



westtravelclub.com.au



INTRODUCTION



Our world comes to life at West Travel Club

Stephen Scourfield - *Travel Editor*

A new year, a new decade and we've launched into it with a combination of *passion-and-planning*.

In January, we published bigger **Travel print editions** than ever before.

We saw strong responses to **Travel Guides**; Travel Trends 2020, Luxury Travel Guide, Cruising Guide.

We launched **eTravel Digital Edition**, extending our storytelling across platforms.

We launched **The Pod Well Travelled**, streamed through eTravel and ready for amplification across platforms.

eTravel initially reaches an audience of 38,000+ highly engaged **West Travel Club** members ... but the combination of eTravel and The Pod Well Travelled have huge, borderless potential.

We have relaunched **thewest.com.au/travel** with new architecture — content first presented in the categories Places, Experiences, Essentials. It strongly reflects user paths. And **westtravelclub.com.au** continues to be published with free content.

Everything we do online is supported across **Social Media**, primarily Instagram and Facebook.

When we launched a **Travel Club Tour** which sold out almost immediately, for the first time ever, we managed to put on a second departure.

Our **Dinner Events** and **Meet the Team Events** are so popular that when we launched our Round WA Dinner, it sold out so quickly that, also for the first time ever, we're putting on a second. Our Japan Meet the Team is booked to capacity.

Our staff team travel, write, photograph, shoot and edit video, record sound, record and edit our podcast, and personally publish in print and digitally. The strength of that is that we are proactive, reactive, fast on our feet. The strength is that our audience knows us — we have earned their trust.

And we have the same close relationship across Seven West Media WA — from advertising colleagues to events and marketing, technology to the music composers we work with ... well, we're a tight knit family.

That brings results ... and that was just January ... A new year, the best suite of publications we've ever had, and projects into 2021.

Now, that's what I call a good start to a new decade. *Passion-and-planning*. It's a winning combination.



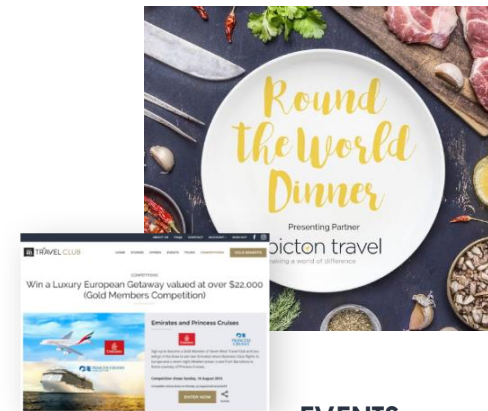
PRINT



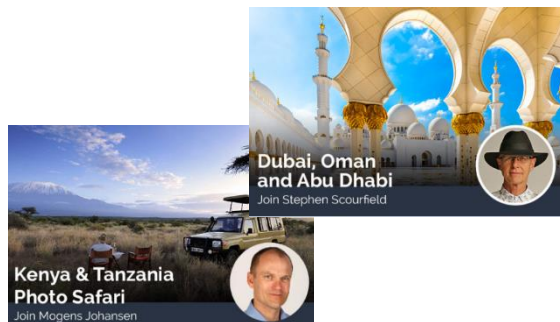
MEMBERSHIP



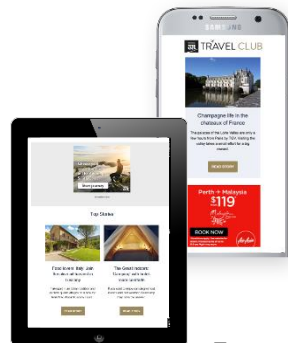
VIDEO



EVENTS
& COMPETITIONS



TOURS



eTravel



PODCASTS
The Pod Well Travelled



SOCIAL



TRAVEL CLUB Our Travel Environment



Print

Travel Thursday
Weekend Travel
Escape
West Weekend Mag
STM
Opportunities
Sponsored content
on West Travel Club
Sponsored
Centrepiece in Print
Print Ad placement
Digital ad placement



