



SYDNEY
6 - 8 SEPTEMBER

ADELAIDE
25 - 27 OCTOBER

PERTH
8 - 10 NOVEMBER

ADVENTURE SHOW NEWS

The 4WD and Adventure Shows are recognised nationally as the event to attend for all the latest releases in camper trailers and caravans, 4WDs, camping gear, 4WD accessories, boats and fishing gear, travel info and more. With entertainment and attractions, special guests, technical information and know-how, expert demonstrations and plenty of tips and tricks; the 4WD and Adventure Show is the starting point before any outdoor adventure.

Adventure Show News is the e-newsletter produced by the 4WD and Adventure Show and is sent to a national database every month. The newsletter features exciting articles, travel stories, videos, new product information, tips and trick, profiles on 4WDing personalities, and the latest Show news. Our database of subscribers are all organic, meaning subscribers are people who have visited our events and signed up to receive more information. This means our newsletters are going to audience that are real and genuinely interested in receiving the information.

Advertising and Promotional Opportunities

4WD and Adventure Show exhibitors now have the opportunity to get involved in our monthly newsletter, either by placing an advertisement, or sponsoring an article.

Advertisements

Two sizes are available and advertisements can be interactive, and will be linked to your own website.

Tile Ads

Cost: \$1250 plus GST
Size: Medium Rectangle 300x250 px
Reach: One placement, sent to 95,000+ subscribers Links from e-newsletter to Website of choice
**Purchase package of 3 ads for \$2,250.

Banner Ads

Cost: \$1750 plus GST
Size: Leaderboard 728x90 px
Reach: One placement, sent to 95,000+ subscribers Links from e-newsletter to Website of choice
**Purchase package of 3 ads for \$3,750.



ADVENTURE SHOW NEWS

Show News | Exhibitor News | New Products | Travel & Lifestyle | Tips & Tricks | Buy Tickets



2024 SHOW DATES ANNOUNCED

Sydney's BIG 4WD and Adventure Show will be back next year at Eastern Creek Dragway. The Sydney 4WD and Adventure Show is the original 4WD Show for NSW and brings together massive displays of new products from new 4WDs and accessories to camping gear, caravans, camper trailers, boats and fishing gear and much more. The Show will be held from Friday 6th to Sunday 8th September 2024. Exhibitors should look out for information in the new year. The Sydney 4WD and Adventure Show is proudly presented by 4WD NSW & ACT.

[CLICK FOR MORE](#)



THE MIGHTY RIVER CROSSING!

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WHAT WE COVER





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Sponsored Articles

This is ideal to promote a new product or service. We will produce a video review and send out both in our newsletter and follow up in social media.

Sponsored article

Cost: \$2850 plus GST

Size: Article with photos and video links (Photos and Videos to be supplied. Text can be supplied or put together by our writers)

Reach: One placement in newsletter sent to 95,000 subscribers. Follow up post to FB and Instagram with relevant tags. Links from e-newsletter to Website of choice.

Marketing Reach

E-newsletters: 95,898 – Subscribers are actual visitors and fans of the 4WD and E-newsletter Adventure Show

Australian 4WD and Adventure Shows:

Instagram – 28,600 followers

Facebook – 70,100 total followers

Perth Show only: Facebook 28,000 followers

Adelaide Show only: Facebook 14,000 followers

Sydney Show only: Facebook 27,000 followers

YouTube: 15,200 – National and international audience

TOTAL: 209,798

Find out more!

To be involved in Adventure Show News, please contact:

Peter Woods, Managing Director on 0412 919 660

Deb Waterman, Client Liaison on 0447 478 295 or E-mail: sales@premevents.com.au

Karen Tiedtke, Marketing Manager on 0403 125 366 or E-mail: karen@premevents.com.au

Visit 4wdshow.com.au for more Show information and follow the 4WD and Adventure Show on Instagram [@4wdadventureshows](https://www.instagram.com/4wdadventureshows) and Facebook for updates.

