

**PREMIER
ISSUE**

Great Australian

OUTDOORS

2018 Issue 1 - \$9.95 incl. GST

USA's silver bullet -
the Airstream caravan now on our shores

A farmer's pest plight -
who can help?



Where to land
free prawns

Casual work
while you wander

Welcome...

...to the preview of the Great Australian Outdoors (GAO) magazine.

Published as a glossy, 148-page full colour annual, this publication will be both educational and entertaining. Unlike most outdoors titles available at newsstands, we take an in-depth look at issues affecting our continent's landscape, fauna and flora. We consult with academic environmental experts and the custodians of the land and seas, be it farmers, fishers or those charged with protecting it for future generations.

For the traveller, we showcase beautiful destinations such as Mataranka hot springs and greater Elsey National Park in the NT, the iconic Flinders Ranges and rugged Kangaroo Island in SA and ghost towns of Tasmania. We will also go 'camping on water' around The Keppels in Queensland and get our feet wet as we search for free prawns where the rivers meet the sea.

On a practical level, we look at towing caravans safely - specifically weight, tyre pressure and the law, as well as food safety and cryovac packaging, working while travelling and ensuring safe drinking water is always at hand.*



The healing springs of the Never Never

It's a long way from anywhere, but Dick Fussen reveals that the treasures of the Elsey National Park are worth the adventure.

The Stuart Highway is an amazingly long drive whether coming from Adelaide or from the east coast, via the Barkly Highway. Beyond "The Threeways" at Reiner Springs, the country undergoes subtle changes where the spinifex desert is replaced by monsoon woodlands. The local hot springs rise from the same source as those 450km to the north where the true tropics commence at Mataranka, the capital of the Never-Never. The region was made famous by Mrs. Jessie Gunn in her classic books, "We of the Never-Never" and "The Little Black Princess."

Nothing ever-ever happens here, the reason Jessie Gunn named it as such, but nothing is further from the truth, even though it was so in her day - perhaps she was referring to politics. This is the birth place of one of the largest Australian perennial streams and the Territory's largest, the mighty Roper River. The river is born from low spots in the Elliott-Georgina Artesian Basin, one of the largest in Australia. Just east from the tiny Mataranka village dozens of hot springs gush and bubble forth from the earth.

Elsey National Park
Many springs are located within the 13,840-hectare Elsey National Park. The spring-fed Waterhouse and the Little

Roper rivers unite to form the Roper in the park. In the wet season, these streams rage and roar when floods, that sweep everything that nature or man has no need for, into the Gulf of Carpentaria. However, during the Dry only slow meandering streams consisting of large dormant pools separated by meandering urgent rushing beaded channels remain.

Rainbow, Silver Springs and Thermal Pool are the main attractions. The hot

34-Celsius spring water rises from underground at 30.5-million litres per day. The springs humid temperature creates ideal conditions that support the largest stands of Livistonia palms in the world, which along with ancient paperbark, pandanus groves and scrubs, has created a tropical ambience that resembles a rainforest.

During World War 2, the region was home to convalescing wounded troops and other military installations. Many are still in evidence along the whole of the Stuart Highway. Massive troop huts built up occurred after Darwin was bombed by the Japanese on the 19 February 1942, killing 243 people.

Mataranka has all mod-cons, pub, store, fuel/take away, workshop, medical centre, B&B, hotel/motel and gallery/cafe. The nearest springs are Silver Springs, 3km from town. The springs are in the Little



The hot 34-Celsius spring water rises from underground at 30.5-million litres per day.



*Please note: The final story list may change at time of printing.

Stories in the first issue will include* ...

- A farmer's pest plight – who can help?
- Where to land free prawns
- Casual work while you wander
- Ghost towns of Tasmania
- Baudin's boars of Kangaroo Island – the genetically purest French pigs in the world
- Looking back at the environmental media stars of Australia
- USA's silver bullet – the Airstream caravan now on our shores
- Understanding tyre pressure and legal weight limits
- Who's looking after the threatened species?
- Outfoxed! – the Tasmanian wasted funding folly
- Save money and keep your food fresh with cryovac storage
- Learn to tow correctly and safely
- Elsey National Park and the hot springs of NT
- Book and product reviews



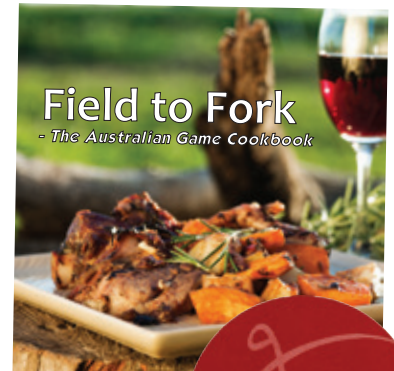
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Great Australian Outdoors is the latest project of Field to Fork Publishing, a solely-owned business of SSAA National. SSAA is an outdoor membership-based organisation formed in 1948 – and today in its 70th year has close to 200,000 members.

SSAA National has invested significant time and money to help save the yellow-footed rock-wallaby, the eastern quoll, Tasmanian devils and koalas. The SSAA is passionate about the environment and its members have won an Order of Australia on multiple occasions for their work in the field. They continue to volunteer their time and efforts to conserve Australia's unique and great outdoors.

In 2012, Field to Fork Publishing produced a 126-page glossy, hardback cookbook showcasing recipes based on Australia's abundant, rich and varied wildlife.

