



Promote your business to the winter tourists

WINTER IN THE HIGHLANDS June/July issue of *Highlife* on sale June 1

Many say there is no better time than winter to be in the beautiful Southern Highlands of Australia. The days range from crisp and clear to real rug-up weather ... boots, scarves, overcoats. Umbrellas sometimes. Perfect for visiting some of the vast number of attractions to suit the active (golf, cycling, walking) and the not-so-active (hearty breakfasts, yummy lunches and fine dining at night; museums; art galleries).

These are some of the reasons people visit this area and the reason that each year **Highlife** and **Tourism Southern Highlands** join forces to promote the Highlands. There is even a special discount for Tourism Southern Highlands members.

Take advantage of the fact that two-thirds of *Highlife's* circulation is outside the Southern Highlands – that's about 30,000 readers in Sydney, Canberra and on the South Coast. They've already bought *Highlife*, so they already have an interest in the area.

Tourism Southern Highlands has identified key areas of Sydney as the Southern Highlands target market, all of which align with those areas of Sydney where *Highlife* sales are the greatest, both in newsagencies and with the subscribers. The synergy is perfect, so with limited budgets and a difficult economic climate, the more targeted the better. There is very little or no wastage at all, the message remains constant in a publication that most people keep, a publication of quality and credibility, a publication with a readership already inclined towards a love of the region.

You can market your product, service, restaurant, winery, tour and shop to all these people by calling **Advertising Manager MONIQUE LAUGHTON on 02 48 616 311, mobile 0426 249 570 or email monique@highlifemag.com.au**

The way it will work: After an editorial lead in, the pages will be made up of 6 modules per page. All the pages will carry the Tourism Southern Highlands branding. The modules will be of a generic style designed by *Highlife*. One image and approx 50 words plus contact information per module.

Tourism Southern Highlands will underwrite the cost for each member that books by \$100.



All bookings and invoicing will be handled by *Highlife*.

TSH MEMBER:

- 1 module \$300+gst**
(Image area 104mm wide x 90mm deep)
- 2 module \$600+gst**
(Image area 216mm wide x 90mm deep)

NON-MEMBER:

- 1 module \$400+gst**
(Image area 104mm wide x 90mm deep)
- 2 module \$700+gst**
(Image area 216mm wide x 90mm deep)

BOOKING DEADLINE: Monday April 23, 2012
MATERIAL DUE in to Highlife
no later than Wednesday May 2, 2012
All proofing will be done by email or fax.