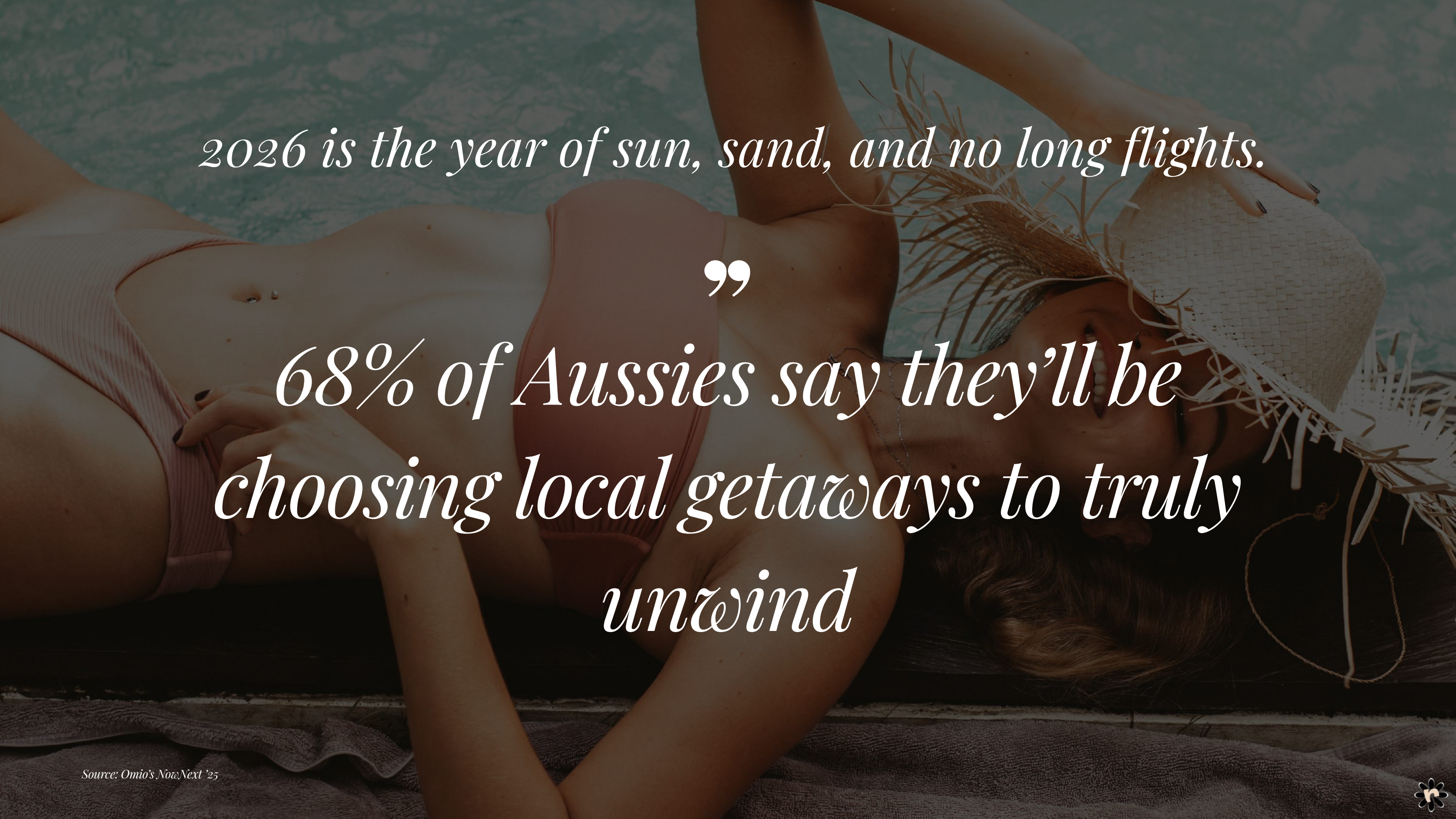


An aerial photograph of a beach with waves crashing onto the shore. The water is a deep teal color, and the sand is a light beige. The waves are white and frothy as they break. The text "ripe PARTNERSHIPS" is overlaid on the image in a white serif font. The word "ripe" is in a smaller font size and has a small asterisk above the 'i'. The word "PARTNERSHIPS" is in a larger font size and is all caps.

ripe PARTNERSHIPS

www.ripeintown.com



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

”

