



MEDIA KIT

www.ripeintown.com

ABOUT

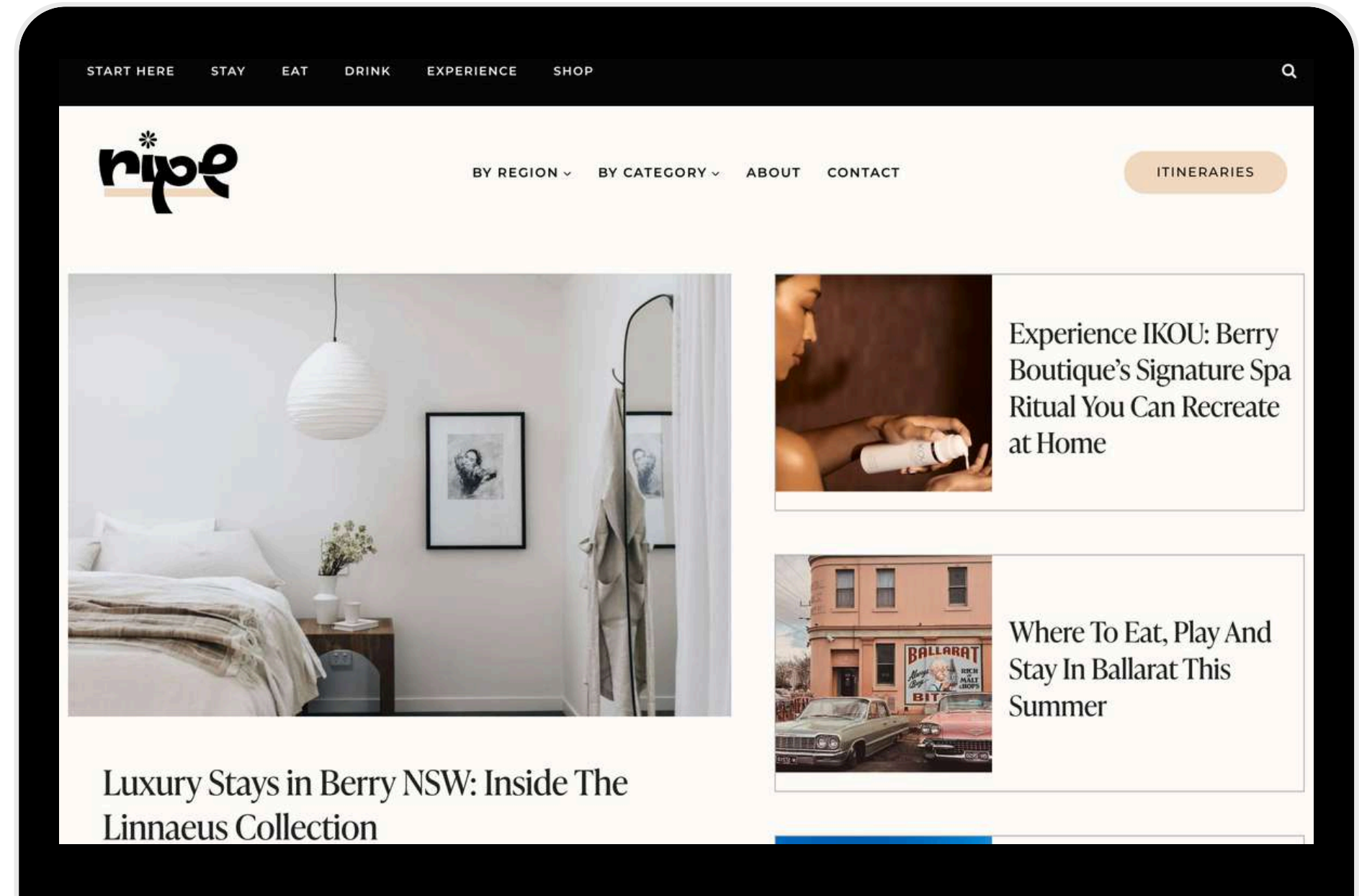
ripe in Town is the go-guide for travellers wanting to discover the beauty & magic of regional Australia.

