

FULL RANGE CAMPING

Media Kit 2021



• ONLINE/WEB • APP ONLINE/OFFLINE • FACEBOOK • eNEWSLETTERS • CLASSIFIEDS • ONLINE SHOP



DID YOU KNOW?

In Australia, there are -

120,000+ Travellers on the road at any given time

610,000+ Registered Caravans & Motorhomes

9.5 Million Domestic overnight caravan & camping visitors

285,000 International overnight caravan and camping visitors



WE CAN CONNECT YOU TO THEM!



WE ARE 'FULL RANGE CAMPING'

An online/offline—All-in-one resource that Campers & Caravanners use every day to;

- Find Campsites & RV Related Businesses Australia Wide
- Save Money with Discounts & Offers while travelling
- Purchase latest camping products in our online shop
- Buy and Sell camping items in our Classifieds
- Keep up to date with industry news
- Keep in touch with other travellers

HISTORY

Full Range Camping has compiled one of Australia's largest Caravan & Camping groupsto provide a full range of services that previously did not exist in the camping and caravanning market.

As a B2C provider FRC combine a web directory and an online/offline App to direct and guide their tribe of followers to thousands of campsites across Australia and enhance their experiences with services such as an Online Shop, Classifieds, Specialised RV Insurance, Discounts and Special offers.

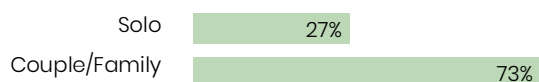
As a B2B provider, FRC specialise in introducing and exposing the Camping & Caravan sector to their dedicated and very targeted audience.

AUDIENCE SNAP SHOT

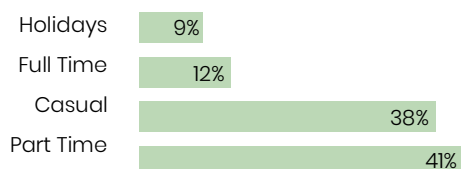
Our members range from retirees (Grey Nomads) to young families and intrepid overseas travellers. From weekend camping warriors, to holiday travellers and full time travellers, they are loyal and passionate about camping and caravanning.

Our members utilise our services daily as they have trust and faith in our brand, and look to FRC for the latest news, products and services available in the industry.