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



ABOUT ripe

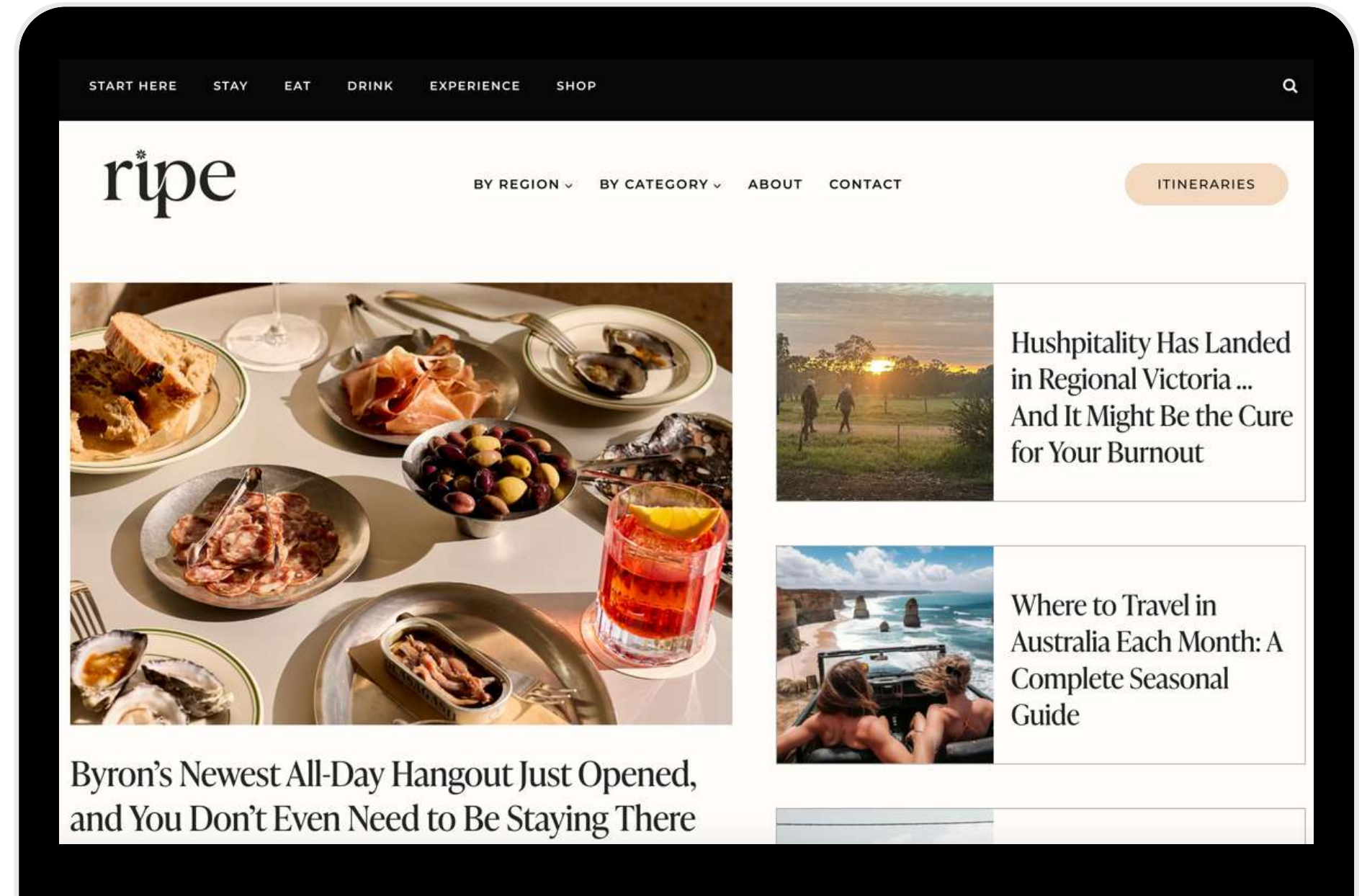
ripe in Town is the go-guide for travellers wanting to discover the beauty & magic of regional Australia.

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

TONE 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.

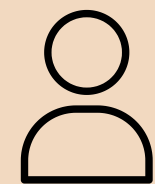




AUDIENCE SNAPSHOT

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

**updated 30 June 2026*



Monthly Users

Website UVs: 15,000
Social Reach: 250,000



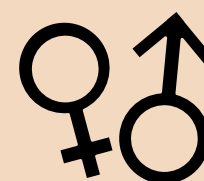
Web Traffic by Location

87.1% Australia
Top States: 31.8% NSW, 19.7% VIC, 15% QLD



Subscribers by Age:

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



Subscribers by Gender:

Female: 85.1%
Male: 14.9%





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)

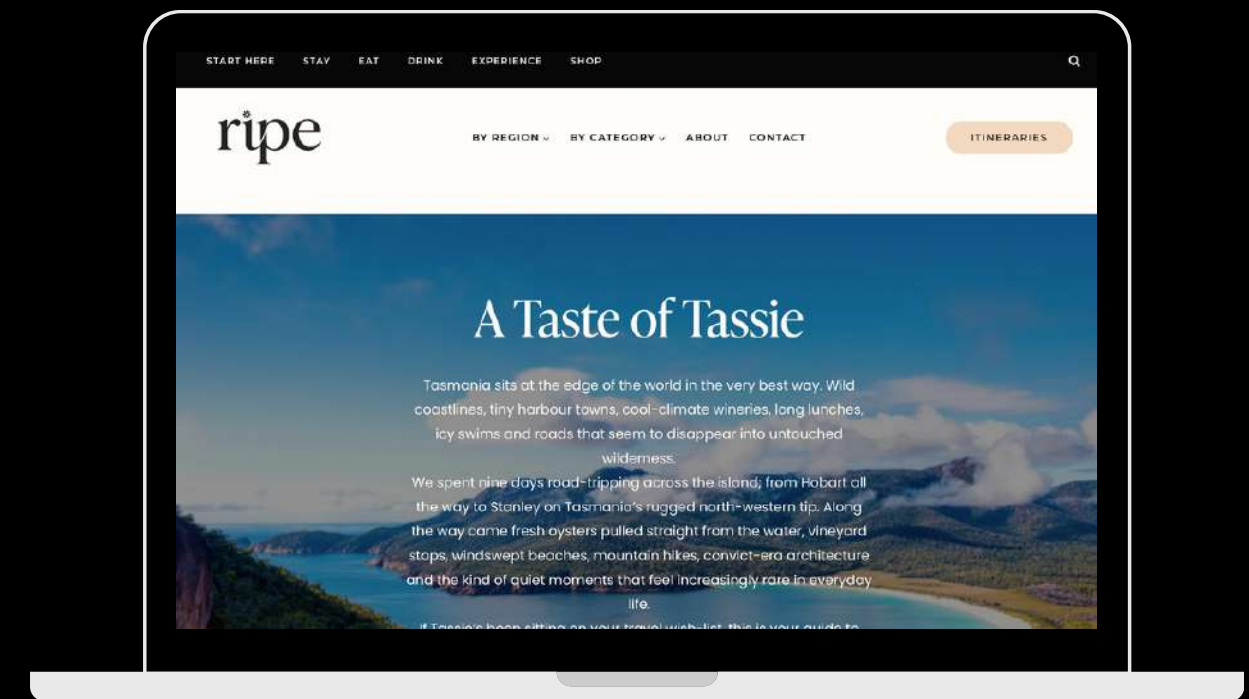


EDITORIAL CONTENT THAT WORKS LONG AFTER PUBLICATION

Unlike traditional influencer campaigns that disappear after a week, every ripe in Town feature is built to become a long-term SEO asset.

