



FREE

YHA AUSTRALIA MEDIA KIT

YHA AUSTRALIA MAP & HOSTEL GUIDE

ENGLISH AND CHINESE

NEW
2020 EDITION

One edition only!
Don't miss out!
LIMITED AD POSITIONS



f /YHAHOSTELS | @YHAAUSTRALIA | @YHA_AUSTRALIA | /YHAAUSTRALIA

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

OUR VALUES

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 250,000 members. YHA is also a member of Hostelling International (HI), with more than 4000 properties in 60-plus countries around the globe.



SUSTAINABLE



RELIABLE



ETHICAL



LOYAL



QUALITY



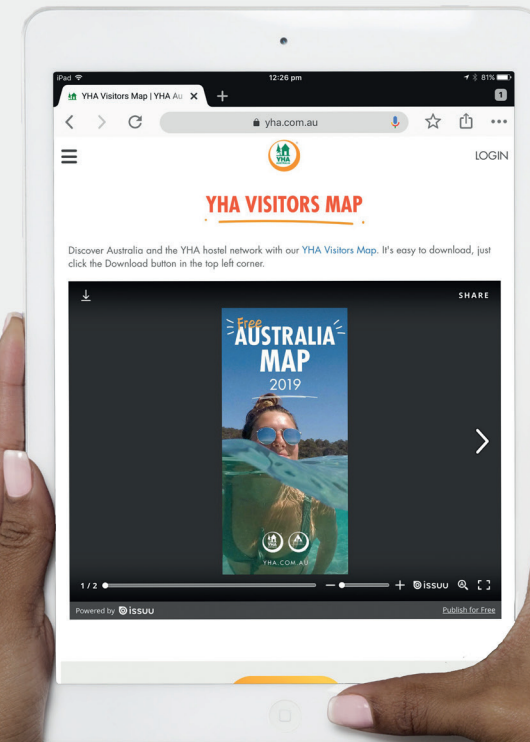
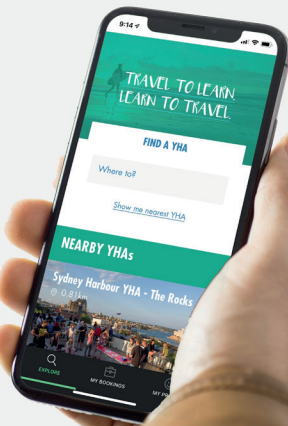
DIVERSE

ENVIRONMENTALLY FRIENDLY

YHA HAS MANY SUSTAINABILITY MEASURES THROUGHOUT THE YHA NETWORK

2.3 MILL YHA WEBSITE
USER SESSIONS
PER ANNUM

LAUNCHED YHA AUSTRALIA APP
WITH GREAT FUNCTIONALITY WITH
NEW AND IMPROVED EXPOSURE FOR
YHA MEMBER DISCOUNTS.

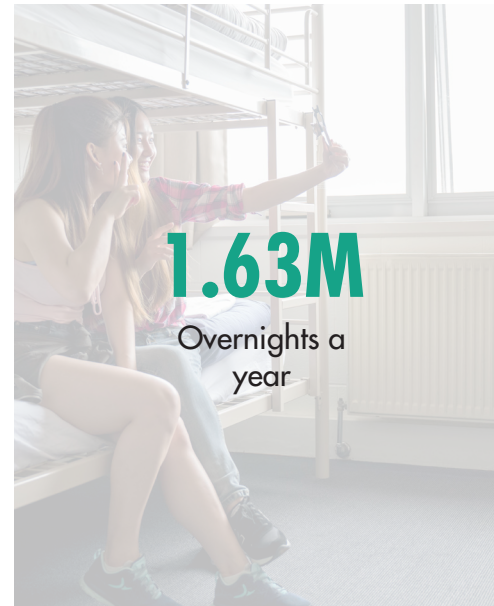




WHO STAYS WITH YHA?