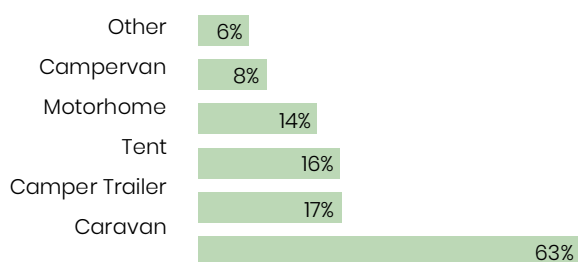
TRAVELLING WITH SPOUSE/PARTNER/FAMILY



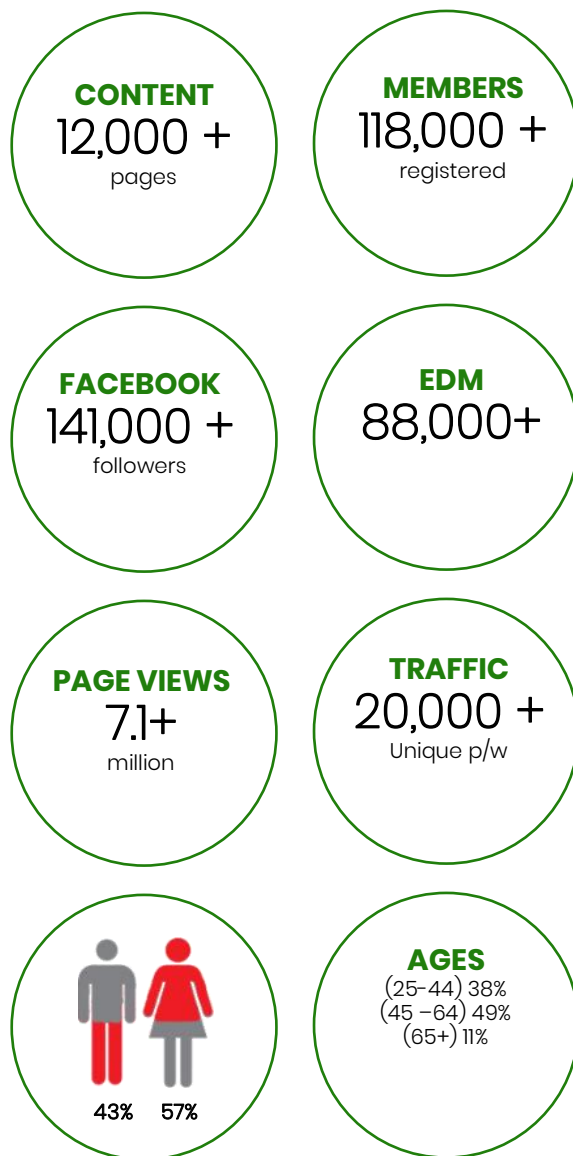
FREQUENCY OF TRAVEL /CAMPING



METHOD OF CAMPING



KEY STATS



SERVICES

- DIRECTORY LISTINGS
- VIDEO PROMOTIONS
- SOCIAL MEDIA
- CLASSIFIEDS
- WEBSITE & IN APP ADVERTISING
- NEWSLETTERS, including
 - feature articles
 - campsite of the month
 - featured listings
 - event promotions

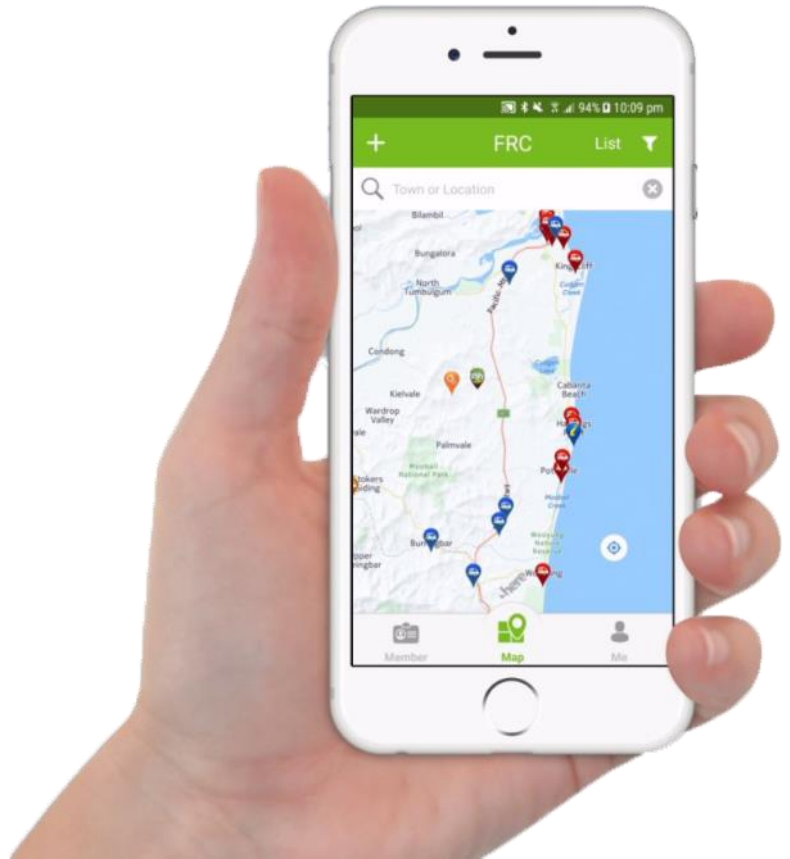
DIRECTORY LISTINGS

Thousands of campers use Full Range Camping on a daily basis to locate Caravan Parks, Campgrounds, Free Camps & RV related businesses all around Australia. It is imperative that you have a comprehensive listing in the directory.

Your listing appears not only in our Free Online web based directory but also in the FRC Online/Offline App.

Our D4U services allows for our team to complete a comprehensive listing on your behalf. There are a variety of packages with a host of additional benefits that guarantee maximum exposure.

Pricing: From \$249



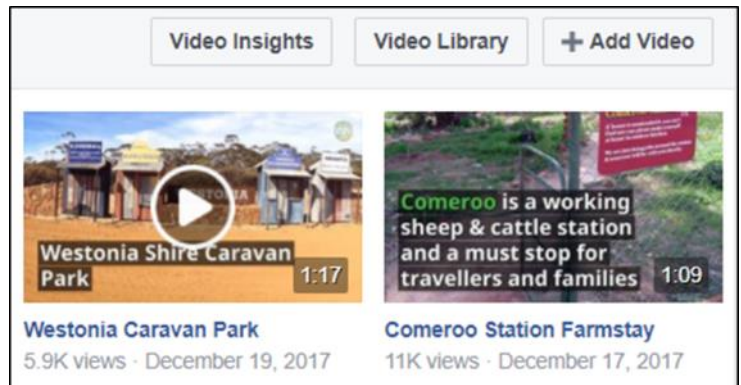
VIDEO PROMOTIONS

Ensure maximum exposure of your campsite or business with video footage.