Each article is:

- Optimised for search intent
- Published on an established travel publication
- Includes contextual backlinks to Gibson's Mill
- Designed to rank over time
- Drives referral traffic from travellers actively planning a trip
- Supports Google's authority signals



*Great travel content shouldn't just inspire people today.
It should keep sending qualified visitors for years.*



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



LONG FORM BRANDED FEATURE



DELIVERABLES:

- 1 x editorially-led, premium feature article housed on ripeintown.com with outbound links & CTA
- 1 x social carousel
- Newsletter inclusion to ripe In Town database
- Content amplification - paid social - one month
- Brand usage: The final articles and reels can be repurposed across your own channels



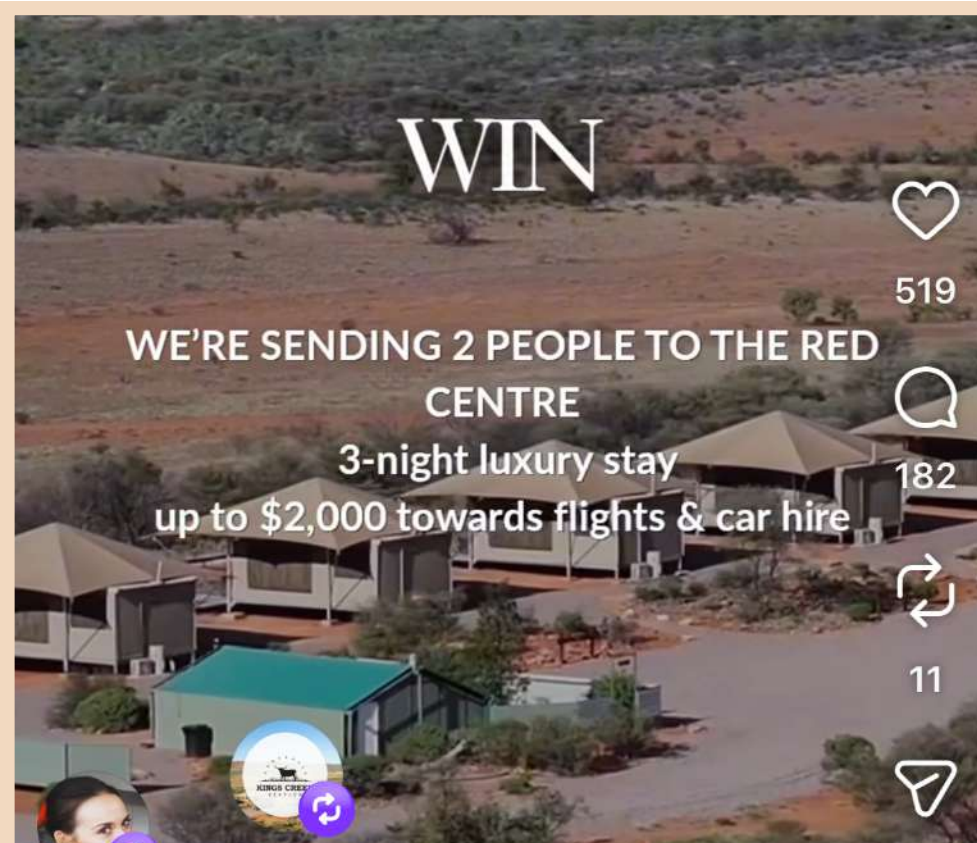
BRANDED SERIES

DELIVERABLES:

- 4 x editorially-led, premium feature articles housed on ripeintown.com
- Branded hub on ripeintown.com housing all brand's content with logo, outbound links & CTA
- 1 x high-impact social reel
- 2 x social carousels
- Newsletter inclusions to ripe In Town database
- Content amplification - paid social
- Brand usage: The final articles and reels can be repurposed across your own channels



