

4WD ADVENTURE SHOW



4WD ADVENTURE SHOW MEDIA KIT - 2024

4WD ADVENTURE SHOW

ABOUT THE SHOW

The 4WD Adventure Show is not about the destination, it's about the journey. We follow our team through all the bumps and scrapes as they travel from the far north to the deep south of our great state - and beyond! We aim to provide a broad appeal program that is as entertaining and exciting as well as educational.

THE DETAILS

Half hour program

5.30pm Saturday on Channel 7 Perth and 7 Regional WA

10.00am Saturday on 7Mate nationally

Streaming on 7 Plus- each episode is available for 12 months

32 episodes annually

Dedicated website with episodes uploaded each week

OUR PRESENTERS

Our team of presenters are all passionate about their travel destinations and each of them bring something unique to the show, from simplistic camping and micro overlanding to traveling with a young family. Everything from survival techniques, navigating extreme terrains, camp cooking and fishing tips is covered.

RONNY DAHL
4 Wheeling Australia
4WD and Camping Expert



MARK LECRAS
Former West Coast Eagle
Fishing Guru



LOCKY GILBERT
SAS Australia/Survivor
Extreme Adventurer



DANI SHUEY
Radio Presenter
Camping Mum



TONY ELLISON
Mighty Overlander





OUR AUDIENCE

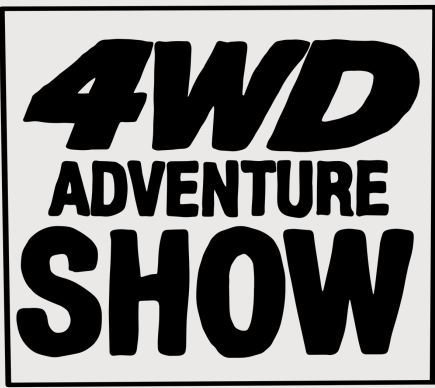
The 4WD Adventure Show is screened on Channel 7 Perth and 7 Regional WA at 5.30pm Saturdays as well as 7MATE National at 10.00am Saturdays. Each episode is uploaded to 7PLUS where it remains for 12 months. The TV program is supported by a website 4wdshow.tv and is promoted via a social media campaign that covers Facebook, Instagram, YouTube and E-newsletters to a national database. The 4WD Adventure Show has broad appeal. Whilst 4WDing is a male skewed past time, the TV show has equal appeal to females and young families. Older audiences, particularly retirees looking for adventure are also regular viewers. The 5.30pm timeslot on a Saturday is perfect placement for both these audiences - in between the Footy and the News !



4WD
ADVENTURE
SHOW


TOTAL AVERAGE AUDIENCE
60,530





SEASON AUDIENCE

The 4WD Adventure Show is moving into its fourth season in 2024. In its debut year, there were only 12 episodes filmed. Fast forward three years and we are now producing 32 episodes per year and have built - and maintained - a strong and loyal audience.




Total Metro cume audience for 2023 season to date

1,124,000



Total Regional cume audience for 2023 season to date

421,000



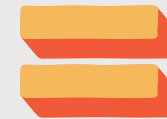
Total streaming audience for 2023 season to date

