

***byronbay***  
com

## **2019/20 digital media kit Advertising and partner opportunities**

Established 1997, byronbay.com attracts, informs and engages with two-thirds of Byron's two-million annual visitors via its website, blogs and social media.

Unparalleled domestic and international reach makes byronbay.com the key resource for people planning to visit the region.

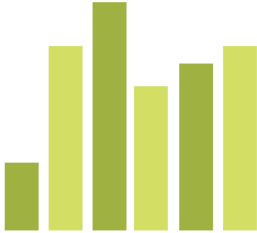
A local, independent business, byronbay.com provides a sense of place and a direct connection that travellers can't find anywhere else.

Byronbay.com works with businesses who want to increase direct enquiries and bookings while amplifying their connection to Byron and the people who visit.



## 2019/20 digital media kit Weekly audience, reach and engagement

On top of our flagship byronbay.com website, we publish two blogs, a monthly newsletter and are active across Facebook, Instagram, Twitter and Pinterest.



10-20k weekly website visitors  
Generate 3 - 5k leads for our advertisers each week  
Fresh weekly content; 10-15 event listings and 5-8 blog posts.  
Website visitors using; 62% mobile, 30% computer and 8% tablet.  
Visitor sex; 63.6% female / 36.4% male  
Visitor age; 41.7% are 18-34yrs, 37.9% are 35-54yrs, 20.4% are 55-65+yrs  
Worldwide visitors; 81.8% AU, 3.7% USA, 3.3% UK, 2.4% NZ  
Australian visitors; 44.7% Syd, 26% Bris, 16.6% Melb, 3.7% GC

110k Facebook Fans; [www.facebook.com/byron.bay.nsw](http://www.facebook.com/byron.bay.nsw)  
30-45k weekly reach, 15-20k weekly engagement  
Fresh weekly content; 25-30 Facebook posts  
5.6k reviews, average 4.6 out of 5  
Fans sex; 67% female / 33% male  
Fans age; 34% are 18-34yrs, 42% are 35-54yrs, 24% are 55-65+yrs  
Worldwide Fans; 68% AU, 4.8% UK, 2.7% USA, 2.6% DE, 2% NZ, 2% BR  
Australian Fans; 24% Bris, 17.6% Syd, 11.8% Melb, 11.2% GC, 2% BB



48k Instagram Followers; [www.instagram.com/byron.bay.nsw](http://www.instagram.com/byron.bay.nsw)  
35-45k weekly reach, engagement rate 1.5%-2%  
350-450k weekly impressions  
Fresh weekly content; 20-25 Instagram posts and 5-7 Stories  
Followers sex; 70% female / 30% male  
Followers age; 49% are 13-34yrs, 44% are 35-54yrs, 7% are 55-65+yrs  
Worldwide Followers; 64% AU, 4% UK, 4% USA, 2% BR, 2% DE  
Australian Followers; 14% Syd, 8% Melb, 8% Bris, 6% GC, 6% BB

3.4k Twitter Followers; [www.twitter.com/byronbay](http://www.twitter.com/byronbay)  
10-20k weekly impressions, engagement rate of 1.8%  
20-30 weekly re-tweets  
Fresh weekly content; 20-25 twitter posts  
Followers sex; 62% female / 38% male  
Worldwide Followers; 54% AU, 11% UK, 9% USA, 3% JP, 3% CA  
Australian Followers; 28% NSW, 13% QLD, 8% VIC





## 2019/20 digital media kit

### Advertise with a paid listing

All advertisers are listed in their relevant category(s), directing potential customers through to a page (or micro-site) for further detail. Each page includes an overview, images, full contacts + a 'book now' button, video and embedded map as available.

#### ✓ **Accommodation**

Pay for performance includes the 'book now' button as a direct link to your own online booking system. The fee is a hybrid, part flat fee (\$125 per quarter) and a per-click fee on the book now button invoiced monthly (the per-click fee is based on 1% of your off-peak room rate).

Flat fee is available to accommodations without their own online booking system for \$250 per quarter (we will include a 'book now' button through to an OTA if available).

#### ✓ **Tours & activities**

Pay for performance includes the 'book now' button as a direct link to your own online booking system. The fee is a hybrid, part flat fee (\$50 per quarter) and a per-click fee on the book now button invoiced monthly (the per-click fee is based on 1% of your price).

Flat fee is available to businesses without their own online booking system for \$100 per quarter (we will include a 'book now' button through to an OTA if available).

#### ✓ **Food, weddings, creatives & local brands**

An annual listing comes bundled with an editorial feature (a blog or social post) for a flat fee of \$400.





## 2019/20 digital media kit

### Content marketing across all our digital channels

We can do one-off editorials to help with timely announcements, monthly exposure to help amplify your message or a bespoke bundle to help you connect with people who are fans of Byron or are planning to visit the region.

#### ✓ One off pricing

- Byron Insider story (onsite blog, story published for 12+ months): \$500
- Byron Bay Blog post (regular, stand alone, WordPress blog): \$150
- Post to our Facebook Page (110k Fans): \$225
- Post to our Instagram (48k Followers) & Twitter (3.4k Followers): \$225
- Front page embedded video: \$300 for 2 weeks
- Front page tile: \$100 per week
- Email newsletter (sent monthly to 8k+ subscribers) highlight: \$150
- Sweepstake giveaways (website + social promo, email address to enter): \$1 per entry (email address for your list)

#### ✓ Product launch, exhibitions, workshops, gigs, etc

Byron Bay Blog post + Facebook post + one-week front page tile for \$300 (\$475 value)

#### ✓ Monthly exposure

A mix of blog, social media, newsletter, & giveaway exposure suited to venues or brands with a year-round flow of fresh detail. A monthly feature on an annual commitment from \$1500 per year (\$2000 value).

#### ✓ Two-month intensive

Amplify your message across our front page, two blogs, social media and newsletter. 1 x Byron Insider, 2 x Byron Bay Blog, 2 x Social media, 2wks front page video, 5wks front page tile and 2 x newsletter features. \$1650 (\$2350 value).



## **2019/20 digital media kit**

### **Partnerships and sponsorships**

Larger local stake holders and well aligned national or international brands with a strong connection to Byron and the people who visit are invited to consider a partnership with byronbay.com.

We can tailor a package that includes regular editorial exposure across our website, blogs, socials and eDM, plus; direct link listings, front page highlights, in-line inclusions and more.

An annual partnership price guide is \$5000 - \$10000.



## 2019/20 digital media kit Summary and contacts

Byronbay.com provides a range of services that are cost-effective, and your support helps deliver a better guest experience.

If you want to increase your direct enquiries and bookings plus amplify your connection to Byron and the people who visit, please get in touch.



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✓ **Be sure to visit, connect and share**

Our flagship website [www.byronbay.com](http://www.byronbay.com)

The Byron Insider (on-site) blog [www.byronbay.com/blog](http://www.byronbay.com/blog)

The Byron Bay Blog [www.byronbayblog.com.au](http://www.byronbayblog.com.au)

byronbay.com on Facebook (110k Fans) [www.facebook.com/byron.bay.nsw](http://www.facebook.com/byron.bay.nsw)

byronbay.com on Instagram (48k Followers) [www.instagram.com/byron.bay.nsw](http://www.instagram.com/byron.bay.nsw)

byronbay.com on Twitter (3.4k Followers) [www.twitter.com/byronbay](http://www.twitter.com/byronbay)

byronbay.com on Pinterest [www.pinterest.com.au/byronbay/](http://www.pinterest.com.au/byronbay/)