ADD ONS

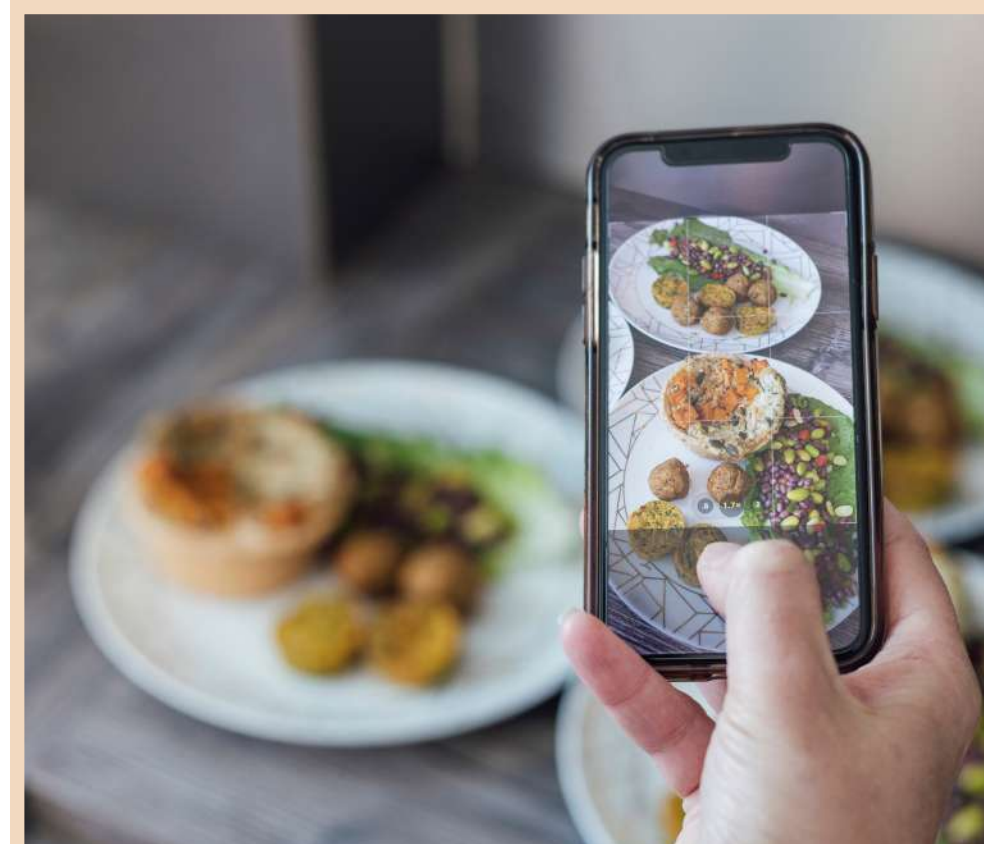


Competition + Data Capture

Offer a giveaway - stay, experience, event tickets to our readers.

We'll hero in an on-site feature & drive entries via a game-of-skill (eg: "in 25 words or less tell us XYZ")

You'll own first-party data we collect.



Additional Paid Amplification

Extend your campaign impact with an additional month of paid amplification. Content will run as a collaborative ad between Ripe in Town and [Brand Partner], leveraging both audiences to drive sustained reach, deeper engagement and longer campaign lifespan.



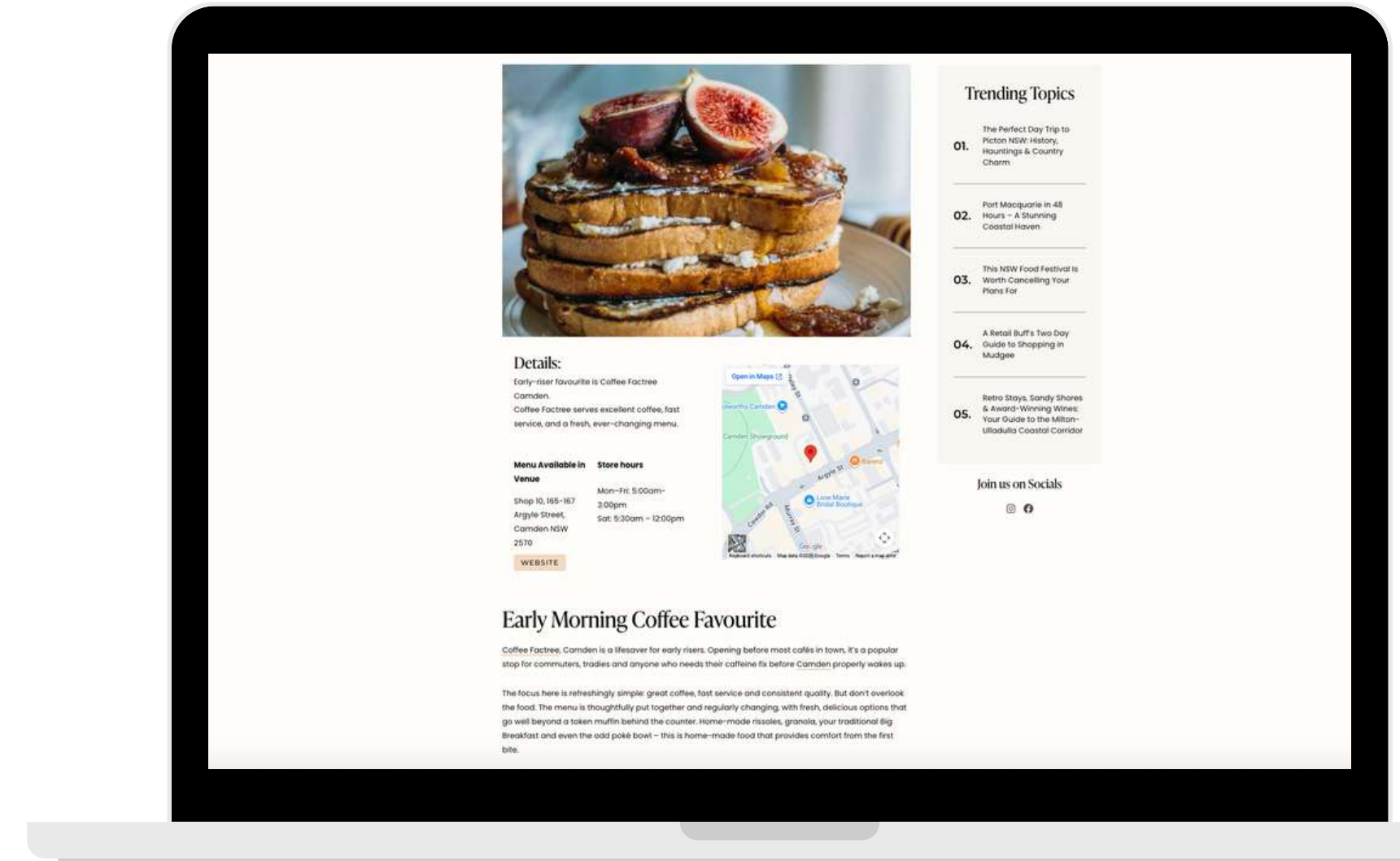
DIRECTORY LISTING

ripe Locals

Be discovered by an audience actively seeking where to eat, stay and explore.

