



YHA AUSTRALIA MEDIA KIT

FREE YHA AUSTRALIA MAP AND HOSTEL GUIDE (ENGLISH AND CHINESE)

NEW LARGER SIZE,
NOW PUBLISHED
TWICE A YEAR!



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ABOUT YHA

YHA is Australia's largest and most trusted provider of budget accommodation, with more than 70 quality backpacker hostels located in every state and territory across the country. Over the past 12 months, YHA has implemented a brand new membership structure that now allows us to communicate with a growing community of almost 200,000 members.

YHA is also a member of Hostelling International (HI), with more than 4000 properties in 60-plus countries around the globe.

WHO STAYS WITH YHA?

YHA targets 'discovery seekers' – independent travellers aged between 18 and 35 who are passionate about travel and new experiences. According to Tourism Australia research, the average backpacker spends 70 nights and \$7000 in the country, placing a \$4 billion value on the independent travel market.



≡ YHA FAST FACTS ≡

- 70+ hostels
- 4000+ guests every night
- 1.6 million overnights a year
- 2.3 million user sessions a year on yha.com.au
- 150K+ member email inboxes
- YHA guests and travellers love our FREE Maps

YHA'S BRAND

YHA Australia communicates to almost 140,000 social media followers, 150,000 email inboxes, and more than two million website users every year.

ADVERTISE WITH YHA

The **Free YHA Australia Map and Hostel Guide** is YHA's flagship piece of print marketing collateral – and in 2018, it's bigger and better than ever.

This year, YHA is doubling the size of the map and printing it twice a year, with 100,000 copies published every six months and distributed throughout our domestic and international network.

YHA's primary print publication is available in both English and Chinese, and includes an easy-to-follow map, info about all of our 70-plus hostels around Australia, as well as handy travel tips for backpackers travelling around Australia.

The new map will also be featured online at yha.com.au, with direct links to hostels and our advertising partners.

The **Free YHA Australia Map and Hostel Guide** presents the perfect opportunity for YHA Australia to promote our key partners to our guests as they're planning their trip Down Under.



WHY TRAVELLERS LOVE OUR MAPS

"The maps are extremely popular with our international backpackers. It's often the first time they've seen a map that's not on a computer or phone screen, and it gives them a good understanding of the size of the country to plan their travels and take the map with them on their journey." **Manager of Sydney Central YHA, 2018**

"It's an easy-to-carry and easy-to-use road map of Australia to plan their trip of a lifetime and, best of all, it's FREE!" **Manager of Adelaide Central YHA, 2018**

DISTRIBUTION

- YHA hostels
- YHA's digital channels
- Travel agents
- Language schools
- Visitor centres
- Airports
- Uni O-Weeks
- Trade shows
- International HI hostels

FREE

YHA AUSTRALIA MAP AND HOSTEL GUIDE - RATE CARD

ENGLISH

NEW LARGER SIZE,
NOW PUBLISHED
TWICE A YEAR!

This expanded DL map folds out to reveal a larger, easy-to-follow A1 map of Australia, including detailed hostel listings and useful travel tips. YHA's single key piece of print collateral is distributed for FREE to guests and potential travellers across Australia and around the world.

SIZE	SPECS (WxH)	PRICE (add GST)
Ad Tile - New Size	98 x 90mm	\$3,750* 5 left!
Double Ad Tile - Map Side	98 x 185mm	\$8,550 Sold out!
DL Panel - A	99 x 210mm	\$9,780 \$6,950
DL Panel - B	99 x 210mm	\$10,950 \$7,950
Inside Front DL Panel	99 x 210mm	\$11,750 \$10,950
Inside Back DL Panel	99 x 210mm	\$11,750 \$10,950
Basewrap Adverts - RHS available	305 x 40mm	\$12,750 \$7,950
Back Cover - Premium Position	99 x 210mm	\$20,550 \$17,950

Full material specs provided with booking confirmation.

*Add 10% for Guaranteed position

TWO PRINT RUNS OF
100,000

CIRCULATION
200,000+

PUBLICATION DATES

January 2019

MATERIAL DEADLINES

26 November 2018



Avail ad positions as at 15 Oct 2018

FREE

YHA AUSTRALIA MAP AND HOSTEL GUIDE - RATE CARD

NEW LARGER SIZE

This expanded DL map folds out to reveal a larger, easy-to-follow A1 map of Australia, including detailed hostel listings and useful travel tips. YHA's Chinese language map is distributed for FREE via our key CBD Hostels, student events, and University O Weeks plus select international travel events.

CHINESE

SIZE	SPECS (WxH)	PRICE (add GST)
Ad Tile - New Size	98 x 90mm	\$2,980
Double Ad Tile - Map Side	98 x 185mm	\$4,780
DL Panel	99 x 210mm	\$3,980
DL Panel - Guaranteed Position	99 x 210mm	\$4,780
Inside Front DL Panel	99 x 210mm	\$5,280
Inside Back DL Panel	99 x 210mm	\$5,280
Basewrap Adverts	305 x 40mm	\$3,980
Back Cover - Premium Position	99 x 210mm	\$7,980

Full material specs provided with booking confirmation. Material to be supplied in Simplified Chinese.



PACKAGE WITH YOUR ENGLISH AD BOOKING!



PRINT RUN OF
20,000

CIRCULATION
40,000+

PUBLICATION DATES

September 2018

MATERIAL DEADLINES

20 August 2018



YHA TERMS AND CONDITIONS

BILLING AND YHA PAYMENT POLICY

- Upon booking advertising and advertising packages with YHA Ltd. a minimum 50% deposit is required with payment due 14 days from invoice
- Positions are not guaranteed until the deposit payment is received by YHA Australia
- A 50% deposit for all print advertising must be received before going to print,
- Balance of payment is required by time of publication, July 2018 or January 2019.
- In the case of accredited media company bookings total advertising payments must be booked into the system with guarantee that payment be finalised to YHA Australia no later than 45 days from the publication date.
- All advertising rates are exclusive of GST and quoted in \$AUD.
- Advertising agency commission needs to be added to all YHA Australia rates.
- A signed advertising booking contract confirms acceptance of YHA Ltd.
- First time advertisers with YHA are required to pre-pay for all YHA advertising bookings.
- A late payment fee of 12% per annum, calculated daily, may be charged for overdue amounts.
- YHA Australia does not issue refunds for cancellation of print advertising
- Cancellations of advertising bookings after acceptance will be subject to loss of monies already paid.

MATERIAL GUIDELINE & DEADLINE POLICY

- Specific material specifications will be provided once a signed booking form is has been received by YHA Ltd. All advertisements must comply with the technical specifications, material requirements and other guidelines presented by YHA Ltd.
- YHA Ltd. accepts no responsibility for accuracy of colour reproduction unless a colour proof is received with supplied material.
- The position and placement of the advertisement is at the discretion of YHA Ltd. unless agreed in writing.
- YHA Ltd. reserves the right to cancel publishing of any advertisement if the advertising deposit has not been received in full prior to printing.
- Any alterations requested will be at the expense of the advertiser.
- YHA Ltd. reserves the right to decline publishing any advertisement for any reason including any material that is offensive, misleading or deceptive.
- YHA Ltd. will not be held responsible for content of advertisements and all promotional offers must be honoured and supported by the advertiser.