96,000



Total National cume audience for 2023 season to date

296,000



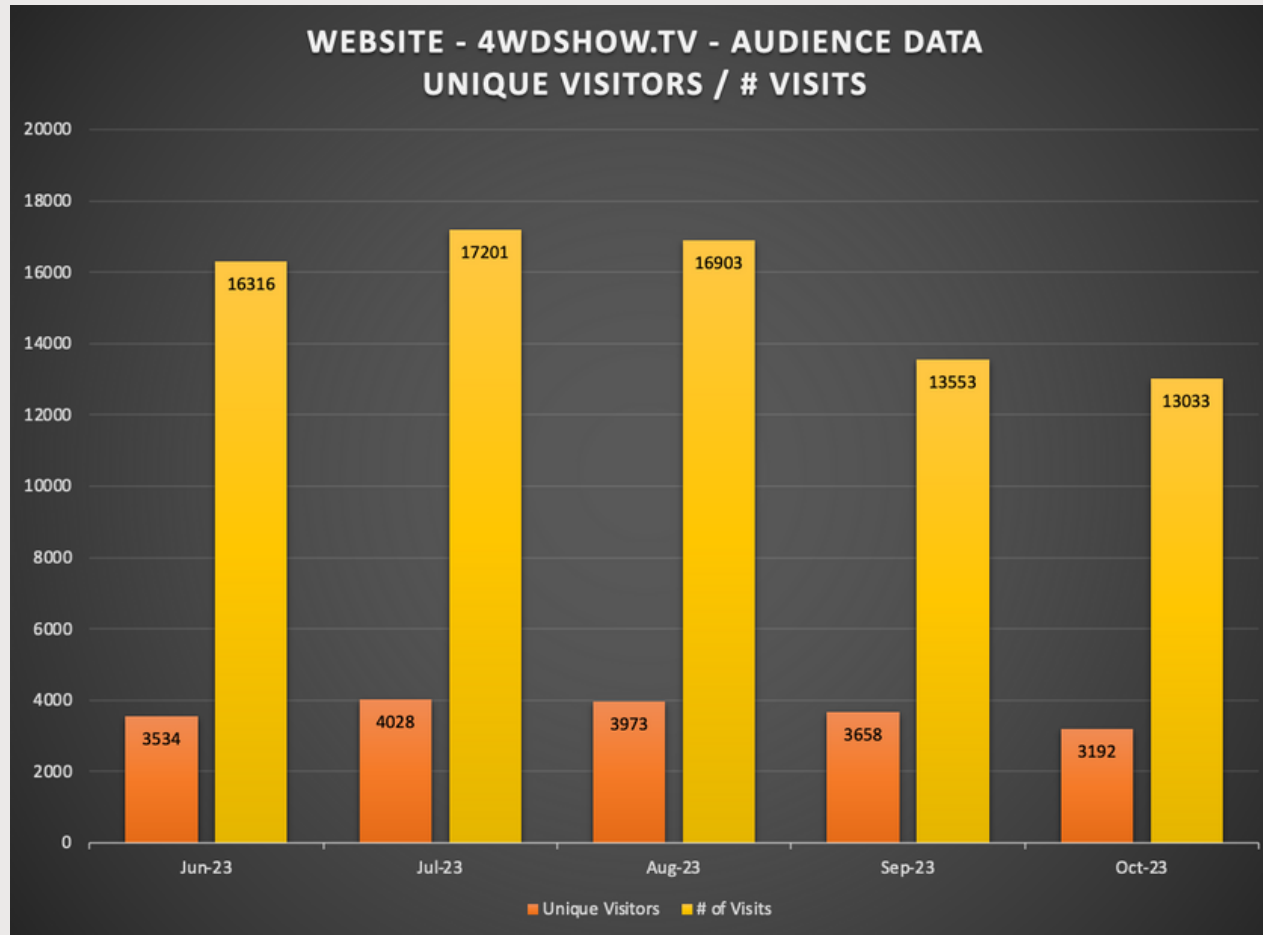
Total cume Audience across broadcast and streaming for 2023 season :

1,937,000

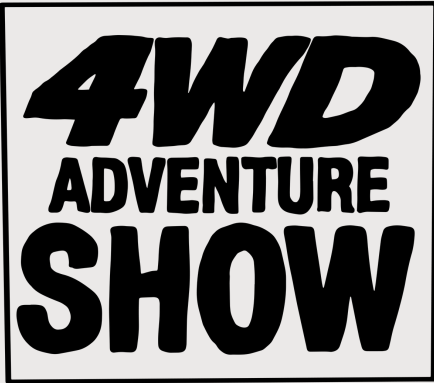
or OPTUS Stadium filled 32 times !



WEBSITE VISITS



The 4WD Adventure Show has its own dedicated website - 4wdshow.tv. Each episode of the TV Show is uploaded to the website and is promoted via a social media campaign that covers Facebook, Instagram, YouTube and E-newsletters to a national database. The above graph shows the website traffic from Cloudflare for June to October 2023.