Video

The Travel Club Show
On the Road Video

Opportunities

Sponsored Travel Club
Show
Branded Video
Pre rolls – TVC



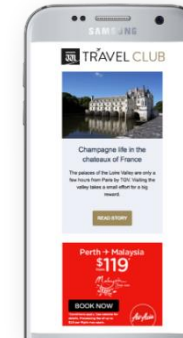
Events

Round the World Dinners
An Evening In...
World on a Plate, café style
Meet the Teams
Travel Essentials Guide & Event
Photography Walks/Tutorials
Regional WA Events
Bespoke Events made for
Partners
Opportunities
Sponsorships / Partnerships
available



Tours

Exclusive Tours for Travel
Club Members hosted
by Seven West Media
Talent
Opportunities
Partner with West Travel
Club for an exclusive
Tour



eTravel

Weekly eTravel

Opportunities

MREC placement on
eTravel
Solus eTravel

*38,000 member reach



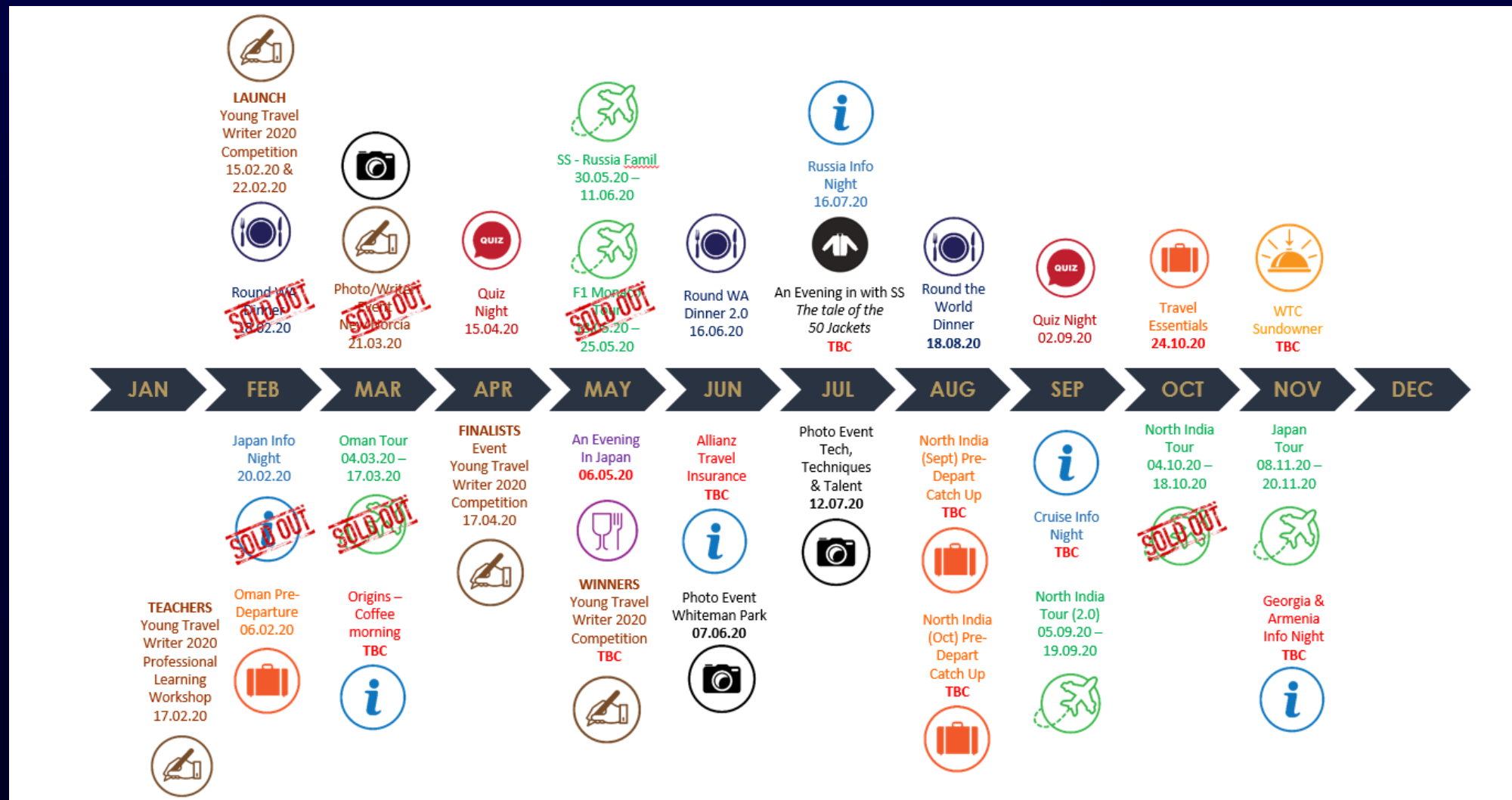
Competitions

Exclusive competitions
for Travel Club members

Opportunities

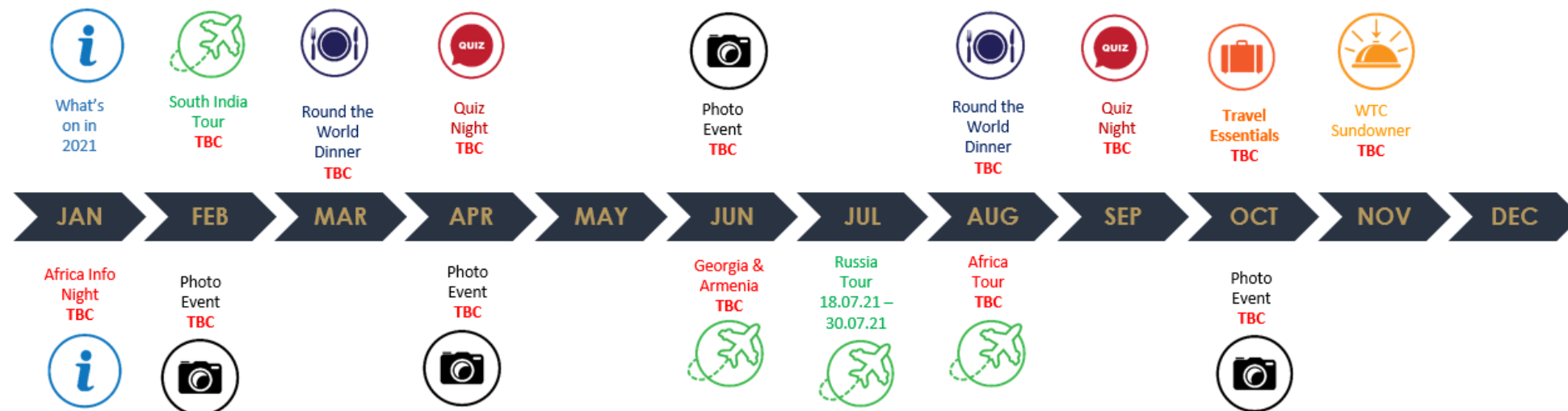
Partner with West Travel
Club in a member
competition

TRAVEL CLUB Event Calendar 2020





TRAVEL CLUB Event Calendar 2021



Talking Travel: France & England



Contrasts in time and place

Travel Editor Stephen Scourfield talks about his European adventures & the ease of getting around

[LISTEN HERE](#)



Advertisement

etravel DIGITAL EDITION

SHOW BOAT



All the world really is a stage

Onboard entertainment becomes more spectacular, finds MICHAEL FERRANTE

[READ STORY](#)



Advertisement

Travel Trends 2020 Part 3



The big destinations

Australia's most experienced travel editor STEPHEN SCOURFIELD identifies and explains the big travel trends for 2020

[READ STORY](#)



Advertisement

TRAVEL CLUB The Pod Well Travelled



▶ PLAY VIDEO

PODCAST:
The Pod Well Travelled
Episode 1: Stephen
Scourfield & 2019 in review

Stephen Scourfield

STEPHEN SCOURFIELD says travelling in 2019 was more fun than he could possibly have imagined



▶ PLAY VIDEO

PODCAST:
The Pod Well Travelled
Episode 6

Stephen Scourfield

In The Pod Well Travelled, we discuss the impact and implications of the new coronavirus strain, and precautions travellers can take.