From stunning landmarks to quaint country towns - we provide thoughtful recommendations & curated itineraries to help make the next trip unforgettable.

WHY WE LAUNCHED RIPE

Everyone's always talking about "*what's on*" in the cities, but what about the regions? So much of our beautiful sunburnt land often goes unnoticed by the masses.

There is so much more to Australia than the neatly-lined streets of the inner-city suburbs.



Championing regional Australia

OUR MISSION

Our mission is simple: to provide “ripe” ideas for travellers whilst supporting Australia’s small towns and regions by highlighting the diverse food, drink, culture, and experiences that make each community unique.



Editorial Style

STONE OF VOICE

We focus on storytelling with heart, purpose & a little bit of playfulness.

As a brand, we want to deliver aspirational travel content without being intimidating.

Our curated guides are considered, elevated and refined.

We advocate for mindful, slow travel - encouraging travellers to expand their scope beyond the cities and open their minds to the beauty & character of regional towns, local makers and local experiences.





RIPE IN TOWN

CONTENT CATEGORIES

*Editorial & Brand Content
Categorised by Content Pillar
& Region*

<u>STAY</u>	Farm stays, boutique luxury seaside escapes, glamping under the stars - if it's regional and it's exceptional, we'll cover it.
<u>EAT</u>	Farm-to-table restaurants, small town bakeries, food tours & chef-hatted spots you never knew existed - we highlight the best places to dine.
<u>DRINK</u>	We cover the best local watering-holes, from the quintessentially 'Aussie' pub to Halliday-listed cellar doors & small town craft breweries that punch well above their weight.
<u>SHOP</u>	Let's support home-grown brands. We'll cover boutiques & brands worth knowing - the ones prioritising quality, and keeping creativity close to home.
<u>EXPERIENCE</u>	Day spas, guided hikes, country drives - we provide recommendations for the best ways to spend your time when travelling the regions.
<u>ITINERARIES</u>	Planning a trip can be tricky. The aim of our itineraries is to help readers plan 24, 48 & 72 hours in a specific location or region. Over time we plan to niche these into sub-categories (eg: "24 hours in 'x' for adventure-seekers/dessert lovers)



AUDIENCE SNAPSHOT

*Audience Data Since Launch
(November 1, 2025)*



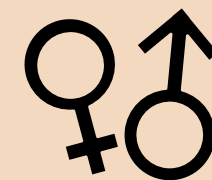
Web Traffic by Location

83.5% Australia
Top States: 40.5% NSW, 19.8% VIC, 12.8% QLD



Subscribers by Age:

Key age brackets:
35-44 (34.6%)
45-54 (23.9%)



Subscribers by Gender:

Female: 85.1%
Male: 14.9%



HOTSPOTS

We surveyed 350 ripe readers and asked them to share their favourite Australian holiday destinations and memories with us. Here's what they told us...



OUR TEAM



Lauren Deighton
Founder & Editor



Marie-Antoinette Issa (MAI)
Senior Writer



Fainaaz Ali
Writer



Abigail Cook
Writer

Read more about [our team here](#).



HOW TO WORK WITH US

Brand Partnerships



Branded content (articles, video, social) + amplification presented “in partnership with”.
Category creation & sponsorship for 6-12 months.

partnerships@ripeintown.com

PR / Collaborations



If you own or represent an experience, restaurant, cafe, event or accomodation, contact us for consideration.
Availability for editorial inclusion (at Editor's discretion) or paid listing in ripe Directory.

editorial@ripeintown.com

ripe Local (Directory)



Directory listings for pubs, cafes, restaurants and bars, featuring links to site, menu, opening hours, maps/location & write up.

partnerships@ripeintown.com



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2026 is the year of sun, sand, and no long flights.

*68% of Aussies say they'll be
choosing local getaways to truly
unwind*



A photograph of Uluru, a large sandstone rock formation in Australia, under a dark, twilight sky. The rock is illuminated from below, highlighting its textured surface and deep red color. The foreground shows sparse, dark vegetation.

THANK YOU

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