FOUND IS A SHOWCASE OF THE MORNINGTON PENINSULA FOR LOCALS AND VISITORS ALIKE. WE TELL YOUR STORY SO THEY CAN EXPERIENCE ALL THE THINGS THAT MAKE OUR REGION GREAT.

FOUND is the Mornington Peninsula’s regional tourism annual publication created to inform and inspire visitors to explore, taste the flavours, stay or simply get festive on the Mornington Peninsula.

In a larger format than a standard Official Visitor Guide and printed on premium stock, this luxurious publication is designed for easy reading and to be kept for future reference.

With its rich regional content FOUND is the magazine that you will find on many coffee tables, within and outside of the region.

Widely distributed and free to the consumer FOUND is the widest read publication both in print and online dedicated to the Mornington Peninsula.
### ANNUAL MAGAZINE
- **130,000 printed copies**
- **80,000 direct into Mornington Peninsula homes**

### E-NEWSLETTER
- **36,500+ Ave Database / per month**
  - Dedicated launch via the Mornington Peninsula’s consumer and B2B databases and partner databases

### SOCIAL MEDIA
- Promoted via our social media channels
  - **47,000 Facebook**
  - **36,000 Instagram**

### HOLIDAY HOMES
- **24,000**
  - Printed copies provided to real estate and booking services to access the 24,000 holiday homes on the Mornington Peninsula.

### DIGITAL VERSION
- Online and downloadable version available via visitmorningtonpeninsula.org with direct social media and website links. Also available on any iOS or Android device through flip book

### SHARABLE
- Partners are encouraged to share FOUND to their customers to inspire them to visit/revisit.

### FAMILARISATIONS + PR CAMPAIGNS
- FOUND is also provided to groups and media who come and famil within the region.

### HOTELS
- Hotels across the Mornington Peninsula use FOUND as their in-room compendium.

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**WHAT’S NEW 2019**

**NEW FOUND SECTIONS**
- **EXPLORE**
- **FLAVOURS**
- **STAY**
- **EVENTS**

**DEDICATED MELBOURNE MEDIA LAUNCH**
- **Fri 31st May 2019**

**EVENT**
- We will be promoting FOUND at the *Good Food and Wine Show* in Melbourne digital and print reach 175,000

**PARTNERSHIPS**
- We are currently working on partnerships which will see FOUND shared to an additional 2 million consumers

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**FRESH NEW CONTENT**

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**MORNINGTON PENINSULA REGIONAL TOURISM**

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**VISITMORNINGTONPENINSULA.ORG**
DID YOU KNOW?

60% of people get their inspiration to travel from friends and relatives.

WHO IS FOUND FOR?

FOUND’S READERSHIP IS DESIGNED TO ENGAGE LOCALS, THEIR VISITORS AND TOURISTS ALIKE. WE WANT TO INFORM AND INSPIRE THEM ABOUT THINGS TO DISCOVER ON THE MORNINGTON PENINSULA.

We know that our 80,000 locals are incredible brand ambassadors for the region. Their visiting friends and relatives represent over 60% of the Mornington Peninsula’s total visitation.

We also want to capture the attention of people contemplating travel and inspire them to choose the Mornington Peninsula for their next holiday adventure.
Advertisements shown are examples only. Pricing is inclusive of GST.

**DOUBLE PAGE FEATURE**
- Unique design
- Reverse brief for content with some specific content
- **$5,000**

**FULL PAGE ADVERT**
- Feature image/images
- Extended editorial style text content
- Business location
- Contact details
- Opening hours
- 2 social media handles

**HALF PAGE ADVERT**
- Feature image/images
- Editorial style text content
- Business location
- Contact details
- Opening hours
- 2 social media handles
- **$2,300**

**QTR PAGE ADVERT**
- Feature image
- Facilities paragraph
- Business location
- Contact details
- 2 social media handles
- Available for accommodation only
- **$1,200**

**EVENT LISTING**
- This year we will be producing an events calendar and a dedicated events advertising section.
- **$3,800**

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**Searoad Ferries**
- **$5,000**
- Double page advert with some specific content
- Note size and special design

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**Tabby Lake Vineyard**
- **$2,300**
- Half page advert

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**Mornington Peninsula Holiday Accommodation**
- **$1,200**
- Qtr page advert

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**THE ESPLANADE**
- T (03) 5257 4500
- searoad.com.au
- The Esplanade. Sorrento Pier, Sorrento 3943
- Open every day. Ferries depart every hour on the hour from 7am - 6pm (extra 7pm service 26 Dec - 31 Jan).

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**GREEN OLIVE AT RED HILL**
- **$3,800**
- Event listing

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**Searin**** Peninsula**
- For a Market Lane Coffee.
- Nestled among the beautiful bush and rolling pastures, Green Olive at Red Hill is a whole farm experience. We keep happy with the indoor play area and plenty of deck space.

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**Searin**** Peninsula**
- **$3,800**
- Event listing

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**Searin**** Peninsula**
- **$3,800**
- Event listing

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**Searin**** Peninsula**
- **$3,800**
- Event listing

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**Searin**** Peninsula**
- **$3,800**
- Event listing

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**Searin**** Peninsula**
- **$3,800**
- Event listing
SUPPLIED MATERIALS – REQUIREMENTS

**DOUBLE PAGE FEATURE**
- Content to be confirmed upon application

**FULL PAGE ADVERT**
- **IMAGE**
  - Up to 3 images
  - 190w x 125h mm at 300dpi or larger
- **INTRO TEXT**
  - Approx 200 char. incl. spaces (approx. 30 words)
- **BODY TEXT**
  - Approx 1300 char. incl. spaces (approx. 210 words)

**HALF PAGE ADVERT**
- **IMAGE**
  - 2 images: 90w x 60h mm or 1 image: 90w x 125h mm at 300dpi or larger
- **INTRO TEXT**
  - Approx 175 char. incl. spaces (approx. 25 words)
- **BODY TEXT**
  - Approx 450 char. incl. spaces (approx. 65 words)

**QTR PAGE ADVERT**
- Available for accommodation only
- **IMAGE**
  - 1 image
  - 90w x 56h mm at 300dpi or larger
- **TEXT**
  - Approx 360 char. incl. spaces (approx. 55 words)

**EVENT LISTING**
- Content to be confirmed upon application

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**ADVERTISING BOOKINGS**

31 MARCH
BOOKING DEADLINE

10 APRIL
MATERIAL DEADLINE

JUNE 2019
PUBLICATION DATE

BOOKINGS MADE VIA:

thatmarketingcompany.com.au/foundmagazine-bookings

**Contact:** Angela Cleland  
P: 03 5950 1054   
E: administration@mptb.com

**MORNINGTON PENINSULA REGIONAL TOURISM**

**TERMS & CONDITIONS**

All bookings must be received by **31st March 2019** for inclusion into the publication. Once booked operators will be invoiced with payment due no later than **30th April 2019**.

No cancellations will be accepted after the booking confirmation.

All copy and imagery must be supplied by no later than **5pm 10th April 2019** and all materials to be submitted via the link provided in your booking confirmation.

The advertising prices indicated in this prospectus allow for one text change and one image change to the existing artwork. Additional alterations will be charged at $45 per required alteration once the initial allocation is used.

All copy and imagery submitted subject to editorial approval.

**Trade Practices:** Please ensure that your advertisement complies with the provisions of the Trade Practices Act 1974 in relation to false and misleading advertising. This is your responsibility.

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**MORNINGTON PENINSULA REGIONAL TOURISM**

**VISITMORNINGTONPENINSULA.ORG**