TV SHOW SEGMENTS

FEATURE STORIES

Each feature story focuses on a different destination or activity. From the top to the bottom of WA and beyond, our presenters travel to different destinations to see what adventures they can find. Feature stories can be sponsored and can also include product placement. Each episode includes 2 x Feature Stories. Click thumbnail for example.

PRODUCT REVIEWS

Each episode features 2 x 1-minute Adventure Marketplace segments that focus on new and interesting products. Reviews are filmed on location and include vision of the product, close ups of the features, and a call to action to encourage viewers to find out more. Each review also features the company logo and website. The product review will be featured on one episode of the 4WD Adventure Show on television and will then be shared on the 4WD & Adventure Show's social media and e-newsletters. Product Review segments are sponsored and include extensive social media coverage after the Show has gone to air. Sponsors are also offered raw footage after filming for their own use. Click thumbnail for example.

TIPS & TRICKS

Our viewers are always looking for the know-how to help them on their next adventure, and so we include a Tips & Tricks segment within each episode that provide useful information and knowledge for viewers. The Tips & Tricks segments are supported by extensive social media coverage after the Show as gone to air. Segments can be sponsored. Click thumbnail for example.



FEATURE STORIES



PRODUCT REVIEWS



TIPS & TRICKS



4WD & ADVENTURE SHOWS

The 4WD and Adventure Show is managed by Premiere Events, one of WA's leading event and marketing companies. With more than 20 years industry experience, Premiere Events has a strong reputation for presenting high quality shows and expos for the outdoor, boating and motoring industries.

The 4WD and Adventure Shows have all the latest releases in camping gear, 4WD accessories, camper trailers and caravans, new model SUVs and 4WDs, boats and fishing gear, travel info and so much more. The shows offer loads of entertainment and attractions including experts in their field doing demonstrations with technical info and know-how. These include demos for fishing, camp cooking, 4 wheel driving, towing and so on. Plus, there is an opportunity to meet all the popular content creators as they share stories of their adventures on stage.



Largest 4WD show in Australia

100,000 sq mtrs of Show

35,000 visitors over 3 days



The original and biggest 4WD show in Sydney

60,000 sq mtrs of Show

24,000 visitors over 3 days



Record number of exhibitors in 2023

40,000 sq mtrs of Show

22,000 visitors over 3 days





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



SHOW YOUR DIRT IS BACK!

Show off your rig at the 2023 "Show Your Dirt" Show n Shine competition thanks to Sam Eyles (Bullt Not Bought) and the Perth 4WD And Adventure Show! Show Your Dirt is an exclusive competition that will see some of the best rigs chosen to be displayed and judged. There will be a limit of 20 finalists who will all be in the running to take out the title!

To be part of Show Your Dirt, click the link and put in your details, and upload pics of your vehicle. Sam will be judging each entry and choosing the 20 finalists who will then be invited

to display their vehicle at the 2023 Perth 4WD and Adventure Show within the Show Your Dirt area. There's two categories - Modified and Touring - with Sam judging and choosing winners at the Show. ENTRIES CLOSE 27 OCTOBER. Click below to enter.

[CLICK FOR MORE](#)



DOMETIC OUTDOOR CONTENT CREATOR AREA

This year we welcome back some familiar faces as well as some new ones! Catch up with your favourite content creators from youtube and Instagram. Some of those attending include Bullt Not Bought, Red Dirt Diery, Dash Offroad, Fire to Fork, Salty Davenport, The Mighty Overlander, Living The Dream, Westralian Offroad, Escape The Daily, Seriously Series, Mike Milot, Tay Jane, Dads & Lads Outdoors, Sarah and Keelan Travels plus more to be announced. Catch up with your favourite content creators from YouTube and Instagram!

[CLICK FOR MORE](#)



DIGITAL & SOCIAL

NEWSLETTER

95,000 subscribers are kept up to date via a fortnightly newsletter. Advertising banners within the newsletter can be utilised for branding or retail campaigns.

