



# roam

Where Wild Things Roam Magazine

# MEDIA KIT



/thewildthingsroam



@WildThings\_Roam



@thewildthingsroam

WWW.WHEREWILDTHINGSROAM.COM

# OVERVIEW

## PROFILE

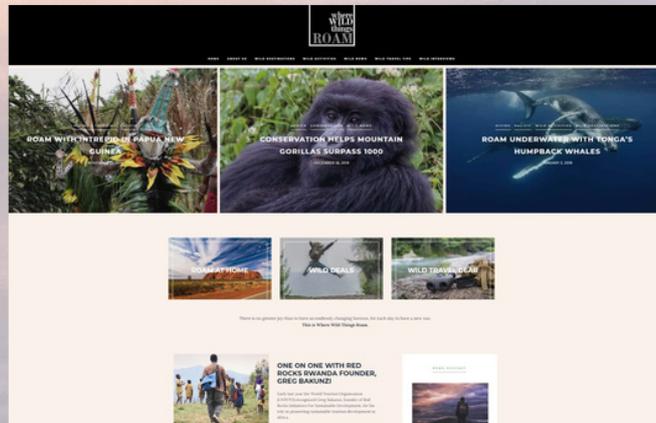
Where Wild Things Roam focuses on storytelling, delivering local and international content across a range of platforms - magazine, podcast, online and social media. Outdoor, adventure, sustainable and conservation travel are at the core of Where Wild Things Roam, attracting a unique and highly engaged reader. Where Wild Things Roam's editorial pillars of Travel, Environmental Consciousness, Conservation and Community engage the reader and introduce a world of intelligent content.

## WEBSITE

The website is mobile responsive with 65% of users viewing on their mobile phones or tablets.

18K  
MONTHLY  
WEBSITE VISITORS

9.3K  
SUBSCRIBERS

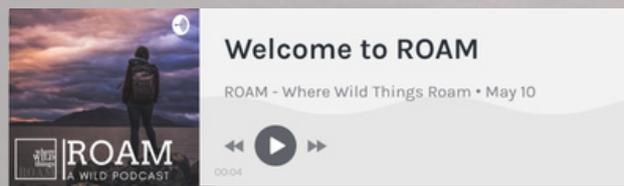


## E-MAG

The e-magazine is quarterly and available online. Each issue is emailed to over 9.3K subscribers

## PODCAST

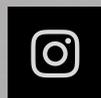
The podcast drops a weekly episode every Monday.



## MEDIA REACH



3.5K  
followers



2.5K  
followers



1K  
followers



PODCAST



E-MAGAZINE



DIGITAL  
WEBSITE  
E-NEWSLETTER



SOCIAL MEDIA  
FACEBOOK  
INSTAGRAM  
TWITTER



BESPOKE  
CONTENT  
CREATION

# ADVERTISING

Where Wild Things Roam is a popular source of information for the consumer, containing content such as news, reviews, photos, videos, travel deals and features. The e-magazine drives traffic to the website, meaning it should also be a vital part of the online strategy of any company wanting to promote to the consumer. All prices are subject to GST.

## WEBSITE RATES

MREC TILE	\$800 per month	300px x 250px JPEG or GIF
EDITORIAL POST	\$500	Up to 1000 words + links

## E-MAG RATES

FULL PAGE	\$1500	Trim: 225mm x 297mm Safe Type: 215mm x 287mm With Bleed: 235mm x 307mm
HALF PAGE	\$750	Trim: 225mm x 148mm Safe Type: 215mm x 138mm With Bleed: 235mm x 158mm
WILD GEAR	\$350	Featured product placement 50 words + link call to action

## DEADLINES

ISSUE	BOOKING DUE	MATERIAL DUE
JAN/ FEB/MAR	20 DEC 2020	25 DEC 2020
APR/MAY/JUN	20 MAR 2021	25 MAR 2021
JUL/AUG/SEP	20 JUN 2021	25 JUN 2021
OCT/NOV/DEC	20 SEP 2021	25 SEP 2021

ROAM AT  
HOME  
AUSTRALIA

JAN/FEB/  
MAR

SUSTAINABLE  
TRAVEL

APR/MAY  
/JUN

WILDLIFE &  
CONSERVATION

JUL/AUG/  
SEP

WATER &  
OCEAN

OCT/NOV  
/DEC

For all editorial or advertising contact [hello@wherewildthingsroam.com](mailto:hello@wherewildthingsroam.com)

# ROAM AT HOME

After a devastating fire season in Australia and the impact of COVID-19, Where Wild Things Roam has launched #RoamAtHome to encourage travellers to visit their own backyard here in Australia and when permitted, our neighbours in New Zealand and the Pacific. Let's throw all the support we can behind these domestic destinations and encourage Aussies to Roam At Home.

## ADVERTISING

If you have a domestic product you want to promote, please get in touch with us to see how we can help. We have contributors based around Australia who can get first hand content and deliver original and engaging content.

## WEEKLY WILD DEALS

As we get back out and travelling around the country, there are some fantastic deals on offer. Make sure you send through your deals for consideration in the Weekly Wild Deals that go out every Wednesday and have a dedicated section in the monthly newsletter.