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 approximately 70 nights and \$7000 Australia, placing a \$4 billion value on the independent travel market.

YHA AUSTRALIA KEY FACTS



WHY OUR TRAVELLERS LOVE OUR MAPS

"Was in Oz recently and grabbed a copy of the YHA Visitor Map, It had a cool promo for the Blue Mountains ...booked the perfect day trip, great tour guide and fantastic photos!"

Taylor, Minneapolis USA, 2019

"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

"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."

Sam, Manager of Sydney Central YHA, 2018

ADVERTISE WITH YHA

The **YHA Australia Map and Hostel Guide** is YHA's flagship piece of print marketing collateral.

YHA's Australian Visitors Map is available in both **English and Chinese**, and includes information about all of our 70+ hostels in Australia, as well as handy travel tips for backpackers travelling around Australia.

The **YHA Australia Map** is featured on our website yha.com.au and links directly to advertisers and YHA Hostels.



YHA Australia is a trusted and a well recognised brand - our members and guests are loyal - **BOOK your ad space NOW!**

FREE DISTRIBUTION

YHA invests in a targeted distribution of our FREE annual Australia Visitor Map.

- YHA hostels
- YHA's digital channels
- Travel agents
- Language schools
- Visitor centres
- Airports
- University O-weeks
- Actively promote at 30 events around Australia
- Trade shows in Australia and internationally
- International HI hostels



YHA AUSTRALIA MAP & HOSTEL GUIDE - RATE CARD →

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.

ENGLISH

2020 ENGLISH EDITION
LIMITED POSITIONS

SIZE	SPECS (WxH)	RATE (add GST)
Ad Tiles - Map Side	98 x 90mm	\$4,250
DL Panel** C or D	99 x 210mm	\$9,780
DL Panel** A or B	99 x 210mm	\$10,950
Inside Front Cover - Premium Position	99 x 210mm	\$16,950
Inside Back Cover - Premium Position	99 x 210mm	\$14,950
Basewrap Adverts	305 x 40mm	\$10,950
Back Cover - Premium Position	99 x 210mm	\$20,950

Full material specs provided with booking confirmation.

** Add 10% for guaranteed position

SINGLE PRINT RUN
150,000

CIRCULATION
300,000+

PUBLICATION DATE

October 2019

MATERIAL DEADLINE

7 August 2019

2020 EDITION
ONE EDITION ONLY



7 PREMIUM PANELS



YHA AUSTRALIA MAP & HOSTEL GUIDE - RATE CARD

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

**NEW - 2020 CHINESE EDITION
TARGETED DISTRIBUTION**

SIZE	SPECS (WxH)	RATE (add GST)
Ad Tiles - Map Side	98 x 90mm	\$3,450
DL Panel** C or D	99 x 210mm	\$3,980
DL Panel** A or B	99 x 210mm	\$4,950
Inside Front Cover - Premium Position	99 x 210mm	\$5,280
Inside Back Cover - Premium Position	99 x 210mm	\$5,280
Basewrap Adverts	305 x 40mm	\$3,950
Back Cover - Premium Position	99 x 210mm	\$9,950

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

SINGLE PRINT RUN
20,000

CIRCULATION
40,000+

PUBLICATION DATE

October 2019

MATERIAL DEADLINE

7 August 2019

**PACKAGE WITH YOUR
ENGLISH AD BOOKING!**



7 PREMIUM PANELS



YHA AUSTRALIA TERMS AND CONDITIONS

BILLING AND YHA PAYMENT POLICY

- 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.
- Upon booking advertising and advertising packages with YHA Ltd. a minimum 50% deposit is required with payment due 14 days from invoice.
- A 50% deposit for all print advertising must be received before going to print.
- Positions are not guaranteed until the deposit payment is received by YHA Australia.
- Balance of payment is required by time of publication, October 30, 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.
- 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 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.