SOCIAL AUDIENCES

Australian 4WD and Adventure Shows:

- Instagram – 28,600 followers
- Facebook – 70,100 total followers

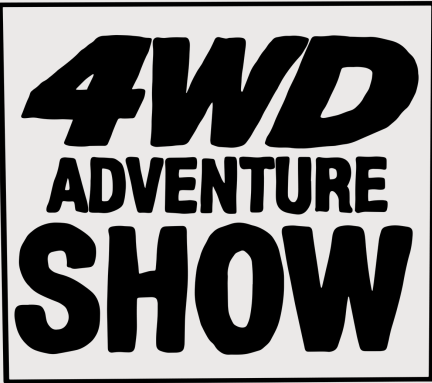
Perth Show only
Facebook- 28,000

Adelaide Show only
Facebook - 14,000

Sydney show only
Facebook - 27,000 followers

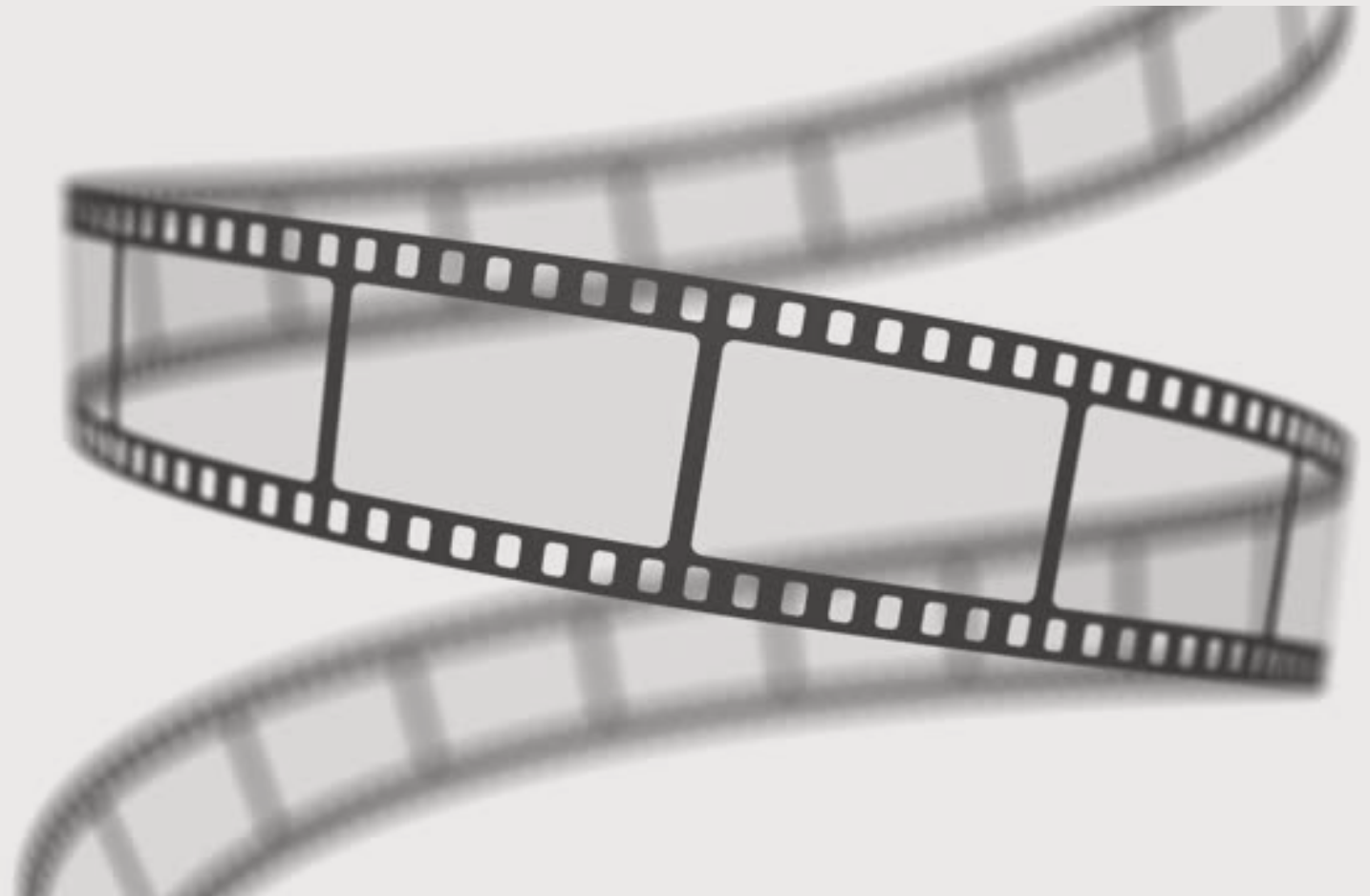
4WD Adventure Show TV

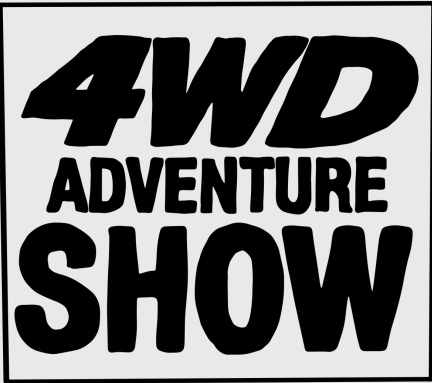
- Instagram – 1163 followers
- Facebook – 636 total followers



OTHER BENEFITS

Our team of photographers and camera crew all specialise in Outdoor and Lifestyle video production. Professional product photography and promotional videos can be filmed whilst on location or at a pre-arranged date/time/location if required, for an additional fee.





CONTACTS

For further information, please contact:

Debra Waterman, Business Development Manager, Premiere Events / Productions: Phone 0447 478 295 or sales@premevents.com.au

Peter Woods, Managing Director, Premiere Events / Productions: Phone 0412 919 660 or peter@premevents.com.au