And we spend time in the world's biggest religious monument, Angkor Wat in Cambodia.

On the ocean, there's a cruise along the Australian coast, with stops at white beaches with turquoise water.



▶ PLAY VIDEO

PODCAST:
The Pod Well Travelled
Episode 3

Mogens Johansen

In West Travel Club's latest podcast, Will Yeoman talks to Travel Editor Stephen Scourfield, cruise specialist Michael Ferrante and travel photojournalist Mogens Johansen about Travel Trends 2020 which includes wellness, sustainability and going green.



▶ PLAY VIDEO

PODCAST:
The Pod Well Travelled
Episode 10

William Yeoman

Great Australian train journeys, great Australian cruises and great WA... parks. In this week's episode of The Pod Well Travelled, Will Yeoman talks to Travel Editor Stephen Scourfield and cruising writer Michael Ferrante about thinking globally, travelling locally

THE WEST | homepage takeover

Own the news of the day across WA with a takeover across thewest.com.au.

The homepage takeover is the perfect ad placement for mass awareness or campaign launch as it allows an advertiser to reach a large audience with strong frequency across all ad units on both mobile and desktop platforms.

What assets are included?

- Billboard 970x250 (1st and 2nd position)
- Leaderboard 728x90 (1st and 2nd position)
- Half page 300x600
- Skins
- Mobile banner 320x50
- MREC 300x250



*Takeover shown as an example



THE WEST TRAVEL | section takeover

Sectional takeovers provide advertisers with contextual relevance. We can target just an index page or an entire section or sub-section.



*Takeover shown as an example



TRAVEL CLUB leaderboard

Assets available on The West Travel Club homepage:

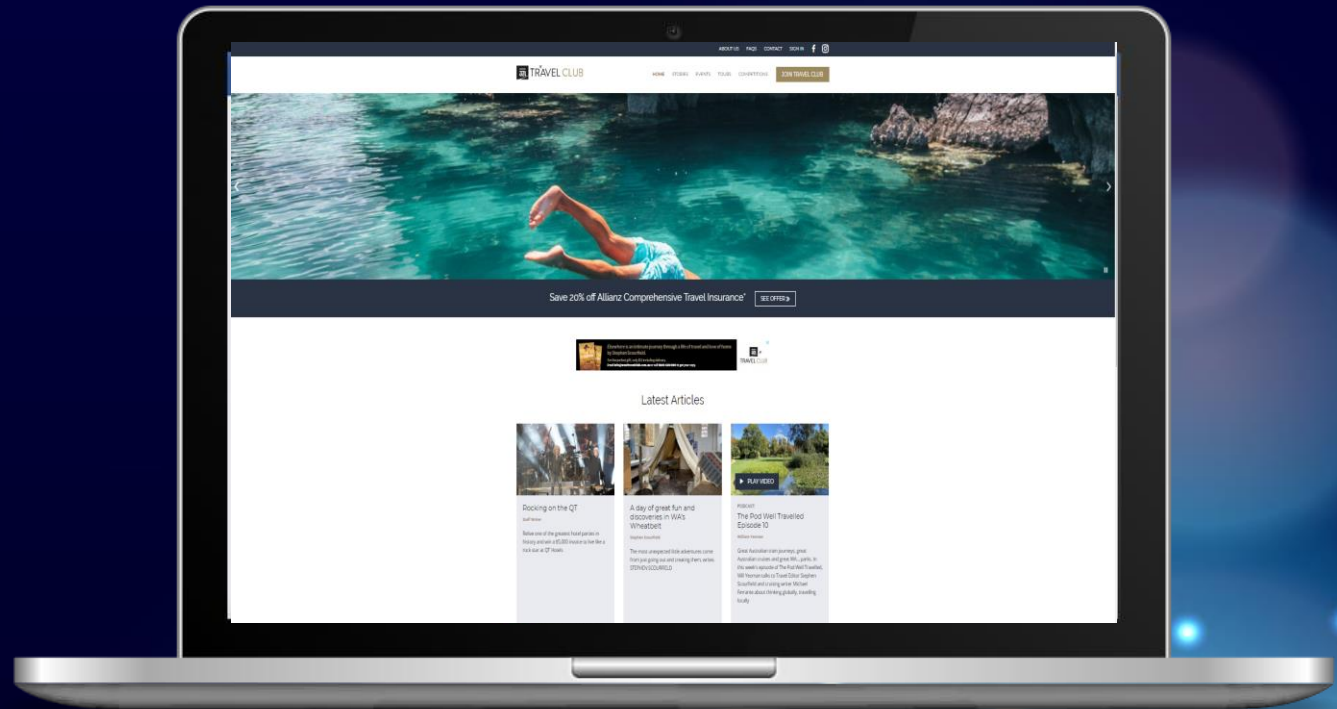
Billboard (970x90)

