



YHA AUSTRALIA

MEDIA KIT 2018

ACCOMMODATION GUIDE, AUSTRALIA MAPS
AND eCOMMUNICATIONS

— Distributed —
Free

KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E [KAREN.COOPER@YHA.COM.AU](mailto:karen.cooper@yha.com.au)



ABOUT YHA

POSITION YOUR BRAND IN FRONT OF THOUSANDS
OF EXPERIENCE-SEEKING TRAVELLERS COMMITTED TO
ENJOYING THE BEST OF AUSTRALIA

KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E [KAREN.COOPER@YHA.COM.AU](mailto:karen.cooper@yha.com.au)

WHO STAYS WITH YHA?

BACKPACKERS, DISCOVERY SEEKERS, INDEPENDENT TRAVELLERS

YHA Australia targets independent travellers aged between 18 and 35. Our members and guests are passionate about travel and new experiences. Backpackers spend on average AUD \$7000 and stay 70+ nights in Australia, placing a \$4 billion value on the independent travel market*.

VALUE ACCOMMODATION

REST & RELAXATION



LATE NIGHT SOCIALISING

EXCITEMENT, FUN, FREEDOM



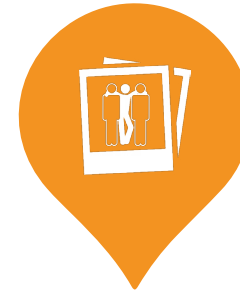
LIFE TIME FRIENDSHIPS

MY FAMILY AWAY FROM FAMILY



MEMORIES

EXCITEMENT, FUN,
FREEDOM & DISCOVERY



YHA is the largest and most trusted budget accommodation network in Australia with 80+ hostels and almost 4000 overnight guests each and every night! YHA is a member of HI – Hostelling International, which has more than 4000 hostels worldwide, making it the world's largest youth organisation.

More than
1.5 million hostel
overnights each year

KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E [KAREN.COOPER@YHA.COM.AU](mailto:karen.cooper@yha.com.au)

ABOUT YHA'S BRAND

YOUTH TRAVELLER ACCOMMODATION FOR PEOPLE
WHO WANT MORE THAN A PLACE TO STAY



KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E [KAREN.COOPER@YHA.COM.AU](mailto:karen.cooper@yha.com.au)

IN 2016, YHA ROLLED OUT A MASSIVE REBRAND TO MAKE OUR HOSTELS MORE ATTRACTIVE TO TRAVELLERS IN THE 'DISCOVERY SEEKER' MINDSET, MODERNISING EVERY ASPECT OF OUR BRAND WITH A FRESH NEW LOOK AND FEEL.



MAPS AND GUIDES

Print run of 270,000 plus digital edition on YHA homepage



WEBSITE

2.3 million user sessions a year on yha.com.au



eCOMMS

New ad positions for 2017, reaching 50,000+ inboxes each month



YHA DISCOUNT PROGRAM

Free online listing when you offer YHA members a discount! See here for more information.



YHA APP

Just launched and growing rapidly



FACEBOOK
/YHAhostels and /backpackingmate
120,000+ likes (36,000+ YHA Australia, 85,000+ Backpacking Mate)



INSTAGRAM
yhaaustralia
8500+ followers



YOUTUBE
YouTube/yhaaustralia
600,000+ views



TWITTER
@YHA_Australia
3500+ followers

YHA'S PUBLICATIONS AND eCOMMUNICATIONS



THE YHA ACCOMMODATION GUIDE
GUARANTEES YOUR BUSINESS
EXPOSURE AND SUCCESS IN THE
INDEPENDENT TRAVELLER MARKET



THE YHA AUSTRALIA VISITOR MAP
ENJOYS AN IMPRESSIVE PRINT
RUN OF 160,000 WITH ONLY
16 AD POSITIONS



**THE YHA AUSTRALIA VISITOR MAP
(CHINESE), NOW IN ITS FOURTH
YEAR, TARGETS THIS RAPIDLY
GROWING MARKET**



OUR BRAND NEW
eCOMMS PROGRAM REACHES
UP TO HALF A MILLION PROSPECTIVE
CUSTOMERS A YEAR

- Guest research conducted by YHA shows that approximately 65% of guests use our Maps and Guide to assist with planning both before and during their travels
- Stand out – our advertising is capped at 25% of total publication space
- Fantastic value with 12 months shelf life
- Take advantage of extra value with online exposure and hyperlinks to your offer on yha.com.au
- Snap up one of the new but limited positions in our email communications to members and guests

Book now for 2018!
Contact Karen Cooper today to
discuss a customised campaign.

