



Hi,

This August, Hinterland Tourism Sunshine Coast and publisher Kerry Brown will circulate the first edition of *Sunshine Coast Hinterland, Come On Up*.

20,000 tabloid papers will circulate across Queensland and New South Wales in major airports, visitor information centres, caravan parks, road houses, cafes, hotels, motels and retirement villages promoting the Hinterland as a premier destination.

**HTSC members will receive 50% off all display advertising for the first three editions.**

In each edition the centre pages will feature a colourful pull out map designed by prominent Swamp Cartoonist Gary Clark; with a directory on the back of the map highlighting HTSC members.

All content will be published on [www.hinterlandtourism.com.au](http://www.hinterlandtourism.com.au) and the website will be promoted on the front page and on each page throughout the publication. All content will encourage visitors to see and experience the Sunshine Coast Hinterland.

Special itineraries will give day trippers new ideas and options to explore every corner of our region. A food and art trail as well as seven sections will reflect the region's diversity and uniqueness.

*Sunshine Coast Hinterland; Come On Up* will feature:

- ✚ A large regional map in every edition highlighting H.T.S.C members
- ✚ Seven sections; Food and Wine, Shopping, Where to Stay, Nature and Recreation, Health and Beauty, Art and Culture, and Weddings
- ✚ Walking and driving maps
- ✚ A three month + annual events calendar
- ✚ Travel itineraries
- ✚ Points of interest
- ✚ Regional information
- ✚ Stunning images
- ✚ Fascinating local stories
- ✚ Travel tips

I am available to meet you to discuss your participation and look forward to working with you to promote the region.

Kind Regards,



*Kerry Brown*

Contact Details E - [kb.tourism@svgazette.com.au](mailto:kb.tourism@svgazette.com.au) M - 0408 459 624