

SCENIC RIM

VISITOR GUIDE

Scenic Rim
Prospectus 2026

50,000 COPIES
+ EMAG VERSION

2
essential
guides in
one!



ADVERTISING AND BOOKING ENQUIRIES
Phone: 07 5458 5600 • Email: vsr@dtb.com.au


SCENIC RIM

Destination
Scenic Rim



minimum
24 months
in-market

The Scenic Rim Visitor Guide will be the go-to publication for tourists eager to discover the best the Scenic Rim has to offer.

ABOUT THE GUIDE

Scenic Rim Regional Council in partnership with Destination Scenic Rim invite you to explore the Prospectus of advertising opportunities in the Scenic Rim Visitor Guide.

The Scenic Rim Visitor Guide will showcase some of the world's most breathtaking drive trails, mouthwatering stops, rural stays and enchanting natural destinations. This guide is a complete exhibit of our region, captivating visitors to explore and feel the charm of the Scenic Rim for themselves.

The sky truly is the limit in the Scenic Rim, where locals enjoy lush national parks, delectable food and beverage, rich history and endless entertainment.

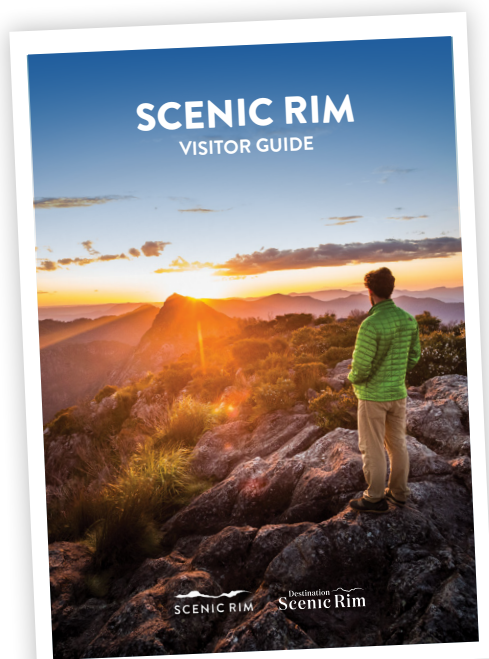
Featuring drive itineraries, maps, hints and various location highlights, the Scenic Rim Visitor Guide will be the go-to publication for tourists eager to discover:

- Great food and beverage
- Award winning local produce
- Farm experiences
- Outdoor adventure
- Immersion in nature and the Gondwana Rainforest
- Weddings
- Retail

FEATURING

A map, drive times, distances and themes

Feature boxes and itineraries showcasing the diversity of things to do and see



EXAMPLE COVER ONLY

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DISTRIBUTION STRATEGY

The Scenic Rim Visitor Guide will be the key regional publication, delivered to accredited Visitor Information Centres across the South East Queensland and Northern New South Wales region. Initial 50,000 copies of the publication will be printed and distributed through various tourism distribution networks. We understand the value of the guide for local businesses, and support them through ensuring adequate stock is distributed locally.

Available in print, online and downloadable e-magazine formats, the guide will be the optimal tool for promotion of our region to the growing drive market. Families, couples and holidaying groups alike will have easy access to the guide, regardless of their location or available resources.

Featured in the online guide will be a link to your website, driving targeted audiences straight to your online presence. Social media support will be provided through the Visit Scenic Rim and Destination Scenic Rim pages, to assist in driving tourism visitation to our region.

Take advantage of access to an engaged audience with the advertising options available.

- Initial 50,000 copies printed
- Publication displayed in accredited Visitor Information Centres, South East QLD and Northern NSW
- Distribution at major regional events, including Winter Harvest Festival and Eat Local Month
- Available in businesses across the region
- Available in print, online or download as an electronic magazine
- Link to your website from electronic version
- Promotion of the guide via social media

DEADLINES



Advert Booking Deadline

17 October 2025*



Advert Material Deadline

31 October 2025*



In-market Date

April 2026*

**Dates subject to change*

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Formatted Ad layout

**example layout only*

Advert Booking Deadline:

17 October 2025

Advert Material Deadline:

31 October 2025

from just
\$605

1 x 1/8 page*

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<p>Address here Website URL Phone number here</p>	

This Scenic Rim Visitor Guide is a joint initiative of Destination Scenic Rim and Scenic Rim Regional Council. All advertisers must be compliant with all relevant local, state and federal laws and regulations. Participation in the Scenic Rim Visitor Guide is conditional upon meeting these obligations. As such, Destination Scenic Rim and Scenic Rim Regional Council reserves the right to verify compliance and decline editorial or advertising placements where requirements are not met.

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