YHA ACCOMMODATION GUIDE *Distributed Free!*

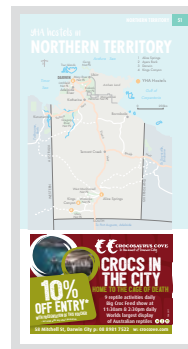
#1 ANNUAL PUBLICATION OF ITS KIND – DL SIZE, 128 PAGES FULL OF THE LATEST TRAVEL INFORMATION ON YHA'S HOSTELS AND MEMBER DISCOUNTS AROUND AUSTRALIA. PLUS ONLINE VIEWING 24/7 ON OUR WEBSITE, AND A DIGITAL VERSION EMAILED TO APPROXIMATELY 100,000 PROSPECTIVE CUSTOMERS THROUGHOUT THE YEAR.



FULL PAGE



HALF PAGE



STATE MAP



IFC DBL PAGE SPREAD

TARGETED DISTRIBUTION

- YHA hostel network
- All YHA members
- Gateway and regional airports
- Tourist and visitor centres
- Australian university and TAFE orientation weeks
- YHA/HI websites
- YHA/HI social media
- Directly emailed to more than 100,000 throughout year
- International Hostels and Trade Shows in Europe, UK, North America, South America, South East Asia, China and New Zealand

ACCOMMODATION GUIDE RATES*

SIZE	SPECS (WxH)	PRICE
Full Page	110 x 208mm	\$5,490
Full Page – Premier (cover stock, opposite contents page)	110 x 208mm	\$6,490
Full Page Premium (pages 4,6,9)	110 x 208mm	\$5,990
Half Page	90 x 92mm	\$3,490
State Maps	90 x 63mm	\$3,490
IFC DBL Page Spread	210 x 208mm	\$13,990
Inside back cover DL size	110 x 208mm	\$9,570
Back Cover	110 x 208mm	\$12,990

* All prices exclude GST. Guaranteed Position Add 10%. Agency Commission Add 10%. New print-digital options available on request – turn to Page 10 for more info.