Unlike traditional directories, every listing sits within a curated, editorial-led environment, meaning your brand is positioned alongside trusted recommendations, not lost in a crowded listing page.

Listings are structured to support ongoing discoverability via search, helping new audiences find you organically.



INCLUSIONS:

- Business description aligned to our editorial tone
- Key information (location, offering, contact details)
- Curated imagery to bring your experience to life
- Direct links to your website or booking platform



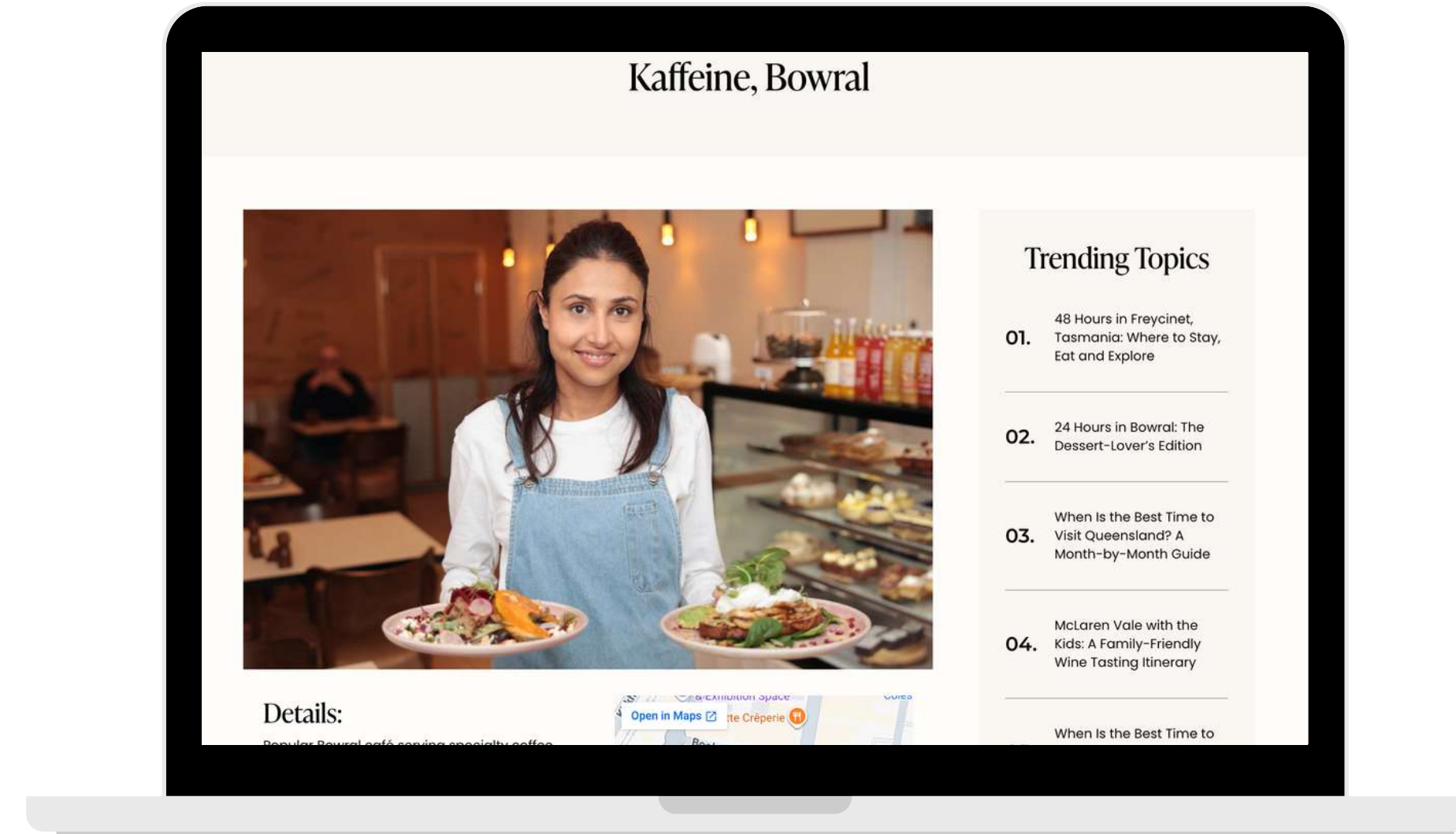
PREMIUM LISTING

ripe Locals

Be discovered by an audience actively seeking where to eat, stay and explore.

Everything included in the Directory Listing on ripe Locals plus additional amplification.

We will create a social carousel that lives permanently on ripe in Town's instagram feed showcasing your business, tagging your business and linking to the on-site listing. We will provide additional amplification via a newsletter inclusion to our subscriber database.

