

Phillip Island & Bass Coast Official Visitor Guide Advertising Prospectus 2026

DESTINATION
**PHILLIP
ISLAND**



attractive by nature
visitbasscoast.com.au



PHILLIP ISLAND	101 ^{km²}
ONE AMAZING PLACE	

Be discovered by more travellers

Get noticed and help inspire visitors to the region by promoting your business in the new **2026 Phillip Island and Bass Coast Visitor Guide**

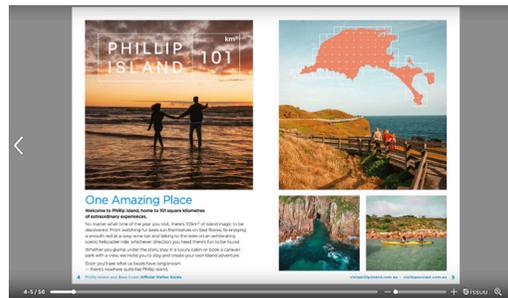
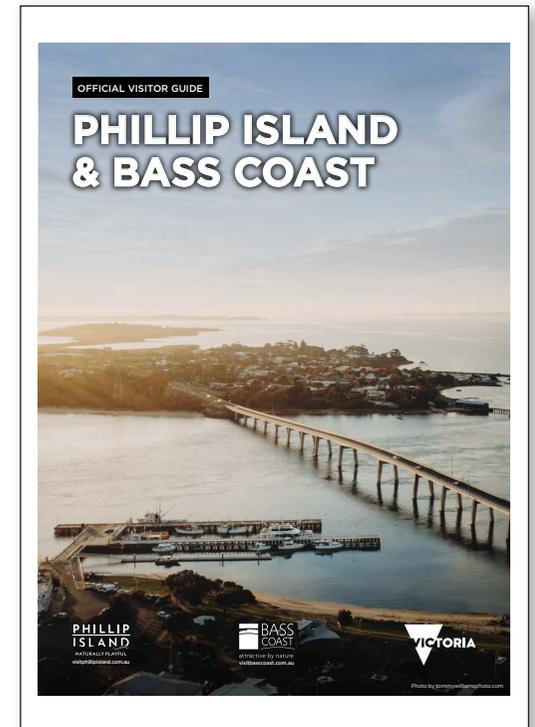
All year round exposure, to be launched in June 2026 and distributed up to June 2027

As a key marketing medium, the Official Visitor Guide of Phillip Island & Bass Coast is a highly requested destination guide, with the print version distributed across interstate and intrastate markets. It is also published online making it available to worldwide markets.

This investment provides an opportunity for local industry to connect with a wide range of audiences to convert consumer travel plans to bookings, through enticing presentation complimented by destination information.

Not just print

The Guide can also be read online and downloaded to mobile devices.



The Guide is available online to read and download

The key role of the Official Visitor Guide:

- To increase visitation and expenditure across the Bass Coast and Phillip Island
- Inspire audiences through content, highlighting the regions' key experiences
- Support advertisers to drive conversion in a regional approach with a cost effective investment

How to book your advertising

Go to <https://www.visitphillipisland.com.au/destination-phillipisland/official-visitor-guide-phillip-island-and-bass-coast> and click the Advertising link.

Full Payment is required on booking advertising in the 2026 OVG and applications are subject to approval by Destination Phillip Island.

Bookings close 30 April 2026.

Pricing

All prices quoted exclude GST. Partner pricing applies to 2026 Financial Partners of the Phillip Island and San Remo Tourism Partnership.

Advertising specifications

Double page, full page and half page ads can be supplied artwork or templated. Quarter page ads are templated.

Please ensure that you own copyright on any of the images supplied for use in this guide.

All images are to be emailed to robbyn@artifishal.com.au within 24 hours of completion of booking form.

All images must be of landscape orientation.

Images must be high resolution (minimum of 300dpi) with no logos or writing.

They should not include montages of smaller images.

