

# 10

**CELEBRATING  
TEN YEARS**

**MARGARET RIVER REGION**

**open  
STUDIOS**

**PAINTING**

**SCULPTURE**

**JEWELLERY**

**DRAWING**

**CERAMICS**

**TEXTILES**

**TATTOO**

**UPCYCLING**

**WOODWORK**

**FURNITURE**

**METALWORK**

**MIXED MEDIA**

**INSTALLATION**

**PHOTOGRAPHY**

**GLASSMAKING**

**PRINTMAKING**

**9-24 SEPTEMBER 2023**  
**ADVERTISERS GUIDE**



# ADVERTISE YOUR BUSINESS WITH THE BIGGEST ART EVENT OF ITS KIND IN WA

2022 was our most successful event yet, and we smashed all records with the highest ever visitation. We had 15,000 visitors make over 130,000 studio visits - a 50% increase compared to the previous year.

Our website had 51,000 unique visitors, and our newsletter database grew to 8,800 people. 2.4 million Facebook Impressions (up 6%) and 124k complete video views.

We distributed 20,000 printed Event Guides, plus it was available as a free download on the MRROS website.

## THE OPEN STUDIOS AUDIENCE

### “The Art Appreciators”

- 80% Female
- 65% are aged 50 years+
- Couples and Families
- 55% Perth / 45% Local
- Above average education: Degree/Diploma 56%
- Above average Household Income
- Cultured ‘Regularly visit Galleries and Exhibitions’

Source: Visitor Survey / Carat Media

## WAYS TO ADVERTISE WITH US

### 1. The 2023 Event Guide

22,000 copies of the guide will be distributed from July 2023 to Jacksons stores, WA Tourist Visitor Centres, tourism hotspots, cafes, accommodation providers. Printed copies are free for visitors. These guides are used extensively by visitors to find their way around all the artist studios.

- The guide is also available as a download from the website.
- Limited spaces are available so please book early.
- See next page for Advertising Rates and artwork information.

### 2. The Website

A limited number of positions are also available on our website. For information please contact Susie Opie : [art@mrros.com.au](mailto:art@mrros.com.au)



# ADVERTISING RATES, SIZES, DESIGN AND ARTWORK INFORMATION

## ADVERTISING RATES

### Creative positioning

#### Advertise with impact – limited spaces available

Full Page	275mm w x 395mm h	\$1540 + GST
Half Page	245mm w x 176mm h	\$880 + GST
Quarter Page	245mm w x 88mm h	\$550 + GST

### Prime positions

#### Strengthen the effectiveness of your advertising

Inside front cover	Full page 275mm w x 395mm h	\$2310 + GST
Back page cover	Full page 275mm w x 395mm h	\$3300 + GST
Inside back cover	Full page 275mm w x 395mm h	\$1750 + GST
Centre double page	Double full page 550mm w x 395mm h	\$3850 + GST

## ADVERT GRAPHIC DESIGN AND ARTWORK

Need design and artwork for your advert?  
Please contact Emily to discuss design and artwork specifications and production:

**em@emilyjacksondesign.com.au**

**0407 199 796**

*Please note:  
Advert design and artwork production costs are additional.*

## ADVERT SPECIFICATION

Artwork should be saved in PDF or JPEG format.  
Images must be CMYK and high resolution, minimum 300dpi.  
All material should be contained within the sizes specified.  
2mm bleed and crop marks are required for full page adverts.

## DEADLINES

**Receipt of booking:** 30th April 2023  
**Payment:** 15th May 2023  
**Print Ready Artwork:** 15th May 2023

We will provide you with a tax invoice on receipt of this booking form.

