



From Laverton, Western Australia, to Winton, Queensland, via the Northern Territory's Red Centre, The Outback Way carves a well-worn 2700km track through the heart of Australia.

Join us and promote your business, organisation or event along the Outback Way to travellers and industry alike by advertising with us. Excitingly, our new map will add to our cache of tourist travel essentials – the Outback Way Travel Journal, the perfect way to record travelling experiences.

Social Media

Followers

- Facebook: 16.8K
- Instagram: 1.9K
- LinkedIn: 663
- Twitter: 859

Av Post Reach: 382.3K

Age Group	Reach (%)
< 24	~1%
25-34	~14%
35-44	~22%
45-54	~24%
55-64	~21%
65+	~16%

Website

- 26K unique users
- 21K Australia
- 1.2K United States
- 1.1K India

Newsletter

- 11.9K subscribers

<p>We have listened to the travellers and people willing to share their feedback with us, and one of the most requested items for travel, tourism and freight is a paper map with up-to-date road sealing detail.</p> <p>This map will be A2 size folded down to A5 with an updated map planned to be an annual offering to celebrate the gradual sealing of the Outback Way.</p>	<p>A5 sized ad \$600</p> <p>1/2 A5 size ad \$300</p> <p>Artwork to be supplied - additional \$60 for graphic design to be done by OW.</p>
<p>With a thumping 18K + social media audience and posts reaching audiences just shy of half a million daily, we are offering a limited number of packages to our tourism stakeholders.</p> <p>To add value to your advertising dollar bundle 6 SM posts (to be used in the same year as advertising in the map) + the A5 sized ad space on the OW map for only \$900.</p>	<p>Facebook, Instagram, LinkedIn bundled.</p> <p>1 post across all 3 platforms \$100</p> <p>Graphic design + copy done by OW.</p>
<p>Website ad space: we are offering 2 ad spaces on our Homepage.</p>	<p>\$35 per week</p>
<p>Newsletter Article with 10K+ subscribers and an open rate of above 60% - let us help to promote your business through our monthly newsletter.</p>	<p>\$100 per newsletter article (80 words plus click through link)</p>

Contact us now at info@outbackway.org.au or phone 0488 739 539