Mel Edwards, Producer, The 4WD Adventure Show : digital@premevents.com.au

LINKS:

Watch the Promo [HERE](#)

Catch Up TV: <https://7plus.com.au/4wd-adventure-show>

Facebook: <https://www.facebook.com/The-4WD-Adventure-Show>

Instagram: <https://www.instagram.com/4wdshowtv>

Website: www.4wdshow.tv



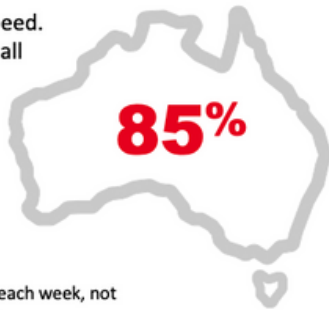
WHY TELEVISION

Why Television?

TV Drives Sales No other medium comes close

REACH

All audiences at scale and speed. And it's accelerating, across all screens.



Of Australians watch broadcast TV each week, not counting BVOD... which is booming

SYNERGY

TV makes your other channels more effective.

Cross-channel Synergy Effect

	Total TV	Search	Social	Non-TV*	Display	Video
Total TV		7.13%	6.02%	5.31%	5.28%	4.67%
Search			1.46%	1.30%	1.29%	0.98%
Social				1.01%	1.15%	0.99%
Non-TV*					0.82%	0.59%
Display						0.73%
Video						

*Non-TV: OOH, Cinema, Radio and Print

ENGAGEMENT

Reach is good, but viewers also have to see, notice and believe you for your message to work. On TV, your ads get...

