



PAINTING

SCULPTURE

DRAWING

CERAMICS

TEXTILES

FURNITURE

METALWORK

WOODWORK

UPCYCLING

MIXED MEDIA

PHOTOGRAPHY

PRINTMAKING

ABORIGINAL ART

GLASSMAKING

JEWELLERY

MARGARET RIVER REGION

**open**  
**STUDIOS**

# ADVERTISERS GUIDE

12 - 27 SEPTEMBER 2026

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

For 13 years, Margaret River Region Open Studios has brought together artists and art lovers for an inclusive, authentic creative experience over 16 days. The 2025 Open Studios marketing program was a huge success, achieving 4.6 million views across Facebook and Instagram and 618,000 views through media stories.

Our event led to over \$2 million in art sales direct to the artist from over 100,000 studio visits with an estimated \$9 million economic impact to the local economy.

We printed and distributed 21,000 event guides throughout Perth and the southwest - and offered it as a free download on the MRROS website for greater access. Digital marketing drove 2.1 million impressions, a 0.6 million reach, and 87,200 complete video views, expanding audience engagement.

## THE OPEN STUDIOS AUDIENCE

### “The Art Appreciators”

- 80% female
- 65% aged 50 years+
- Couples and families
- 53% of visitors were non-locals
- 4% visitors travelled from interstate to attend
- Acknowledged as Cultured: *Regularly visit galleries and exhibitions*

Source: Visitor Survey / Carat Media

## WAYS TO ADVERTISE WITH US

### Our 2026 Event Guide

21,000 copies of the guide will be distributed from July 2026 to Jacksons stores, Visitor Centres, Busselton Airport, tourism hotspots, cafes, restaurants, accommodation providers and Council facilities. These guides are used extensively by visitors to find their way around the artist studios and are still used long after the event has finished.

- The guide is also available as a download from the website.
- Limited spaces available – book early!

Thank you for considering Margaret River Region Open Studios as a vibrant and meaningful way to connect your business with thousands of art-loving visitors across our region.



# ADVERTISING RATES, SIZES, DESIGN AND ARTWORK INFORMATION

## ADVERTISING RATES

### Creative positioning

#### Advertise with impact – limited spaces available

Full Page	275mm w x 395mm h	\$1950 + GST
Half Page	245mm w x 176mm h	\$1100 + GST
Quarter Page	245mm w x 88mm h	\$800 + GST

### Prime positions

#### Strengthen the effectiveness of your advertising

Back page cover	Full page 275mm w x 395mm h	\$4400 + GST
Inside back cover	Full page 275mm w x 395mm h	\$2500 + GST
Centre double page	Double full page 550mm w x 395mm h	\$4900 + 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](mailto: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 2026

**Payment:** 18th May 2026

**Print Ready Artwork:** 18th May 2026

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

FULL PAGE ADVERTS  
275mm w x 395mm h +2mm bleed

CENTRE DOUBLE PAGE SPREAD  
Double full page 550 w x 395mm h +2mm bleed

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  
EMAIL THE COMPLETED FORM TO:

Amy Penrose 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	\$1950 +GST	
Half Page	245mm w x 176mm h	\$1100 +GST	
Quarter Page	245mm w x 88mm h	\$800 +GST	
<b>Prime positions</b>			
Back page cover	Full page 275mm w x 395mm h	\$4400 +GST	
Inside back cover	Full page 275mm w x 395mm h	\$2500 + GST	
Centre double page	Double full page 550mm w x 395mm h	\$4900 +GST	
		<b>TOTAL</b>	

## PAYMENT TERMS

I/We understand that payment is required in full by **18th May 2026**.

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 2026**

**Payment: 18th May 2026**

**Print Ready Artwork: 18th May 2026**

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 12<sup>TH</sup> EDITION RESULTS 2025

## PR 328 STORIES

618k Estimated Views  
SevenWest Media Partner

## CARAT DIGITAL ADVERTISING

Lower Budget (-20%)  
594,543 Reach (- 50%)  
CTR 1.76% (+40%)  
Prospecting and Lookalike Audiences  
10sec video format  
87,169 Complete video views

## SOCIAL MEDIA

**FACEBOOK**  
3.3m Views (-30%)  
49.5k Interactions (+75%)  
12,700 Followers (+6%)

**INSTAGRAM**  
1.3m Views (+174%)  
15.1k Interactions (+46%)  
12,000 Followers (+20%)

## JACKSONS PARTNERSHIP

9 stores  
8,000 Guides distributed  
20,000 eNewsletters

## MRROS NEWSLETTERS

10 to 11,300 Database  
(+6%)

## WEBSITE

56,000 Unique Visitors  
(-14%)  
74% from mobiles

## STRONG VISITOR NUMBERS

Over **100,000**  
STUDIO VISITS

Over **\$2 million**  
OF ART SOLD  
3 YEARS IN A ROW

## POSTER GIRLS PERTH

400 Posters  
4,000 Leaflets

## YAHAVA

40,000 Coffee Cups

## SHELTER BREWING

20,000 Pale Ale Cans

A high **54%** Non Local  
**4%** Interstate  
**21%** First time visitors

**73%** Bought Art

## Top Reasons for Attending

Support Local Artists 71%  
Enjoy the region 49%  
Expand art appreciation 51%  
Meet new artists 45%  
Experience something unique 43%

## 3-4 Days

Most usual time spent

**8-9** Average number of studios visited

Estimated Economic Benefit

**Over \$9 million**

## VISITOR SATISFACTION SCORES

Strongly Agree/Agree	%
Important event on WA Arts Calendar	96%
Variety of Art Genres and Mediums	95%
Celebrates and promotes local artists	98%
Met Expectations	99%
Likely to attend next year	92%

## NET PROMOTER SCORE (-100 to +100)

A Remarkable  
**+86**

Note: The 2025 event was conducted between 13th - 28th September 2025 under normal conditions with, anecdotally, many people overseas.

Sources: 2025 Artist Records, 2025 Online Visitor Survey, PR/Social Media\*/Website/Carat Supplier Reports.

\*Using Sked Social, Google Analytics and Campaign Monitor. Year on year comparisons adjusted to these databases.