Our videos are very popular amongst users. A short 1 to 2 minute video prepared from a mixture of images and subtitles engages our members and showcases your site/business to them.

The videos are embedded into your listing and are available on both our free online website and the FRC App. They may also be used in other forms of social media, including your own, to gain widespread exposure of your campsite or business.

Pricing: From \$250*



Reach = 32,000+ Views = 11,000+

Click below for Sample Video

SOCIAL MEDIA

With a Facebook following currently of over 131,000 we have rapidly outstripped our competition when it comes to interactive reach.

We offer unique and individualised Facebook posts designed around your Campsite, Business, product or service.

Leverage our social media network to reach target audiences, grow your brand awareness, and increase your traffic.

Pricing: From \$350

Free Range Camping
Published by Ozwetam 171 · December 17 at 9:12am

Check out some of our latest listings
COMEROO STATION FARMSTAY, NSW
👉👉 <http://frc.camp/comeroo-farmstay>

A working sheep and cattle station, the farm offers awesome outback experience for travellers and families. Camping alongside Cullaburra Creek and enjoying the open air artesian spa are just some of the stunning features the farm provides. ... See More

Comeroo is a working sheep & cattle station and a must stop for travellers and families

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

Your video is popular in Queensland

270 Reactions · 31 Comments · 30 Shares

Performance for Your Post

32,504 People Reached		
11,475 Video Views		
356 Reactions, Comments & Shares		
268 Likes	257 On Post	11 On Shares
11 Love	11 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
43 Comments	41 On Post	2 On Shares
31 Shares	30 On Post	1 On Shares
1,427 Post Clicks		
132 Clicks to Play	200 Link Clicks	1,095 Other Clicks
NEGATIVE FEEDBACK		
16 Hide Post	5 Hide All Posts	
0 Report as Spam	0 Unlink Page	

Reported stats may be delayed from what appears on posts

NEWSLETTERS

With EDM circulation to our subscribed database of currently over 90,000+, our monthly newsletters and regular e-updates are extremely popular.

They offer the best way for you to reach your target market direct into their inbox.

Our Newsletters & Blog articles are timeless, remaining active on the FRC website and can be accessed at anytime.

We offer a wide variety of options from:

- feature articles
- campsite of the month
- featured listings
- event promotions

Pricing: From \$90*



Welcome to Full Range Camping e-News

Hello everyone,

What a crazy couple of months we have had. No one has been able to go camping. Caravan Parks and Campgrounds have all been shut. All the Caravan Shows have been cancelled. We have all been quarantined and not able to go anywhere. All the borders were shut, so the normal migration to the warmer northern states was halted.

The good news is, we can all start travelling again real soon.

In the issue, we cover the following:

- **Post Coronavirus Travel**
- **Info Article: Retaining Grey Water - Why - When - How?**
- **New Premium Partner: Brockenhack Wines, Barossa SA**
- **Latest Campsites & RV Businesses**
- **New FRC Online Shop Catalogue**

