or establishment. Positioned within your category section. Prime positions available.

**SPONSORED EDITORIAL**

Engage the reader and tell your story. Editorially written and managed, sponsored editorial is integrated throughout the book in each section to highlight your business. Also translated to Chinese to engage our overseas market.
HOTSPOTS

Editorial recommendations are designed to put your business in the spotlight. A Snapshot of your hotspot includes editorial copy, an image and contact information. (approximately 1/3 page)

A PERFECT DAY

Showcase your destination and experience to our audience in an editorially written page with imagery and information to inspire our readers and include on their 'must do' list.

COUPONS/ VOUCHERS

Track your ROI – redeemable vouchers with an exclusive offer enable you to measure the response and create incentives for our readers.

SPONSORSHIP

Own the section! Sponsorships are available for sections of the publication and the book. that give you ownership and fantastic branding with editorial opportunities. Stand out from the crowd and own it! Let us customise your sponsorship. (Content and price on application)
ADVERTISING RATES

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full Page Colour</td>
<td>$1,595</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>$895</td>
</tr>
<tr>
<td>A Perfect Day</td>
<td>$695</td>
</tr>
<tr>
<td>Hot Spots</td>
<td>$695</td>
</tr>
<tr>
<td>Editorial Listing</td>
<td>$350</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>POA</td>
</tr>
<tr>
<td>Coupons/Vouchers</td>
<td>POA</td>
</tr>
<tr>
<td>Welcome to Australia produce 6 state editions annually. National rates available.</td>
<td>POA</td>
</tr>
<tr>
<td>All prime positions attract loadings</td>
<td>POA</td>
</tr>
</tbody>
</table>

*All rates exclude GST*

PAYMENT TERMS

Payment due on distribution or monthly payment plan with credit card details provided at time of booking.

DEADLINES

BOOKING: 3 April 2016

ARTWORK:

- SPONSORED EDITORIAL 3 April 2016
- DISPLAY, PRINT READY ADS 24 April 2016
- DISTRIBUTION End of June 2016

ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Image Area</th>
<th>Trim</th>
<th>Bleed</th>
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<td>440 x 290mm</td>
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<td>225 x 290mm</td>
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<tr>
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<tr>
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<td>222 x 286mm</td>
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SPONSORED EDITORIAL

Client to provide the following:

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<thead>
<tr>
<th>Copy</th>
<th>Images</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo: (optional)</td>
<td>High res logo (EPS) (High res (300dpi TIFF/JPG) images)</td>
</tr>
<tr>
<td>Double Page</td>
<td>300-350 words 5-7</td>
</tr>
<tr>
<td>Full Page</td>
<td>150-180 words 3-4</td>
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<tr>
<td>Half Page</td>
<td>100-120 words 2-3</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>80-100 words 1 image</td>
</tr>
</tbody>
</table>

Alternatively, one of our writers can prepare the information via a phone interview or your website. All copy will be edited by our Managing Editor to ensure quality and content.
WELCOME TO AUSTRALIA – TASMANIA

WELCOME TO SERIES
2016/17

WELCOME TO AUSTRALIA

A PERFECT DAY
HOBART
LAUNCESTON
DEVONPORT
PORT ARTHUR
WINEGLASS BAY

THE DEFINITIVE RESOURCE FOR DISCERNING TRAVELLERS
EXCLUSIVE OFFERS ONLINE NOW

WELCOME-TO.COM

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WELCOME TO AUSTRALIA | VICTORIA | NEW SOUTH WALES | SOUTH AUSTRALIA | WESTERN AUSTRALIA | QUEENSLAND | TASMANIA

WELCOME TO NEW ZEALAND | SOUTH AFRICA | DUBAI | ABU DHABI