



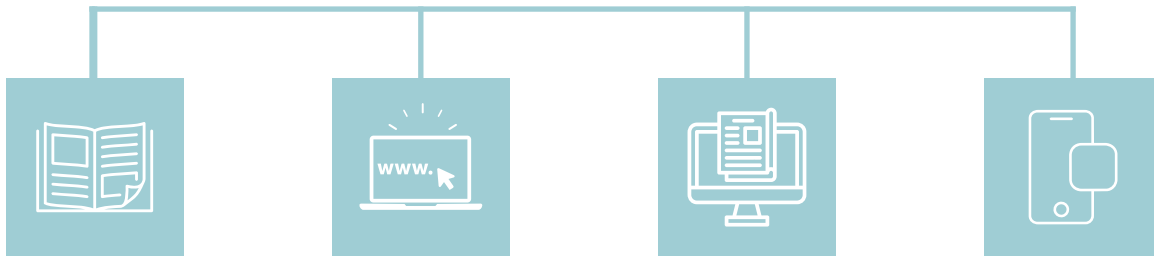
2026 MEDIA KIT

DISCOVER YOUR TRAIL.

INTRODUCING **DISCOVER YOUR TRAIL.**

Discover Your Trail is a destination marketing campaign designed to inspire travellers to explore the Atherton Tablelands through themed experiences and personalised itineraries that balance adventure, mindfulness and authenticity.

The campaign invites individuals to embark on their own unique journey through the Atherton Tablelands. Whether they seek adventure, relaxation, a digital detox, or a mindful connection to nature, each carefully curated trail encourages exploration, discovery and personal experiences that resonate with the diversity of individual interests. The campaign connects visitors directly with local tourism operators through a powerful mix of:



50,000 Printed A5
Themed Trails
Magazine

Website with
Itineraries
& more!

Online 56-page A4
Discover Magazine

App Content





This prospectus outlines advertising and partnership opportunities for providers who want to be part of a region-wide, interstate and international campaign targeting high-value travellers. By participating, your business will be showcased within curated themed trails that align with your offering and reach travellers when they are actively planning their journey.

This campaign builds on proven demand and strong digital engagement.





WHO WE REACH

Discover Your Trail targets Gen Z and Millennials. These two fast-growing travel markets are seeking meaningful, authentic and experience-driven holidays along with traditional drive market visitors.

OUR AUDIENCE

- Self-drive holidaymakers
- Tech-savvy travellers who plan trips online
- Adventure seekers and wellness travellers
- Sustainability-focused visitors
- Couples, friends and small groups

WHAT THEY WANT

- Unique and hidden destinations
- Instagram-worthy locations
- Nature, waterfalls and wildlife
- Local food and culture
- Digital detox and wellbeing

PREVIOUS DISCOVER CAMPAIGNS HAVE ACHIEVED

Over **100,000 online views (2023–24)**

Over **34,000 organic views (2024–25)**

CAMPAIGN REACH & DISTRIBUTION

DRIVE MARKET

- 50,000 printed trail books
- Distributed at
 - Visitor Information Centres from Cairns to Townsville, including popular stops like Kuranda, Ingham and Mission Beach
 - Caravan and camping lifestyle shows

AUDIENCE: families, couples and self-drive travellers

INTERSTATE & INTERNATIONAL

- Print + digital

DIGITAL CAMPAIGN SUPPORT

Distribution of the trail book is underpinned by an Autumn/Winter digital campaign, designed to extend reach beyond print and drive awareness, consideration and planning among key drive and holiday markets. This integrated approach ensures advertisers benefit from both on-ground exposure and digital amplification across the Atherton Tablelands journey.



THE CAMPAIGN

THEMED TRAILS BOOKLET MAGAZINE

The trail books will highlight themed trails, including Eco Explorer, Hidden Gems, Adrenaline Rush and others, while offering tailored itineraries that appeal to a variety of interests (adventure, wellness, family-friendly activities, etc.).

UPDATED DISCOVER MAGAZINE

As part of Discover Your Trail 2026, the campaign will also deliver a refreshed edition of the Discover Digital Magazine. This update will feature hero experiences, itineraries, and operators, complementing the trail booklets and digital platforms. Distributed digitally through TAT channels, including the Ath Tablelands app, the magazine will broaden campaign reach and inspire pre-arrival engagement.



8 THEMED TRAILS

Discover Your Trail presents the Atherton Tablelands through eight curated experience trails:



ECO EXPLORER TRAIL

Sustainability, wildlife and nature-based experiences.



HIDDEN GEMS

Secluded waterfalls and lesser-known locations.



ADRENALINE RUSH

Mountain biking, hiking and adventure activities.



ARTISAN FOODIE

Local produce, farm-to-table and food experiences.



WATER ADVENTURE

Swimming, water sports and waterfalls.



ORIGINS & ECHOES

Indigenous culture and heritage experiences.



CLICK & WANDER

Scenic photography locations.



PEAKS TO CRATERS

Geological wonders and volcanic landscapes.

Your business will be featured within trails that best match your product, placing you in front of travellers seeking exactly what you offer.



JOIN DISCOVER YOUR TRAIL.

DISCOVER YOUR TRAIL IS IDEAL FOR

- Accommodation providers
- Tour operators
- Attractions
- Food and drink experiences
- Eco retreats and nature-based businesses

This campaign supports local operators and strengthens the regional tourism economy.

CAMPAIGN TIMELINE

Advertising bookings open 17 February

Advertising bookings close 2 March

Artwork deadline 11 March

Distribution period April - June

EARLY BOOKING IS ENCOURAGED DUE TO LIMITED ADVERTISING SPACE.



ADVERTISING RATES

BACK COVER ADVERTISEMENT

\$4000 plus GST

FULL PAGE ADVERTISEMENT

\$3000 plus GST

HALF PAGE ADVERTISEMENT

\$1800 plus GST

INCLUSIONS FOR ALL ADVERTISEMENTS

- Named text listing on the relevant themed trail map
- Logo placement on the Discover Digital Magazine Atherton Tablelands map, linked to advertiser website
- Logo placement on the printed Atherton Tablelands map inside the themed trails

PAYMENT TERMS

- Upfront via credit card or via invoice
- 3-month payment plan available (February, March and April)

DISCOVER YOUR TRAIL. ADVERTISING SPECS

BACK COVER ADVERTISEMENT

148mm WIDE X 210mm HIGH
PLUS 3mm Bleed on all edges

FULL PAGE ADVERTISEMENT

148mm WIDE X 210mm HIGH
PLUS 3mm Bleed on all edges

HALF PAGE ADVERTISEMENT

128mm WIDE X 90mm HIGH

**ARTWORK TO BE SUPPLIED
AS 300DPI CMYK PDF.**

SEND TO

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TOURISM
**ATHERTON
TABLELANDS**





DISCOVER YOUR TRAIL.

BOOK ONLINE 