FULL PAGE ADVERTS  
275mm w x 395mm h

CENTRE DOUBLE PAGE SPREAD  
Double full page 550 w x 395mm h

QUARTER PAGE  
245mm w x 88mm h

HALF PAGE  
245mm w x 176mm h

QUARTER PAGE  
245mm w x 88mm h

**TO SECURE YOUR SPOT PLEASE  
RETURN THE COMPLETED FORM:**

Email: **Susie Opie** [art@mrros.com.au](mailto:art@mrros.com.au)

## ADVERTISERS BOOKING FORM

NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ ABN: \_\_\_\_\_

ADVERT SIZE		ADVERT COST GST EXEMPT	TOTAL
<b>Creative positioning</b>			
Full Page	275mm w x 395mm h	\$1540 +GST	
Half Page	245mm w x 176mm h	\$880 +GST	
Quarter Page	245mm w x 88mm h	\$550 +GST	
<b>Prime positions</b>			
Inside front cover	Full page 275mm w x 395mm h	\$2310 +GST	
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Centre double page	Double full page 550mm w x 395mm h	\$3850 +GST	
<b>TOTAL</b>			

## PAYMENT TERMS

I/We understand that payment is required in full by **15th May 2023**.

I/We understand that Advertising bookings will be cancelled and withdrawn from print where payment terms are not met.

## DEADLINES

**Receipt of booking:** 30th April 2023

**Payment:** 15th May 2023

**Print Ready Artwork:** 15th May 2023

We will provide you with a tax invoice on receipt of this booking form.

## PAYMENT DETAILS

Pay by direct deposit:

BSB: 633 000 Account: 163543473

Account Name: Margaret River Region Open Studios Inc.

Reference: Advertisers Name

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_



# OPEN STUDIOS RESULTS 2022

## PR 268 STORIES (+ 60%)

Online and offline  
SevenWest Media Partner  
New Paid Relationships

## CARAT DIGITAL ADVERTISING

Plus 10% Budget  
2,440,000 Impressions (+6%)  
375,000 Reach (+ 43%)  
Prospecting and New Lookalike Audiences  
10sec video format  
123,700 Complete video views (+ 25%)

## WEBSITE

51,000 Unique Visitors (-6%)  
76% from mobiles

## NEW

Google Artist Locator  
51,454 Total Views

## SOCIAL MEDIA FACEBOOK

474,000 Reach (+46%)  
178 Posts (+47%)

## INSTAGRAM

39,050 Reach (+7%)  
157 Posts (+65%)

## MRBTA Competition

46,000 Reach

## JACKSONS PARTNERSHIP

9 stores  
7,500 Guides distributed  
20,000 eNewsletters

## MRROS NEWSLETTERS

10 to 8,800  
Database (+10%)

## POSTER GIRLS PERTH

400 Posters  
4,000 Leaflets

## YAHAVA

40,000 Coffee Cups

## SHELTER BREWING

10,000 Pale Ale Cans

## RECORD VISITOR NUMBERS

# +50%

Over 130,000 studio visits  
Over \$2 million of art sold

## Where did you hear about the event?

95% Social Media (Facebook, Instagram)

51% eNewsletters

47% Word of Mouth

A high **51%** from Perth

**27%** First Time Visitors  
(Good Growth)

**10** Average number of studios visited

**71%** Bought Art

## Visit Purpose

44% Came specifically  
40% Live Here/SW  
16% Just visiting

## Most popular

Painting, Sculpture, Ceramics, Photography,  
Print Making, Mixed Media.

**3-4 Days**

Most usual time spent

Estimated Economic Benefit  
**+\$10 million**

## VISITOR SATISFACTION SCORES

Strongly Agree/Agree %

Important event on WA Arts Calendar 98%

Variety of Art Genres and Mediums 98%

Celebrates and promotes local artists 99%

Met Expectations 99%

Likely to attend next year 97%

## NET PROMOTER SCORE

(-100 to +100)

A Remarkable **+90**

Note: The 2022 event was conducted between 10th - 25th September 2022 with Covid 19 restrictions lifted and borders open (unlike 2021).

Sources: 2022 Artist Records, 2022 Online Visitor Survey, PR/Social Media\*/Website/Carat Supplier Reports.

\* Switched from Iconosquare to Meta Business Suite reporting. Year on year changes reworked in Meta.