AUDIENCE REACH

250,000+

PRINT

90,000

≡ Book now! ≡

PUBLICATION DATE

1 OCTOBER 2017

ARTWORK DUE

31 JULY 2017

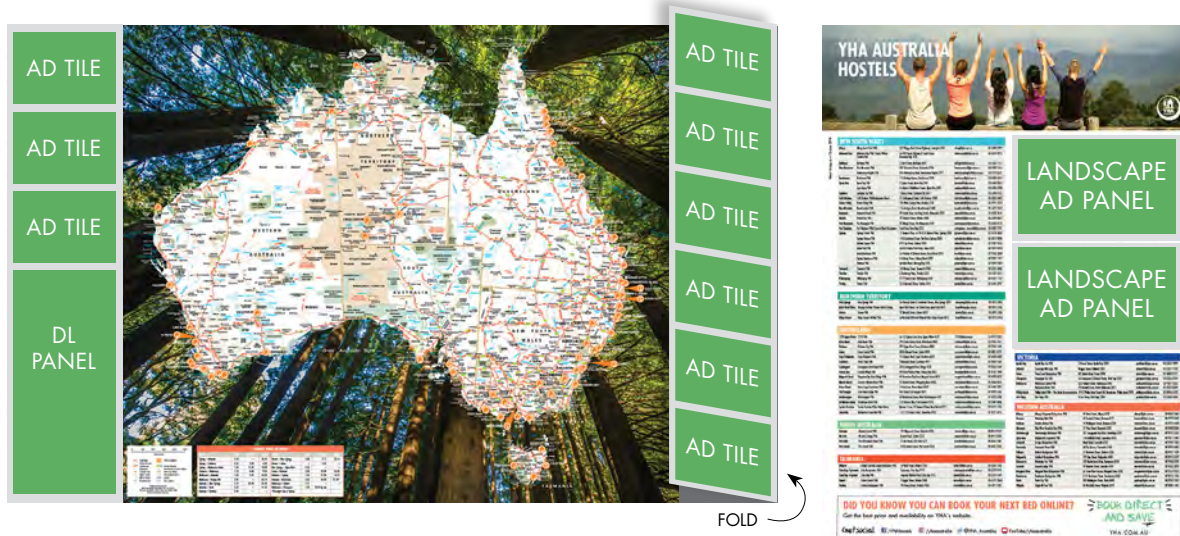
MATERIAL SPECS SUPPLIED ON BOOKING

KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E KAREN.COOPER@YHA.COM.AU

YHA AUSTRALIA MAP – ENGLISH

Distributed Free!

#1 MOST POPULAR PRODUCT – THIS LIGHTWEIGHT AND COMPACT DL MAP FOLDS OUT TO AN A3 MAP OF AUSTRALIA FEATURING EACH OF YHA'S 80+ HOSTELS, PLUS DISCOUNTS AND TRAVEL TIPS.



FREE YHA AUSTRALIA MAP – ENGLISH RATES*

SIZE	SPECS (WxH)	PRICE
Ad tile – map side	90 x 63mm	\$3,490
Landscape ad panel	132 x 82mm	\$5,490
DL panel – map side	90 x 202mm	\$9,590
Outside fold DL panel	97 x 210mm	\$9,780
Back Cover	99 x 210mm	\$15,590

* All prices exclude GST
Guaranteed Position Add 10%. Agency Commission Add 10%.
New print-digital options available on request – turn to Page 10 for more info.

TARGETED DISTRIBUTION

- YHA hostel network
- Backpacker travel agents
- English language schools
- Australian university orientation weeks
- YHA/HI websites
- YHA/HI social media
- International Hostels and Trade Shows in Europe, UK, North America, South America, South East Asia, China and New Zealand

AUDIENCE REACH

320,000+

PRINT

160,000

Book now!

PUBLICATION DATE

1 OCTOBER 2017

ARTWORK DUE

31 JULY 2017

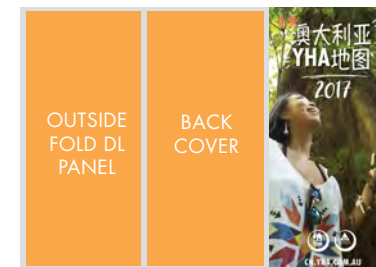
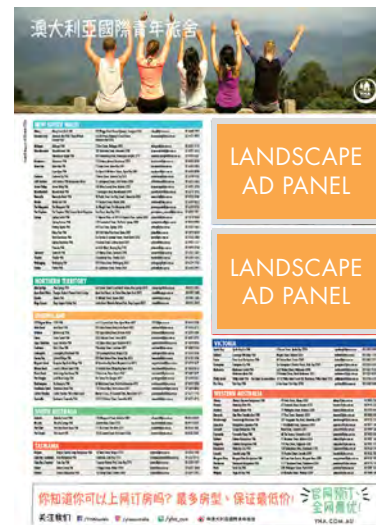
MATERIAL SPECS SUPPLIED ON BOOKING

KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E KAREN.COOPER@YHA.COM.AU

YHA AUSTRALIA MAP – CHINESE

Distributed Free!

NOW IN ITS FOURTH YEAR – THIS COMPACT CHINESE LANGUAGE DL MAP FOLDS OUT TO AN A3 MAP OF AUSTRALIA
FEATURING YHA'S NETWORK OF 80+ HOSTELS, PLUS DISCOUNTS AND TRAVEL TIPS.



FREE YHA AUSTRALIA MAP – CHINESE RATES*

SIZE	SPECS (WxH)	PRICE
Ad tile – map side	90 x 63mm	\$2,890
Landscape ad panel	132 x 82mm	\$3,950
DL panel – map side	90 x 202mm	\$5,790
Outside fold DL panel	97 x 210mm	\$4,790
Back Cover	99 x 210mm	\$7,950

* All prices exclude GST
Guaranteed Position Add 10%. Agency Commission Add 10%.
New print-digital options available on request – turn to Page 10 for more info.

