

GRAMPIANS AND WIMMERA MALLEE

VISITOR GUIDE
MEDIA KIT 2026/27



Discover
Northern
Grampians





GRAMPIANS WIMMERA MALLEE OFFICIAL VISITOR GUIDE 2026/27

The *Grampians Wimmera Mallee Visitor Guide* is the leading publication designed to entice visitors to discover and experience the diversity of the regions.

The *Grampians Wimmera Mallee Visitor Guide* will keep the two regional brands separate by producing a reverse booklet with Visit Grampians on one cover and Wimmera Mallee on the reverse cover, essentially having no front and back. This is to keep printing costs down and also having the advantage of leveraging off the Visit Grampians brand. The Visitor Guide provides an introduction to the regions and an overview of things to see and do.

Advertising in the Visitor Guide sees your business featured in our #1 piece of print collateral for the regions. Distributed extensively, this is your opportunity to promote your business directly to a large number of potential customers. In 2026/27, Grampians Wimmera Mallee Tourism will produce 40,000 copies of the **Guide** that will be distributed throughout:

- Accredited Visitor Information Centres in Vic, SA & Southern NSW
- Melbourne Visitor Hub, Melbourne Town Hall
- Local tourism operators will be supplied with copies
- Selected travel agents, RACV and RAA outlets
- Conference delegates
- Trade events, shows and local events
- Visit Victoria offices internationally
- Consumer travel and lifestyle shows
- Familiarisation programs for media and trade

The 2026/27 edition of this must-have guide will include:

- Easy to read content
- Top tips for each part of our region
- Events calendar
- Advertising in relevant sections



NEW AD

Contact details to be shown on ads:

Business Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Requested Page Size

- | | |
|---|---|
| <input type="checkbox"/> 1/8 Page | 57.75mm x 42.5mm |
| <input type="checkbox"/> 1/4 Page | 57.75mm x 90mm |
| <input type="checkbox"/> 1/2 Page | 120.5mm x 90mm |
| <input type="checkbox"/> Full Page | 148.5mm x 210mm (plus 5mm bleed on all sides) |
| <input type="checkbox"/> Inside Front Cover | 148.5mm x 210mm (plus 5mm bleed on all sides) |
| <input type="checkbox"/> Inside Back Cover | 148.5mm x 210mm (plus 5mm bleed on all sides) |
| <input type="checkbox"/> Back Cover | 148.5mm x 210mm (plus 5mm bleed on all sides) |



EIGHTH PAGE AD 57.75mm wide x 42.5mm high

1 image (22mm wide x 22mm high)

Text (maximum of approximately 35 words)

or

Dot points (7 short, or 4 long)

Spirit Of Punjab



- Open 7 days, dine-in or take-away
- Authentic Indian cuisine
- Only fresh ingredients and pure spices
- Spectacular views of the mountains

161-163 Grampians Road, Halls Gap
03 5356 4234 / 03 5356 4658
spiritofpunjabrestaurant.com.au

Grampians Wine Cellar



- A place to discover the incredible wines of the Grampians.
- From the historic and iconic vineyards to the hidden gems made by small producers and winemaker side-projects.
- Enjoy a glass of wine whilst taking in the majestic mountain views on our deck.

Shop 3, 2 Heath Street, Halls Gap
grampianswinecellar@gmail.com
www.grampianswinecellar.com.au

D'Altons Studios



- 5 standard studios, 4 spa studios
- All studios have a deck with verandah
- Only 700m walk to Halls Gap
- Wildlife on the doorstep

8 Glen Street, Halls Gap
03 5356 4666
contact@daltonstudios.com.au
daltonstudios.com.au

Eagle Wings Rise



- Situated on 50 acres in beautiful tranquil surrounds
- Views of the Mt William Range
- Accommodation up to 13, with 6 bdms, 3 bthrms
- Suits extended families or larger groups

3950 Ararat-Halls Gap Road,
0400 113 218
info@eaglewingsrise.com.au
eaglewingsrise.com.au

Examples of 1/8 Page Advertisements



QUARTER PAGE AD 57.75mm wide x 90mm high

1 image (57.75mm wide x 35mm high)

Text (maximum of approximately 50 words)

or

Dot points (7 short, or 4 long)

Lake Fyans Holiday Park



Our unique lakeside holiday park is the perfect escape. Whether it's a self-catering cabin, powered site (some with private bathrooms) or bush camping, our park is suitable for all budgets and ages. A variety of water sports, fishing and swimming is permitted on Lake Fyans. Pet friendly (seasonally on sites).

650 Mokepilly Road, Lake Fyans
03 5356 6230
stay@lakefyansholidaypark.com.au
lakefyansholidaypark.com.au

Best's Wines Great Western



Best's Wines is one of Australia's 'best kept' winery secrets. Founded in 1866, we are family-owned and operated with some of the oldest and rarest vines in the world. Our Cellar Door is housed in the original stables, and we offer a variety of tasting experiences. Visitors can take a self-guided tour of the historical underground cellars. Visit our website to book your next cellar door experience.