*All prices inclusive of GST

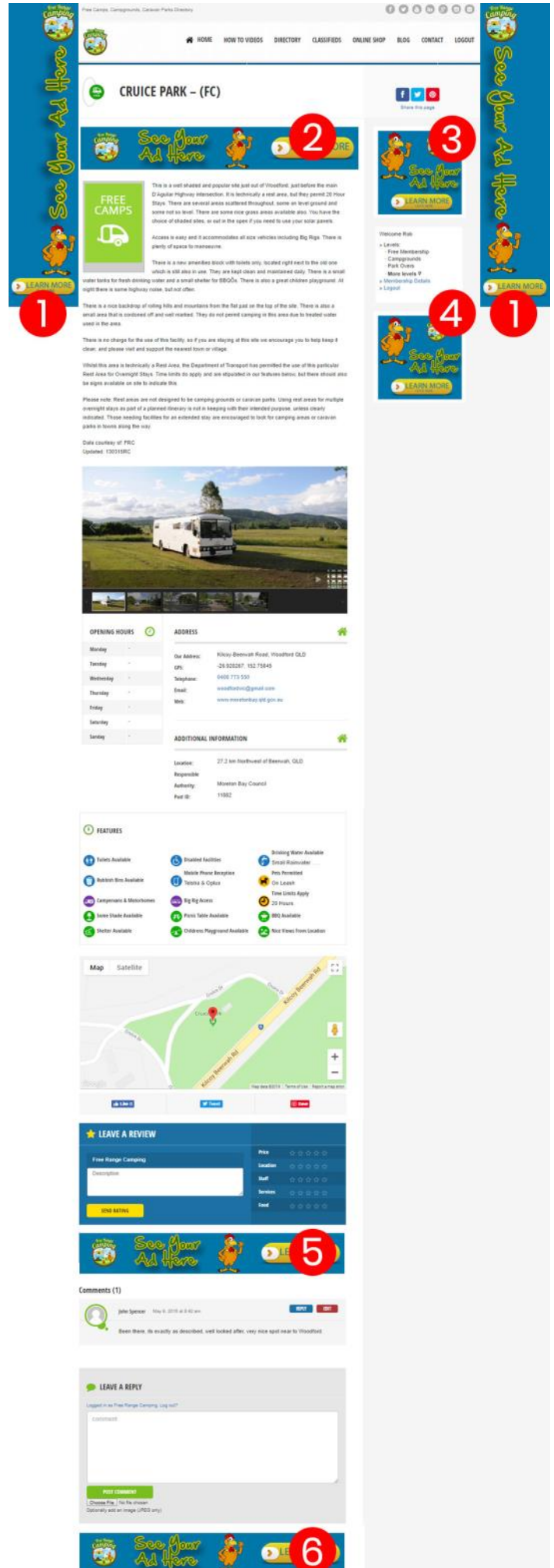
WEBSITE BANNER SPACES

Advertising is all about being seen, in the right place, at the right time by the right people. Whether you are looking for customers to take action by actively engaging your Ad, or simply as a branding exercise Free Range Camping are able to offer a full range of options.

Our ads are presented in context to the right people. We have a captive audience dedicated to camping and caravanning. They use our website each and every day to find campsites and RV related businesses. Our audience welcome adverts, especially if they are highlighting new places to see and stay, or RV related products for their caravans or camping trips.

The FRC website and App are free to use, with the website alone receiving over 5000 visits per day. With over 10,000 pages of content, your ads can appear in different locations on each and every page, or be geo located to your region. You also have the option to appear only in selected states, increasing the chances of your ad receiving interaction and recognition.

Pricing: From \$150*



*All prices inclusive of GST

IN APP BANNERS

Free Version

The FRC App is freely available and usable by over 114,000 registered members to find campsites and RV related businesses all around Australia.

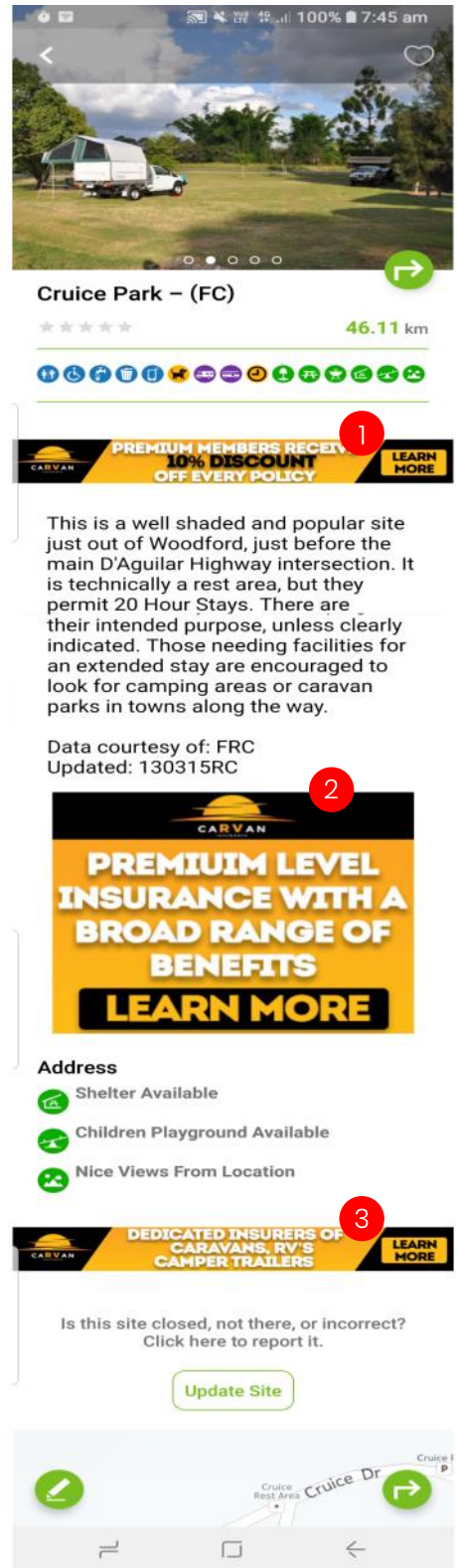
It is also utilised to purchase items from the FRC Online Shop, view classified listings, and access the FRC Newsletters and updates, blogs and stories.