TARGETED DISTRIBUTION

- International trade and consumer shows
- YHA hostel network
- Backpacker travel agents
- English language schools
- Australian university orientation weeks
- YHA hostel network
- YHA/HI websites
- International Hostels in China (145), Hong Kong (4), Taiwan (56), Singapore (4) and Malaysia (11)

AUDIENCE REACH

45,000+

PRINT

20,000

≡ Book now! ≡

PUBLICATION DATE

1 OCTOBER 2017

ARTWORK DUE

31 JULY 2017

MATERIAL SPECS SUPPLIED ON BOOKING

KAREN COOPER | ADVERTISING SALES MANAGER | T +61 2 8267 0445 | E KAREN.COOPER@YHA.COM.AU

eCOMMS

PRINT + DIGITAL PACKAGES

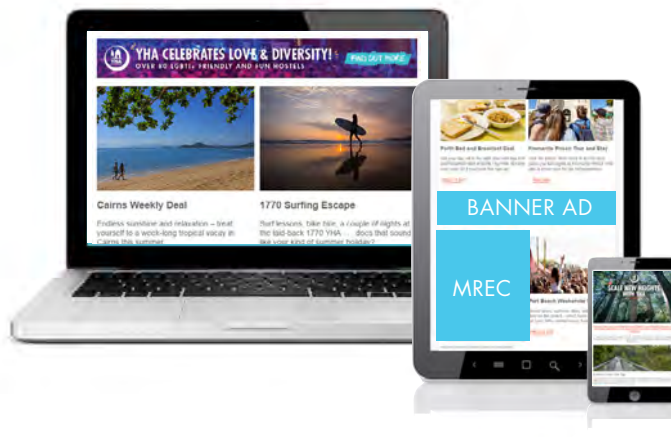
YHA IS STRATEGICALLY TARGETING THE MASSIVE BACKPACKING MARKET WITH A BRAND NEW eCOMMS PROGRAM, WHICH HAS THE POTENTIAL TO REACH MORE THAN HALF A MILLION PROSPECTIVE CUSTOMERS A YEAR, AND IS EXPECTED TO GROW EXPONENTIALLY IN THE NEXT 12 MONTHS.

Each email is carefully crafted to inspire and encourage our audience to travel further with our adventurous products and packages.

Participation in YHA's new eComms program is exclusively available through one of our limited Print + Digital Packages – create your annual multi-level campaign across the YHA platforms today.

AUDIENCE REACH UP TO

**500,000
EACH YEAR**



≡ Limited Availability ≡
Be the first to book!

MONTHLY EMAIL SENDS

50,000+

YHA'S EMAIL NEWSLETTERS

40%

OPEN RATE

MORE ABOUT OUR eCOMMS PROGRAM

YHA's new strategic eComms program is designed to reach more than 250,000 unique travellers each year. YHA eComms bookings only available with a print advertising booking. Popular multi-platform package options available on request.

INSPIRATIONAL eCOMMS

Built to inspire and inform Australians about exploring their own country and beyond, and International travellers to discover the best Australia has to offer.

GUEST PRE-ARRIVAL eCOMMS

Directly reach a monthly average of 25,000 overnight guests that arrive throughout our YHA hostel network each month. Potentially 100% open rate and 100% advertising space.

eCOMMS RATES*

YHA eCOMMS RATECARD	INSPIRATIONAL eCOMMS (Just ten ad spots until January 2018)		GUEST PRE-ARRIVAL** eCOMMS (only one ad spot bi-monthly until January 2018)	
Unique Open rate	40%		97%	
S.O.V	50%		100%	
Audience	22,000+		25,000 month average	
Advert specs 72dpi - file max 1MB	2 ad types per email MRec 300W x 340H Banner 600W x 80H		1 ad per email Banner 600W x 80H	
Timing and Audience reached	Sends (2 month block)	Cost per (2 month block)	Sends (2 month block)	Cost (2 month block)
April + May (22k)	44,000	\$2,000	50,000	\$4,000
June + July (22k)	44,000	\$2,000	50,000	\$4,000
August + September (22k)	44,000	\$2,000	50,000	\$4,000
October + November (60k)	120,000	\$3,750	50,000	\$5,000
December + January (110k)	220,000	\$4,500	50,000	\$5,000

* All prices exclude GST. Agency Commission add 10%.