111 Bests Road, Great Western
03 5356 2250
info@bestswines.com
bestswines.com

Examples of 1/4 Page Advertisements



HALF PAGE HORIZONTAL 120.5mm wide x 90mm high

HALF PAGE HORIZONTAL AD – PDF SUPPLIED (no bleed)

or

HALF PAGE HORIZONTAL AD – TEXT

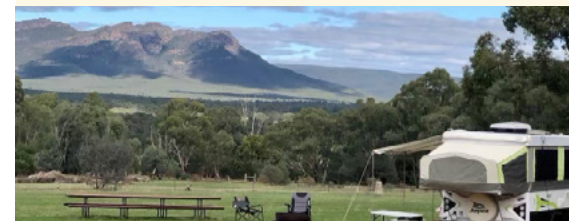
1 image (75mm wide x 65mm high)

Text (maximum of approximately 70 words)

Happy Wanderer Holiday Resort



- Family owned and operated park set on 40 acres
- Fully self-contained 1 & 2 bedroom log cabins
- Full size tennis court and 2 half-courts



- Solar heated pool and large camp kitchen
- Camping sites with mountain views
- Powered, powered en-suite and unpowered sites
- Set amongst natural bushland with spectacular mountain views
- Onsite general store/ petrol station/liquor shop

2493 Northern Grampians Road,
Wartook Valley
03 5383 6210
admin@hwresort.com.au
happywandererresort.com.au



Example of Half Page Advertisement



FULL PAGE 148.5mm wide x 210mm high
(with 5mm bleed on all sides)

INSIDE FRONT COVER 148.5mm wide x 210mm high
(with 5mm bleed on all sides)

By arrangement only – please contact wmpartnerships@gwmtourism.com.au

INSIDE BACK COVER 148.5mm wide x 210mm high
(with 5mm bleed on all sides)

By arrangement only – please contact wmpartnerships@gwmtourism.com.au

BACK COVER 148.5mm wide x 210mm high
(with 5mm bleed on all sides)

By arrangement only – please contact wmpartnerships@gwmtourism.com.au

Example of Full Page Advertisement (shown here at 50% of actual size)



Guide Rates (includes GST)

Page Size	Repeat content from previous ad	Ad Size	Partner's Price	Non-Partner's Price
<input type="checkbox"/> 1/8 Page	<input type="checkbox"/>	57.75mm x 42.5mm	\$295	\$330
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/>	57.75mm x 90mm	\$565	\$625
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/>	120.5mm x 90mm	\$1,120	\$1,250
<input type="checkbox"/> Full Page*	<input type="checkbox"/>	148.5mm x 210mm	\$2,230	\$2,500
<input type="checkbox"/> Inside Front Cover*	<input type="checkbox"/>	148.5mm x 210mm	\$3,000	\$3,500
<input type="checkbox"/> Inside Back Cover*	<input type="checkbox"/>	148.5mm x 210mm	\$3,000	\$3,500
<input type="checkbox"/> Back Cover*	<input type="checkbox"/>	148.5mm x 210mm	\$3,500	\$4,000

* Full Page and Inside Front Cover ads need to be supplied with 5mm bleed

Why should I become a Partner?

Partnerships are critical to our region. They are the mechanism by which the region will grow and prosper. More than 100 businesses from the regions are Partners of **Grampians Wimmera Mallee Tourism**.

GWMT offers significant support and benefits to its Partners. Benefits include, but are not limited to, access to our "heavy lifting" marketing strategies into key markets of Melbourne and Adelaide; access to our visiting journalists program; promotion and premium positioning on **VisitGrampians**, **VisitWimmeraMallee** and social media; and, special member only offers and discounts. Current Partners include accommodation providers, attractions, tour operators, wineries, restaurants and others – we are constantly working to expand this list.

To find out more about our Partnership program and view all of the benefits of being a member, contact:

Grampians – Katy Gilmore on 0436 489 999 or

Wimmera Mallee – Ian Gumela on 0416 539 778

Images and artwork

Photographs must be supplied digitally as a print-quality jpeg at 300dpi and emailed to stephen@artifishal.com.au

Half page and full page ads that do not conform to the standard design and are not supplied in a finished art PDF format, will be subject to an extra charge and will be invoiced separately by Artifishal Studios.



GRAMPIANS WIMMERA MALLEE VISITOR GUIDE 2026/27

Please return this form and relevant preceding pages by email by **29 May 2026**.

To: wmpartnerships@gwmtourism.com.au

Full payment **must** be received by **12 June 2026** (prior to printing).

Make your payment via

Grampians Wimmera Mallee Tourism Online Payment:

<https://www.visitgrampians.com.au/corporate/official-visitor-guide>

or

Credit Card

I, _____
(insert card holder name as it appears on the card)

hereby authorise Grampians Wimmera Mallee Tourism to debit my:

Visa Card Mastercard (tick whichever card applies)

Card number:

| _ _ _ _ _ | _ _ _ _ _ | _ _ _ _ _ | _ _ _ _ _ |

Expiry Date: _ _ | _ _ CVV Number: _ _ _

For the amount of: \$ _____ Date: _ / _ / _

Your Details

Business Name: _____

Contact: _____

Postal Address: _____

_____ Postcode _____

Phone: _____ Fax: _____

Email: _____

Web: _____

Recipient Created Tax Invoice – ABN 98 871 224 218

This form becomes a Tax Invoice once payment is processed – please keep a copy for your records