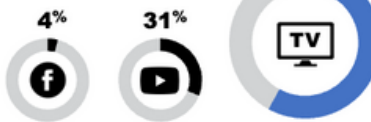
More Trust
Halo effect from programs and talent



More Visibility
Bigger screens, full coverage

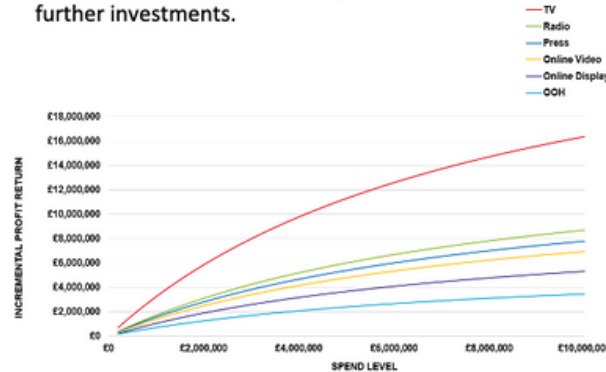


More Active Attention
Memory retention



SCALE

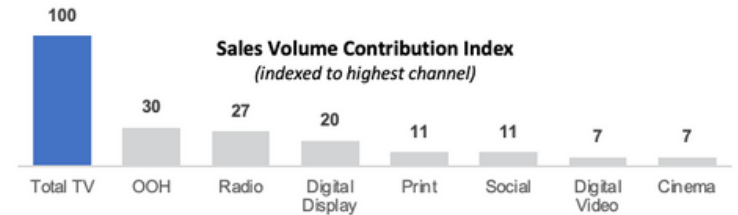
Much longer before diminishing returns on further investments.



RESULTS

TV drives

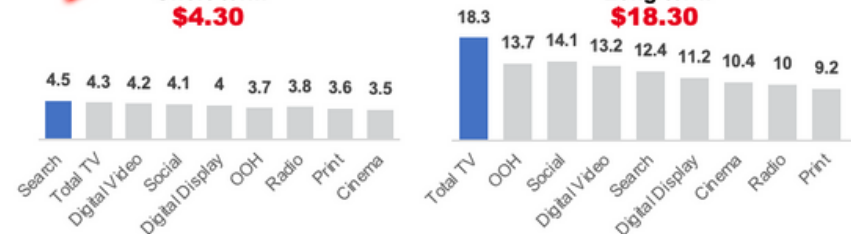
3X GREATER SALES
volume than any other media



Average ROI (return on \$1)

Short-term
\$4.30

Long-term
\$18.30



Length of Sales Impact (days)



ABOUT 7PLUS

7plus product vision

EVERCHANGING CONTENT

- Access to granular data
- Actionable insights
- ROI-based initiatives

PRODUCT & TECHNOLOGY

- Highly engaged return users
- Supports binge watching
- Watch on all devices

AUDIENCE INTELLIGENCE

- Leverage best-in-class tech
- Improve content relevance
- Multi-platform personalisation

COMMERCIALISATION

- Improved ad experience
- New advertising formats
- Addressable TV



Australia's go-to video streaming destination by utilising a **data-driven** approach that delivers highly engaging, **innovative** experiences to our users, whilst driving **product affinity and monetisation**.

ABOUT 7MATE

7mate HD

THE BEST CHANNEL IN THE WORLD EVER

#1

**Total Men, Total People
M16-39, M25-54, M55+**
For the last 3 consecutive years and 2023 YTD

+796K

Average Weekly M18-54 Reach
+3.6M Total People

+1.67M

Average Monthly M18-54 Reach
+7.34M Total People



**+ BLOCK
BUSTER
MOVIES
AND MORE**

RED IQ KNOWS WHO IS WATCHING

1/4 LIVING LARGE
Spending 1.4x the amount on discretionary loves

6/10 SPORT LOVERS
Also buying 4.3 tickets when going to the game.

4/10 TIME SAVERS
Convenience seekers with QSR and/or food delivery apps downloaded.

Source: Nielsen and regional VPM 3.3, 09/2022-08/2022, 01/01/2023-30/06/2023, TTL PPL, W25+, M 18-54, W16-34, Multi Channel (7 Bravo, 7 Bravo), All Day (0600-2400), National Av Monthly Reach and National Av Monthly Reach (1 min cum reach - linear) VPM 3.3, 15sec cum reach (live), cons7.