

### **About us!**

Since 2007, Off The Leash Inc. has promoted and celebrated the unique lifestyle, culture and community of the Top End through our free monthly street press magazine and website. In 2022, we expanded to be a Territory-wide publication and service, featuring events from, and distribution to, Central Australia.

Off the back of our expansion, we realise our increased capacity to showcase the bounty of tourism experiences available to Territorians and visitors. From 2023, we're excited to introduce our new Tourism category, Explore, developed to showcase the wide range of experiences on offer across the NT.

Explore joins the ranks with existing categories Performing Arts, Music, Visual Arts, Food & Drink, Books & Film, and more, further making Off The Leash a one-stop-shop for events, gigs and experiences.

The magazine is printed 10 times per year (Mar through to Dec/Jan) and distributed to over 200 locations across the Top End to places like pubs, bars, cafés, art galleries, Darwin International Airport and Alice Springs Airport, and more. The monthly magazine has a readership of over 30,000 per month, and our website gets hundreds of hits a day.

Off The Leash Inc. is a not-for-profit organisation, with a small part-time team of three on deck in Darwin (Managing Editor & Development Manager, Editorial Assistant and Graphic Designer) and freelance writers on the ground in the Red Centre. We're very excited to showcase and support tourism experiences, activities and events the NT is renowned for, and welcome your presence on our pages, through our website and social media channels.

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### **I've got a tourism experience I want to share. How do I get on OTL's radar?**

Upload your event to our website! This is the **single thing** you need to do to let us know about your gig or event – for real, you don't even need to email us. Plus, if it's uploaded to our website by the 5th, there's a chance it'll get listed in the next edition. For free.

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### **Really? It doesn't cost to upload my event to the website?**

Nope. Not a cent. Never.

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### **And it might get listed in the magazine?**

There's a *chance* of getting a free listing if you upload by the deadline, which is *always* the 5th of the month prior. If your event is anytime in April, for example, you've got until March 5th to upload to our website to increase your chances. A gentle note that some dates *may* shift a tad, due to public holidays.

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### **How do I sign up?**

All you need to do is head to [offtheleash.net.au/register](https://offtheleash.net.au/register) to sign up for a free account (scan the QR code to go straight there!). There are some guidelines to follow, such as no text or logos on images, but these are prompted during the upload process. Your listings sit in the back end of our website until they are approved by OTL staff (which may take 2-3 business days as our staff work part-time), then they're live, baby!



### **Can Off The Leash upload my event for me?**

Off The Leash doesn't upload events on behalf of event organisers for a few reasons:

1. We don't know all of the info. Being responsible for your uploads means we're getting the most accurate information possible, straight from the horse's mouth!
2. You have more control over your listing. Detail or date change? No worries – you can go ahead and edit your listing, which is sent back to us for approval.
3. It's a free service, similar to Facebook events. Our small team doesn't have the capacity to upload online listings, as we've also got the mag to put together.
4. It's the same rules for everyone. This allows for transparency, so you know all events on our website have been put there by passionate people keen to let everyone know about their offerings.

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### **Will OTL write a story about my tourism experience in the mag?**

As mentioned, the **single thing** you need to do to get on our radar is to upload to our website. But first, here's a bit of info that might help you understand how we operate.

OTL is a not-for-profit org with a small team, and advertising revenue underpins most of our costs. Each mag is fully curated, so it's only once the editor has considered potential editorial for paying advertisers (if appropriate, as we're mindful of what our readers are interested in) and allocated that space before we can consider our capacity to fit in extra stories. And we do keep an eye out for this – through listings uploaded to our website!

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### **Other handy info!**

**Months of publication:** Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec/Jan combined (no Feb)

#### **Monthly deadlines**

5th of month prior - Web listings deadline (for a chance to get a free listing in the mag)

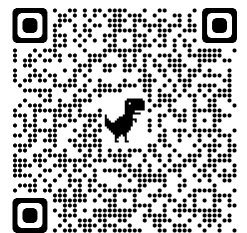
10th of month prior - Advertising bookings deadline

15th of month prior - Advertising artwork deadline

#### **Keen to advertise?**

You sure can! Please feel free to download our media kit from [offtheleash.net.au/advertise](http://offtheleash.net.au/advertise)

Scan to sign  
up for monthly  
prompts!



### **Got questions? Drop us a line!**

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