The FRC App is the prime place to advertise your business for maximum exposure.

PREMIUM VERSION

There are further provisions for adverts to appear in the Premium Section of the App, currently utilised by over 7700 Premium Club Members. Advertisements in this section will only be available to Business partners who provide FRC Members with exclusive Offers or Discounts.

Pricing: From \$150*



*All prices inclusive of GST

ARTWORK

Advertorial artwork appears in three different sizes as indicated below.

1



TOP OF PAGE—Placed at the very top of each website page and above any content. Ads may vary from 728 to 1000 pixels in width. (Will be 1000 x 90)

2



IN CONTENT—Placed at various locations either above, between or below content in either website or App listings. Ads are set sizes at 880 x 90 pixels.

3



SIDEBAR ADS—Placed at either the side of all listings in the website directory or in middle of each listing in the App.

Ads are a set size of 300 x 250 pixels.

SUPPLIED MATERIAL: If you elect to supply your own artwork, all completed artwork will be required to comply with FRC Guidelines. Accepted formats include Illustrator, PSD and each file should be supplied in .jpg or .png formats. Sizes as above.

No Cost

ARTWORK BY FRC

FRC also offer the services of our in-house designers to assist with advertorial production. Our in-house designers understand that a major key to successful network campaigns is the split-testing approach. There is both an art and science to knowing the right balance of elements to test in the first phase of display advertising. This process narrows down the factors that will be most successful for *your* campaign, in *your* niche, and then you can focus on and expand only the ads that are most effective in cost and conversion, getting you the most return for your advertising dollars.

Our In-House design services make provisions for 1 advert with 4 Variations. Variations are rotated and monitored, and analysed to determine best performing ads. Statistic are provided which will assist in future advertising decisions.

Cost \$499*

WHAT OTHERS ARE SAYING

"There are more than a dozen reasons why your company should choose Free Range Camping to promote your business. At short notice, a two week promotion was cleverly and carefully managed by the team so that we could capture the pre-Christmas online retail rush. It resulted in the most sales that our 18 month old business has yet experienced online. Thanks to Glen and Rob for your expertise."

I highly recommend Free Range Camping. They have a fresh, approachable and sincere business style and their natural personalities make them natural marketers. They obviously engage their large audience who relies on their advice, integrity and product knowledge."

Charlie Aubin, **BOG OUT**
Vehicle recovery system



"I wish to acknowledge appreciation to Sonia and Rob for setting up Free Range Camping advertising for Northampton Visitor Centre. Additional inclusion of the Video has put Northampton 'out there'

With your professional manner and patience Sonia I recommend your service to anyone thinking of advertising Free Range Camping."

Regards Kaye
Northampton Visitor Centre



"The campaign has been very successful for us having increased our membership by more than 120 people so far, and created a lot of discussion within the Kui parks caravan parks and members about the services of Free Range Camping."

We certainly look forward to undertaking more programs like this moving forward. It's a pleasure working with you guys, and I look forward to many more opportunities such as this."

Bert van Spronsen
Managing Director Kui Parks
(a division of NomadParks Pty Ltd)



"We were used to advertising via traditional methods, and had some good feedback and some sales. After using Free Range Camping's advice and form of Internet offers and newsletter, we received so many inquiries and converted sales that we are now changing to use this method as our primary advertising. Rob was so helpful and researched our product and us, tailoring our image to appeal to our target customer base."

We would highly recommend advertising with the guys at FRC as they provide a full range of services that help enrich caravanners throughout Australia."

Joy & Michael Rendle
Rain Saver Gutter



"Hi Sonia,

Thanks so much for this.

I saw we got some great engagement on your Facebook post.

We look forward to working with you guys moving forward."

Jarrod Bryce
Key Account Executive



CURRENT PARTNERS



MEET THE TEAM

DIRECTOR



Glen Wilson

Founder & Developer of FRC.

ADVISORS



Anthony McLean

A social influence expert, and one of only two masters of influence in the world. Speaks, consults and trains in ethical influence.



Andrew Eves-Brown

Former COO of Gourmet Gardens, Current CEO of CoYo. A specialist in HR and Business Development.



Dan Nikas

A Social Media expert, and a member of an elite Facebook master-mind development team.

CONTACT DETAILS

For more details please contact us direct on the numbers provided below or email: glen@fullrangecamping.com.au

Glen Wilson (Director) - 0450 602 844