Applicable icons:



Dining



Wheelchair



Free WiFi



Pet friendly

Sales Contact

Louisa Frazzetto • 0466 620 856 • admin@visitphillipisland.com.au

ADVERTISING INFORMATION

- » **SIZE:**
A5 full colour magazine-style on high-quality uncoated stock
- » **BOOKINGS OPEN:**
31 March 2026
- » **FINAL CALL:**
30 April 2026
- » **PRODUCTION:**
April - June 2026
- » **RELEASE DATE:**
June 2026

Advertising Specifications and Proofing

PROOFING OF ADVERTISEMENTS

When a proof is ready for advertiser review/approval, an email will be sent with a low resolution PDF.

Advertisers are granted the opportunity to review their OVG print proof two times.

Changes made beyond the second proof at the client's request will incur an additional fee of \$60 per proof.

AD SIZES	WORD LIMIT	LOGO/IMAGES	PI AND SR TOURISM PARTNER	NON-PARTNER
Double Page Fully Supplied (297mm W x 210mm H with 5mm bleed)	n/a	n/a	\$4100 ex GST	\$5250 ex GST
Full Page Fully Supplied (128.5mm W x 190mm H)	n/a	n/a	\$2300 ex GST	\$2900 ex GST
Full Page Templated	Up to 200 words	1 logo Up to 4 images Up to 4 icons	\$2300 ex GST	\$2900 ex GST
Half Page Templated Only	Up to 80 words (maximum 10 lines) or 10 short dot points	1 logo 3 images Up to 4 icons	\$1250 ex GST	\$1575 ex GST
Quarter Page Templated Only	Up to 40 words (maximum 5 lines) or 5 short dot points	1 logo 1 image Up to 4 icons	\$625 ex GST	\$800 ex GST

Please note: Length of words can sometimes make word count vary. Image montage or images with text over the top will not be accepted.

Destination Phillip Island reserves the right to edit any submissions and make corrections, omit material, or do minor reorganisation required to achieve the consistent look and feel of the production.

Terms and Conditions

1. Full payment is required at time of booking — if payment cannot be processed, an invoice for immediate payment will be issued and must be paid within 7 days of booking.
2. If full payment is not received on receipt of invoice, your advertisement will be cancelled.
3. All advertisement proofs must be approved and signed off by the operator no later than 48 hours after receiving proof.
4. Responsibility is solely with the operator to ensure that all information details in their advertisement are correct.
5. DPI reserves the right to approve any advertisements if contact has not been made within 48 hours.
6. No monies will be refunded for cancellations after 7 days of a signed agreement.
7. DPI reserves the right to withdraw or refuse an ad if it does not comply with guidelines.
8. DPI reserves the right to withdraw an advertisement if full payment is not received at time of booking.
9. Failure to provide all material for the ad booked by the due date will result in its cancellation.
10. DPI reserves the right to refuse any sub-standard materials and to edit text supplied to fit the ad size, style and layout.
11. There are no preferred positions.
12. Joint or co-operative advertising is not available.

Advertisement examples

Quarter page and half page templated ads and Full page (ad supplied)



GENESTA HOUSE

- Original heritage home & gardens
- 100m to Cowes Beach
- 5 minute walk to town and shops
- 3 beautifully appointed guest suites with ensuite
- Continental breakfast provisions
- Old fashioned hospitality and service

Simonne & Marcus Liberman
18 Steele St
Cowes
M: 0412 032 173



WELCOME TO BEACH HQ

Beach HQ Restaurant & Bar is located in the heart of Cowes, close to Phillip Island's major retail hub and tourism attractions. If dining in a casual relaxed ambience, with both indoor and outdoor options available, is to your liking, then go no further. Beach HQ offers the best water views in Cowes and their team will ensure you an experience like no other.



5/17 The Esplanade
Cowes
T: 03 5952 1717
W: beachhq.com.au



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at Phillip Island & Wilsons Prom

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WWW.WILDLIFECOASTCRUISES.COM.AU