

Moreton Bay *bucket list* Campaign 2024

Don't miss the opportunity to be included in Moreton Bay's annual bucket list campaign featured across multiple print and digital assets throughout 2024.



How the *campaign* works

SEASON BUCKET LIST CAMPAIGNS

25 things you MUST DO this (Autumn, Winter, Spring or Summer) in Moreton Bay!



- 1.** **Moreton Life Magazine** 4-page spread season campaign with KICKER (All four editions – Redcliffe, Central, Bribie, and Caboolture) in that season edition (75,000 print distribution)



Digital Campaign (Blog Post) hosted on **Moreton Daily** with a comprehensive MUST DO list for the season

2.



3.

Digital Campaign Amplification

- » Moreton Daily Social Media Boost
- » Moreton Daily EDM inclusion
- » Visit Moreton Bay
- » Redcliffe KiteFest
- » Jetty 2 Jetty Fun Run
- » Moreton Bay Food + Wine

4.

Campaign content to be developed by expert editorial and digital content team in collaboration with advertiser

5.

Only 25 spots per season available so must choose 1 season to be featured. **First-in-best-dressed** approach.

Bonus

Welcome to Moreton Bay Guide

- » Inclusion in "100 things you MUST DO when you move to Moreton Bay"
- » Links to website and social media embedded in digital version of publication
- » Digital amplification – all 100 digital stories launch with Welcome Guide and amplified on Moreton Daily and social media channels

Expected *campaign reach*



Welcome to Moreton Bay Guide **100,000**

Moreton Life Magazine **180,000**

Moreton Daily **80,000**

Digital Campaign Amplification **150,000**

TOTAL CAMPAIGN REACH 500,000+

Who is *eligible?*

Business must be one of the following categories to be eligible to participate in 2024 Bucket List Campaign.

- » Accommodation
- » Activities & Attractions
- » Arts & Culture
- » Eat & Drink
- » Libraries & Museums
- » Shopping
- » Tours & Transport
- » Retail
- » Events

Cost

\$660 plus GST

(Only 100 Spots Available)

(Campaign registration fee for 2024)

Must be paid up front or incrementally over 6-month period (Jan-Jun 2024)