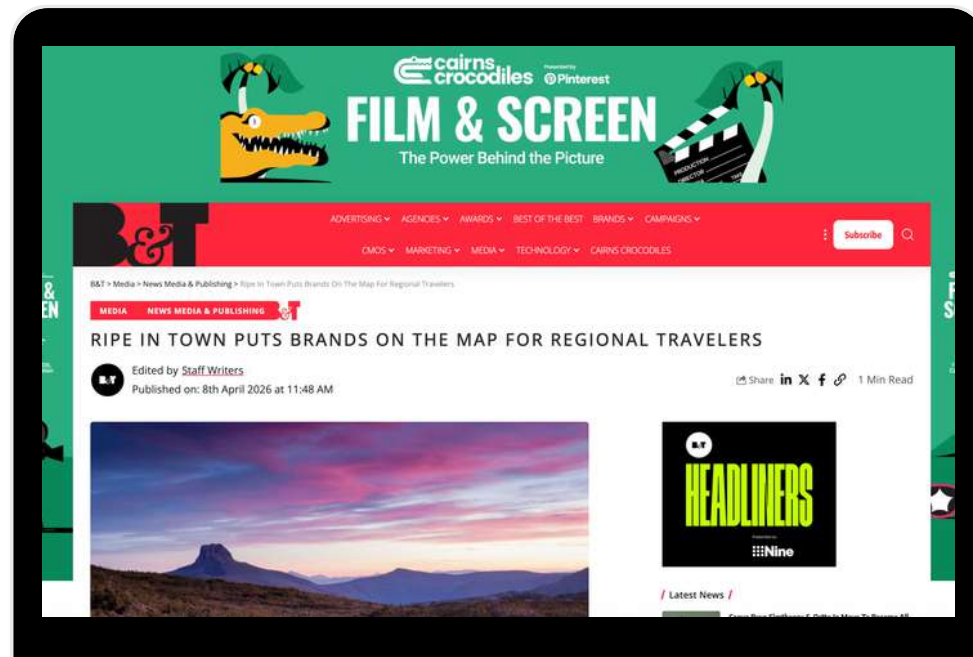


INCLUSIONS:

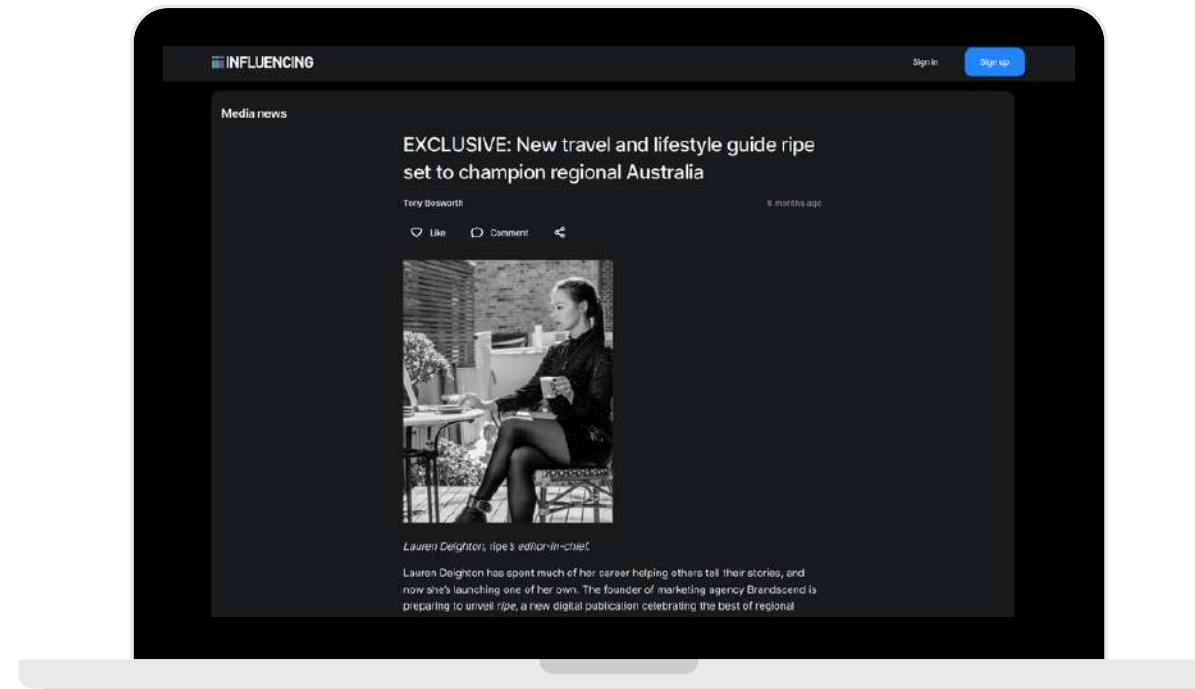
- Everything included in the Directory Listing on ripe Locals
- 1 x social carousel spotlighting your business, tagged & linked
- 1 x Newsletter inclusion to ripe In Town database
- Priority placement within ripe Locals



