

Adelady is all about sharing the best of South Australia... and beyond!

Adelady showcases the best of South Australia across website, social, TV and magazine — encouraging locals and visitors to support SA. Adelady is all about exploring the best places to travel, tastiest places to eat and drink, where to shop, feel good stories, delicious recipes, and great local businesses to check out.

Summary of TiCSA Member Value Proposition		Reach	Placement	Value	Member Bonus
1	TV episode on hello SA (each episode equals 23-24 minutes of content within a 30 minute episode). Includes 4 x Facebook posts and 4 x Instagram posts on day of filming and then again in week leading into airing. Episodes can be shared between businesses, therefore the investment can be shared.	65,000	2022	\$25,000	1 x single page in Adelady mag Value \$2,800
1	TV Segment on hello SA (each segment equals 4-5 minutes of content). Includes 1 x Facebook post and 1 x Instagram post on day of filming, and then again in week leading into airing. Segments can be shared between businesses, therefore the investment can be shared.	65,000	2022	\$5,000	2 x social posts Value \$700
1	Online Tag and Win (competition runs on FB and Insta, with T&Cs housed on Adelady.com.au)	212,000	2022	\$950	1 x social post Value \$350
1	Single page editorial in Adelady magazine shared on Adelady social platforms and housed on our website. Includes 1 x Facebook post and 1 x Instagram post	50,000	November	\$2,800	2 x social posts Value \$700
1	Double page editorial in Adelady magazine shared on Adelady social platforms and housed on our website. Includes 1 x Facebook post and 1 x Instagram post.	50,000	November	\$4,600	2 x social posts Value \$700 or 1 x Tag & Win