All YHA eComms must be sold in conjunction with a YHA print ad campaign. YHA eComms currently only available in 2 month consecutive block – as outlined on ratecard.

The audience size and total sends numbers are approximate and will vary throughout the year. YHA reserves the right to adjust rates on this 2018 Media Kit throughout the year.

**Must be packaged with a minimum full page advertisement booking in the 2018 YHA Accommodation Guide

PUBLICATION ARTWORK DATES

Inspirational eComms sent second and fourth Thursday of each month. Guest Pre-arrival eComms sent 48 hours prior to guest check-in

Material Due – one week prior to booking date



DEADLINES, SPECIFICATIONS, AND TERMS AND CONDITIONS

Full material deadlines plus terms and conditions will be emailed upon confirmation, however for your immediate reference please read below.

Please carefully read the details for supplying your finished artwork.
Following these guidelines for submitting material will avoid additional charges.

PRINT ADVERTISEMENTS

PRINT PUBLICATION DATE

1 OCTOBER 2017

MATERIAL DEADLINE

31 JULY 2017

MATERIAL SPECIFICATIONS

- Print ads should be created using appropriate design software such as Adobe Indesign or Adobe Illustrator. Please do not create ads in Microsoft Word or any other word processing programs.
- All ads are full colour, and should be supplied as CMYK colour breakdown.
- All images and logos in your ad should be high resolution, a minimum of 300dpi.
- All ads should be supplied as "Press Ready" PDF files, with 5mm bleed, and crop marks offset by 2mm. Fonts are to be imbedded or converted to paths.
- Chinese Map – we **use simplified Chinese language**, please ensure all text is converted to paths before creating the "Press Ready" PDF. This will ensure no loss of text.

- Files should be named with company name and the size of the ad (e.g. SkydiveOZ_fullpage.PDF).
- If the file attachment exceeds 10MB, please send via alternate method (e.g. DropBox or Hightail).
- Contact details of the ad creators must be included in case of production problems.
- YHA accepts no responsibility for accuracy of colour reproduction unless a colour proof is received with supplied material. No final proofs will be supplied.
- Finished artwork needs to be emailed to: karen.cooper@yha.com.au

eCOMMS

eCOMMS PUBLISHING

MATERIAL DEADLINES ONE WEEK PRIOR TO BOOKING DATE

MATERIAL SPECIFICATIONS

- Material required in either Static GIF, JPEG, PNG format.
- Files to be 72dpi up to 1MB.
- Please ensure you include a company logo and a call to action in material for linking purposes.
- Proofs will not be supplied to advertiser prior to eComms being distributed.

*Contact Karen
to discuss your customised campaigns
with YHA Australia for 2018*



YHA LTD TERMS AND CONDITIONS

Upon booking advertising and advertising packages with YHA Ltd. a minimum 50% deposit is required 14 days from invoicing. Bookings are not guaranteed until deposit is received by YHA Australia.

MATERIAL GUIDELINE & DEADLINE POLICY

- All advertisements must comply with the technical specifications, material requirements and other guidelines presented by YHA Ltd.
- Specific material specifications will be provided once a signed booking form has been received 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.

BILLING AND PAYMENT POLICY

- A signed advertising booking contract confirms acceptance of YHA Ltd. Terms & Conditions.
- All advertising rates are exclusive of GST and quoted in \$AUD.
- Advertising agency commission needs to be added to all YHA Australia rates.
- A 50% deposit for all print advertising must be received before going to print, except in the case of media company bookings where total advertising payments must be made to YHA Australia 45 days from the publication date.
- A late payment fee of 12% per annum, calculated daily, may be charged for overdue amounts.
- YHA Australia does not issue refunds for print advertising.
- Cancellations of advertising bookings after acceptance will be subject to loss of monies already paid.

PLEASE NOTE YHA BANK DETAILS

Please quote invoice number when making payment

Account Name: YHA Ltd

BSB: 012-003

Account Number: 836551339

Branch: Sydney Office

Australia and New Zealand Banking Group Limited