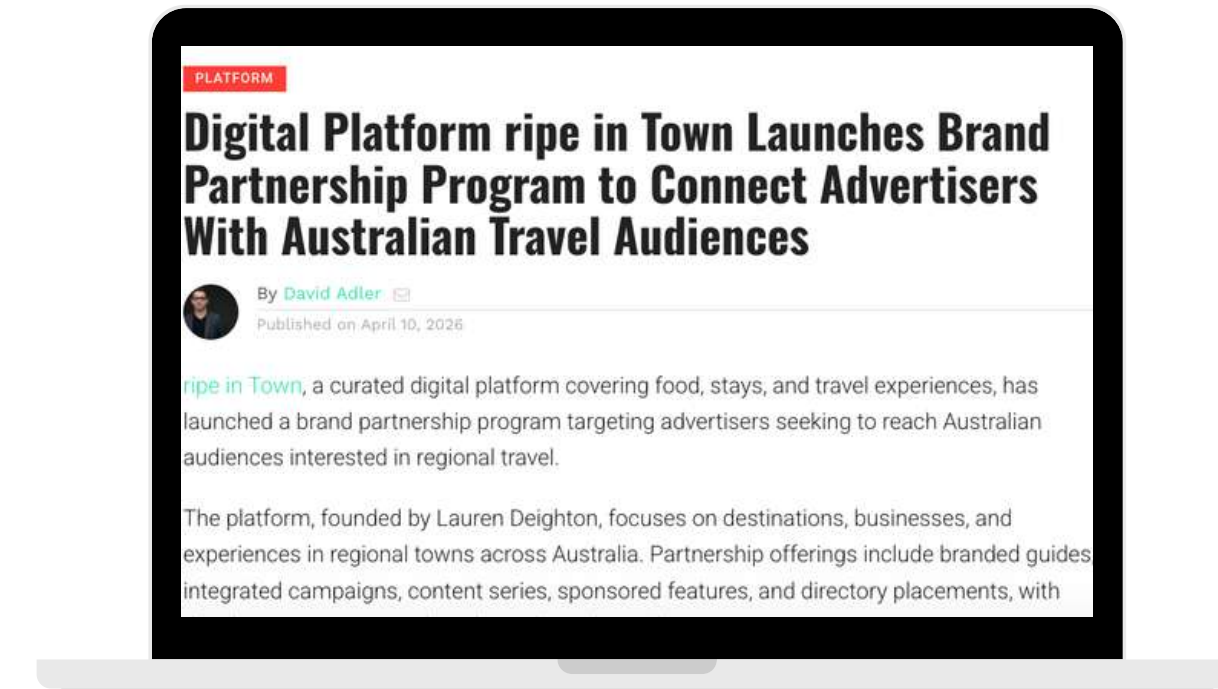
AS SEEN IN



B&T



 **INFLUENCING**



Net Influencer



THANK YOU

partnerships@ripeintown.com

Phone: 0452 139 014

www.ripeintown.com



APPENDIX



OUR TEAM



Lauren Deighton
Founder & Editor



Marie-Antoinette Issa (MAI)
Senior Writer



Fainaaz Ali
Writer



Abigail Cook
Writer

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

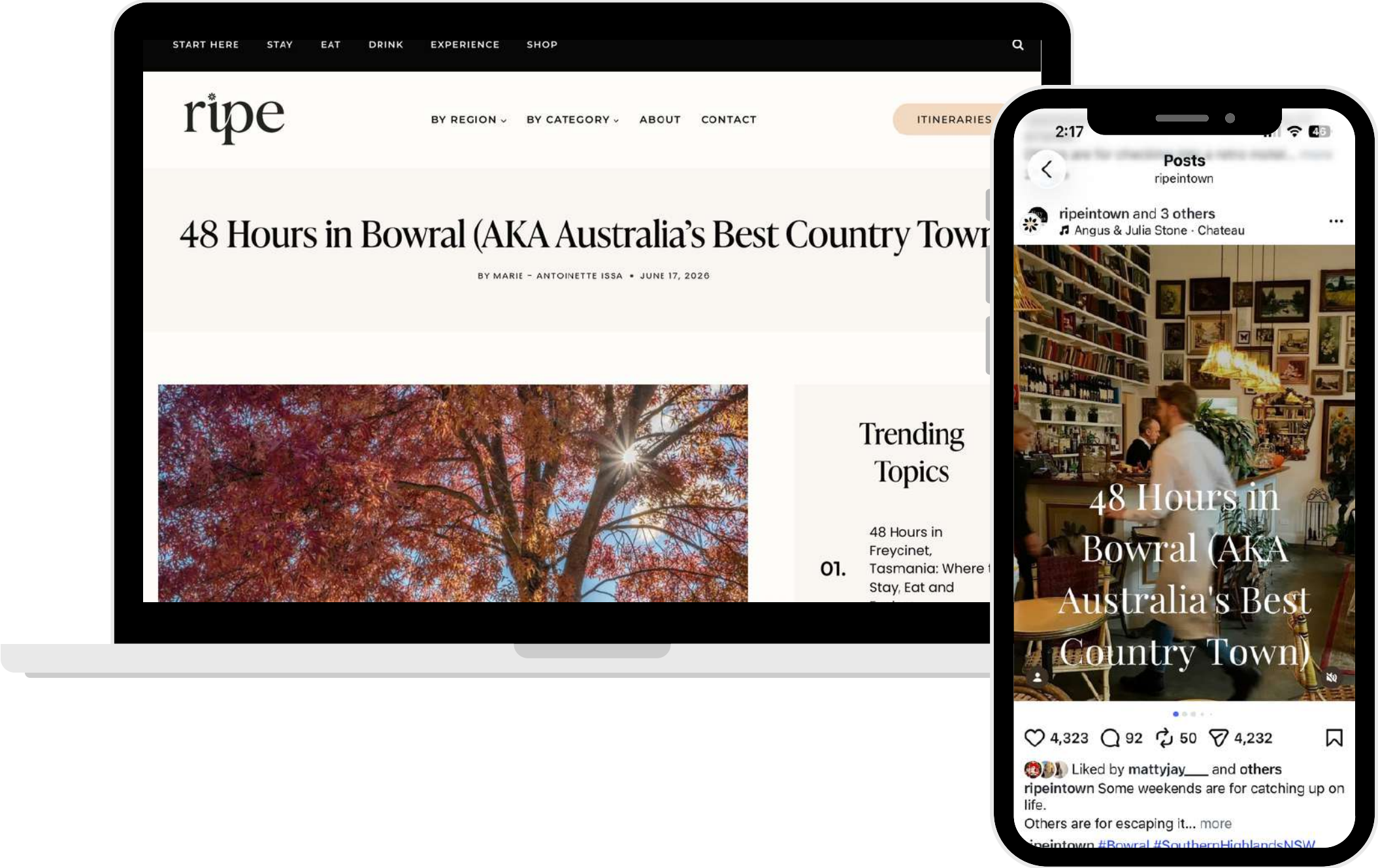


Content Example: Itinerary Premium Feature + Social Amp

48 HOURS IN BOWRAL

1 x long form premium feature on-site

1 x social carousel promoting feature, tagging partners, with link in bio

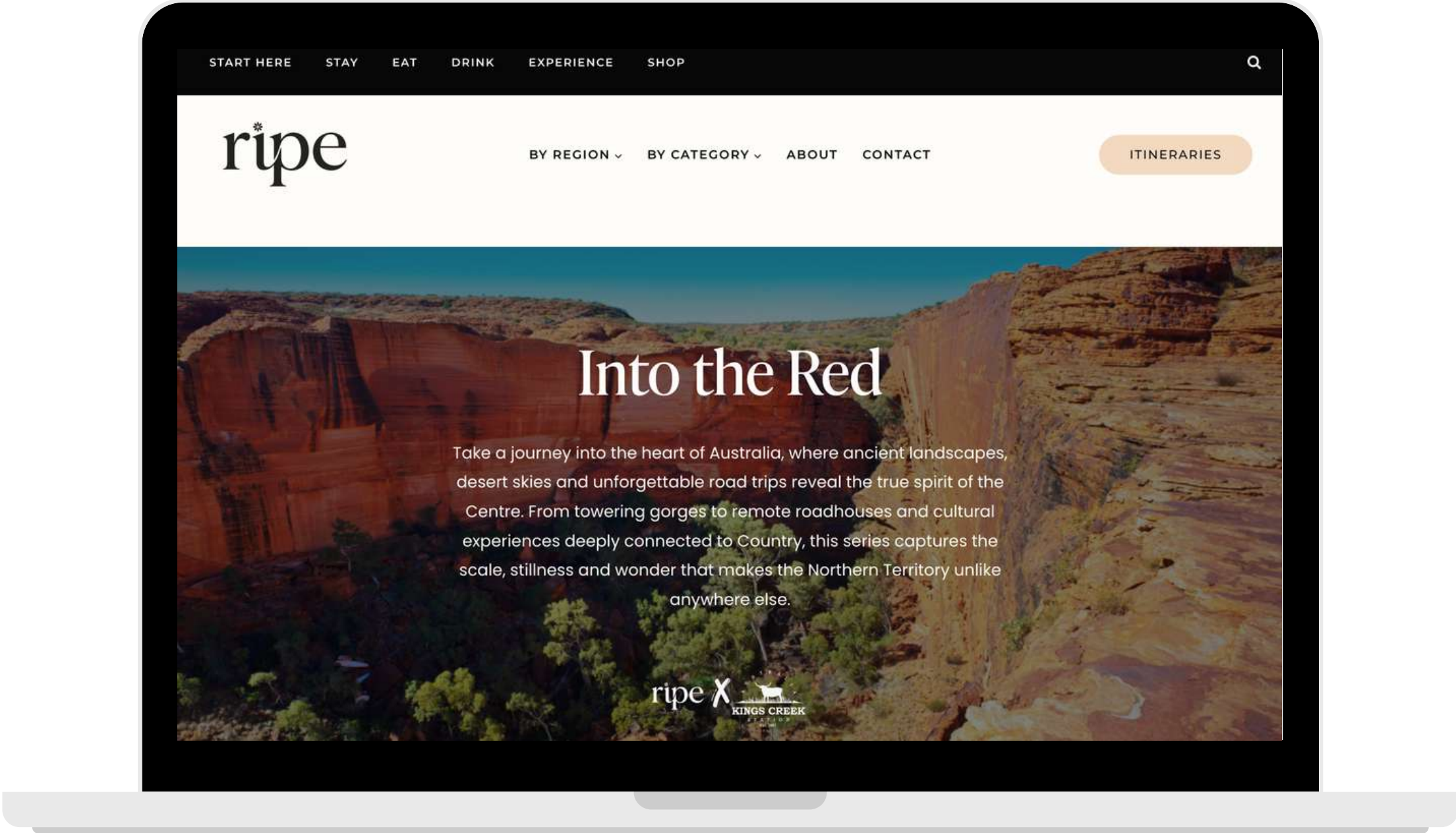


INTO THE RED

ripe in Town partnered with Nullarbor Holdings for a four-part written feature series to showcase the diverse range of accomodation options and activities available at their tentpole property in the Red Centre: Kings Creek Station.

The content dove into the beauty, vastness and cultural significance of the Watarrka region as well as the story behind Kings Creek Station and the people who make it an unforgettable stay.