Super leaderboard (970x90)

Leaderboard (728x90)

Mrec (300x250)

Located under the hero Carousel. Has a large “From our Partner” heading above it.





TRAVEL CLUB articles & stories


Stories

SEARCH & TOPICS ▾

ARRIVALS & DEPARTURES:
A capital time in lush, tropical Brisbane

Stephen Scourfield


The city is flourishing after the 2011 floods and a big rebuild, writes STEPHEN SCOURFIELD




OUR WORLD:
Europe pays homage to anniversary of Beethoven's birth

Stephen Scourfield

STEPHEN SCOURFIELD tracks celebrations of the musical master




Elsewhere is an intimate journey through a life of travel and love of home by Stephen Scourfield.
For the perfect gift, only \$23 including delivery.
Email info@highwesttravelclub.com.au or call 1800 426 4266 to get your copy.



Rocking on the QT

Stuart Walker


Relive one of the greatest hotel parties in history and win a \$5,000 invoice to live like a rock star at QT Hotels



A day of great fun and discoveries in WA's Wheatbelt

Stephen Scourfield


The most unexpected little adventures come from just going out and creating them, writes STEPHEN SCOURFIELD



PODCAST:
The Pod Well Travelled Episode 10

William Yeoman

Great Australian train journeys, great Australian cruises and great WA... parks. In this week's episode of The Pod Well Travelled, Will Yeoman talks to Travel Editor Stephen Scourfield and cruising writer Michael Ferrante about thinking globally, travelling locally




Available ad sizes and locations:

Super leaderboard (970x90)
Leaderboard (728x90)
Mrec (300x250)

- Located under the first two story cards
- Located above the pagination buttons on stories
- Located under the first block of text in the on an article
- Located under the category tags and above the related articles

ARRIVALS & DEPARTURES

Great rail journeys: Venice Simplon-Orient-Express adds opulent new suites



By Gemma Nisbet
Travel Photojournalist
Seven West Travel Club & The West Australian


SHARE

The new Grand Suites will be the first aboard the historic train to offer private bathrooms and showers.

In further proof that a hot shower at the end of a long day might just be the ultimate in simple luxuries, Belmond is set to add three opulent new carriages equipped with private bathrooms with showers to its Venice Simplon-Orient-Express.

It'll be a first for the historic sleeper train: passengers travelling in its existing accommodations have access to a washbasin in their cabin along with shared WCs at the end of each sleeping car.

From our partner



THANK YOU



Stories



Tours



Offers



Events



Competitions

Christine Sutherland

Head of National Advertising
Seven West Media (WA)

P 08 9482 3475

M 0421 617 877

E christine.sutherland@wanews.com.au

Stephen Scourfield

Travel – Editor
West Travel Club
Seven West Media (WA)

P 08 9482 3095

E stephen.scourfield@wanews.com.au

Carli Embling

Project Lead
West Travel Club
Seven West Media (WA)

P 08 9482 3441

M 0417 170 775

E carli.embling@wanews.com.au

Jayne Balzer

Sales Coordinator
Travel
Seven West Media (WA)

P 08 9482 3544

M 0408 929 887

E jayne.balzer@wanews.com.au



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