The cookbook was awarded the prestigious Gourmand award for 'Best First Cookbook in Australia'.



With this success under our belt we are now launching the *Great Australian Outdoors* magazine. It will be published annually (2018/2019) and will be offered at quality newsagents, via online agent iSubscribe and at a discount to SSAA's substantial membership.

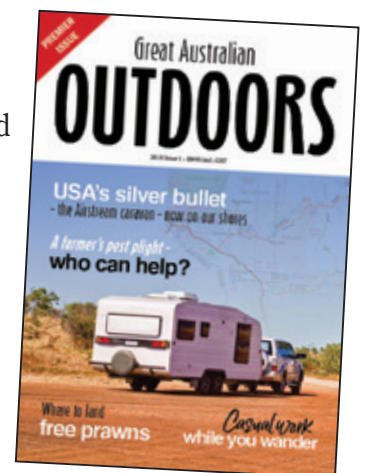
Why advertise with Great Australian Outdoors?

SSAA and Field to Fork Publishing are proven publishers in the Australian market, with the awards to prove it.

Your advertisement has the potential to reach hundreds of thousands of members and readers per year. *Great Australian Outdoors* has two distinct targeted audiences: the SSAA's membership and the casual newsstand reader. The majority of our nearly 200,000 members are already avid outdoorsmen and women.

In 2016, an intensive internal survey found that of our membership:

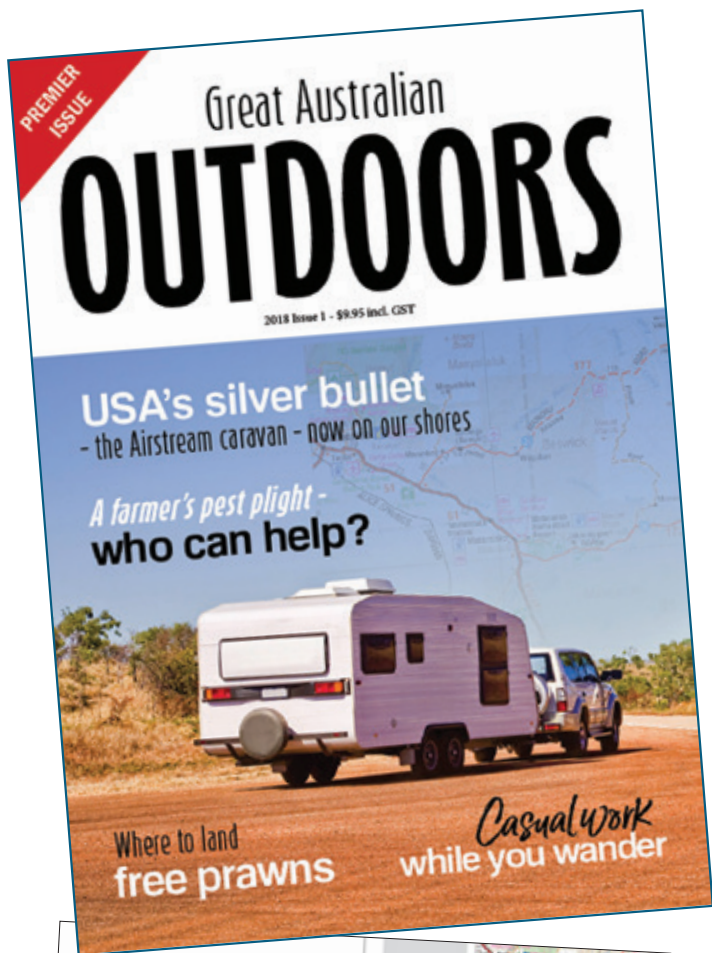
- 71% own a 4WD
- 25% own a caravan or boat
- more than 60% fish and camp
- about one third are avid hikers
- 60% are employed
- nearly 30% are retirees.



As a perfect-bound, high-quality coffee table-style publication, your advertisement and the magazine itself will have a long shelf life.

In between new issues of *Great Australian Outdoors* we will support and promote your business online to our readers and your potential customers.

Advertisers and supporters of *Great Australian Outdoors* will automatically be hot-link listed on Field to Fork Publishing's website (fieldtoforkpublishing.com.au) and also mentioned on the *Great Australian Outdoors* Facebook page.



Advertising rates and specifications

Rates*

Full page	\$1800
Half page	\$1000
Third page	\$800
Quarter page	\$400

Cover pages

Inside front cover	Offered as a double-page spread only \$3725
Page 3	

Inside back cover	\$2080
Outside back cover	\$2390

*All prices exclusive of GST

Specifications

The *Great Australian Outdoors* is perfect-bound and printed web offset throughout. All ready artwork must be supplied as print-ready CMYK PDFs, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification.

Full page (trim size): 270mm deep x 203mm wide
 (bleed size): 280mm deep x 213mm wide
 Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 406mm wide
 (bleed size): 280mm deep x 416mm wide
 Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 177mm wide

Half page vertical: 229mm deep x 86mm wide

Third page horizontal: 79mm deep x 177mm wide

Third page vertical: 229mm deep x 56mm wide

Quarter page horizontal: 57mm deep x 177mm wide

Quarter page vertical: 115mm deep x 86mm wide

Space booking and artwork deadlines

Space bookings	July 2018
Material make-up	August 2018
Complete artwork	September 2018
Released	November 2018



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