Content was pulled into a branded hub and was amplified via organic and paid social and edm inclusions. As part of this four week campaign, we also ran a major competition for first-party data collection.



INTO THE RED CAMPAIGN RESULTS

- **540% increase** in client's instagram followers during campaign period
- **108.8% uplift** in client's website sessions during campaign period
- **158%** editorial target achieved
- **+42.3%** increase in client booking page traffic
- **+31.8%** increase in key event conversions
- **945** first opt-ins via campaign competition



Inside Kings Creek Station: The Red Centre's Most Memorable Stay



The Ultimate 6-Day Red Centre Road Trip Itinerary



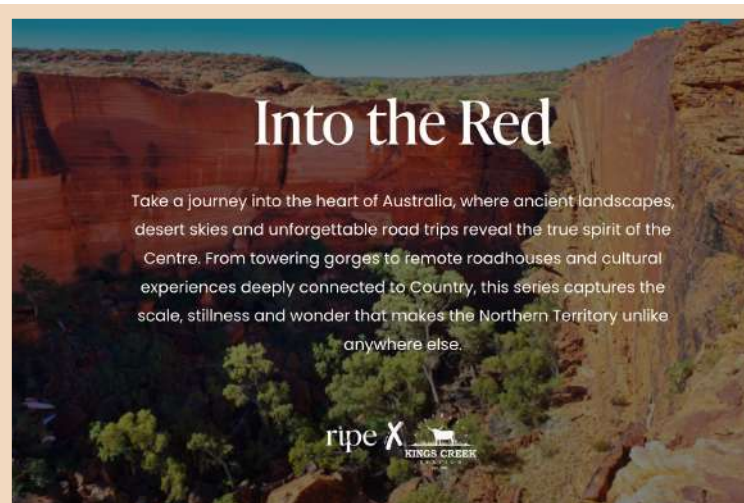
COMP: Win a Trip: Experience Outback Luxury at Kings Creek Station



The Unexpected Roadhouse Stop in the Centre of the Red Centre



The Best Things to do Around Kings Creek Station and Kings Canyon



Branded Content Hub

