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**GOURMET**  
WOLGAN VALLEY

In partnership with  
**One&Only**  
WOLGAN VALLEY

**Your one and only winter wonderland in the Valley**

Celebrate Christmas in July with a truly unforgettable culinary escape to Emirates One&Only Wolgan Valley.



Explore a secluded haven of 2000 acres surrounded by soaring escarpments in Australia's luxury, conservation-based nature resort. Join us on July 24 and 31 to experience a spectacular winter wonderland with your loved ones and indulge in festive celebrations, from cracking bonfires to a traditional family feast, amid the magical landscape of the Blue Mountains.

Discover more – contact your preferred travel specialist or contact Emirates One&Only Wolgan Valley

[FURTHER INFO](#)



**CHRISTMAS IN JULY FEAST**

Prepare for a feast of the season. Our culinary team will draw on the best winter produce to create an indulgent family-style menu infused with nostalgic flavours.

[Learn more](#)



**TOASTY EVENINGS**

Charismatic, a vintage Alpine vibe, our resort will transform into a cosy winter mountain lodge in the evenings. Savour delicious cocktails as you toast fluffy macarons.

[Learn more](#)



**ROOM TO BOAM**

Seeking room for your flock? Our two- and three-bedroom villas are perfect for families and groups, with spacious living areas, cosy fireplaces, private heated pools, fully equipped gourmet kitchen and picturesque surrounds.

[Learn more](#)



**STARRY NIGHTS DELIGHT**

Stargaze with loved ones beside the campfire as the twinkling sky turns from hazy orange to deep indigo. With fewer clouds and therefore clearer views, the winter sky makes for spectacular stargazing and the perfect festive night.

[Learn more](#)



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**INSIDE**

In partnership with  
**WALLACE COTTON**

**Discover Wallace Cotton with 20% off quilt covers\* for a limited time.**

Made from sustainable certified organic cotton for your best night's sleep.



Wallace Cotton is a family-owned New Zealand bed linen and homeware business. Inspired by nature, it celebrates beautiful design, great quality and living with a little luxury every day.

Use code **INSIDEOUT20** to redeem online.

[Shop here](#)

Offer includes all full price quilt covers only. Cannot be used in conjunction with any other offer. Discount code must be applied at the checkout at time of purchase. No loyalty points can be earned in conjunction with this offer. Discount code may only be used in a single transaction. Offer ends midnight Wednesday 30th June 2021.



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# Solus eDMs

Are Media Solus eDMs provide advertisers with the opportunity to align with our premium brands and reach active email audiences.

Designed specifically for targeted and offer-led marketing messages, Solus eDMs are the perfect channel for advertisers to send exclusive offers, discount coupons or competition promotions directly to the inbox of potential customers.

## Creative Production

Solus eDMs require a mandatory creative production charge for the Are Media Creative Studio to build a responsive design.

A responsive design ensures the EDM creative is adaptive to the device the email is viewed on such as mobile phones and tablets.

Flat image Solus eDMs have accessibility issues as the font size does not adjust, making the copy difficult to read on mobile phones. This leads to poor engagement and response as well as high volumes of spam alerts and unsubscribes.

ELLE  
AUSTRALIA

In partnership with  
WALLACE COTTON

Discover Wallace Cotton with 20% off Sleepwear\* for a limited time.

Dial up the glamour with the look and feel of satin in stunning amber with our Mother of Pearl sleepwear. Mix and match with pretty Indie in autumnal tones.



Wallace Cotton is a family-owned New Zealand bed linen and homeware business. Inspired by nature, it celebrates beautiful design, great quality and living with a little luxury every day.

Use code ELLE20 to redeem online.

LINK HERE

\*Offer includes all full price Sleepwear only. Cannot be used in conjunction with any other offer. Discount code must be applied at the checkout at time of purchase. No loyalty points can be earned in conjunction with this offer. Discount code may only be used in a single transaction. Offer ends midnight, Sunday 27th June 2021.



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COUNTRYSTYLE

In partnership with

PETER SHEPPARD  
THE FOOTWEAR SINCE 1916

Enjoy up to 40% off European-made footwear

Step out in style this winter



Peter Sheppard Footwear is Australia's premier retailer of European-made footwear, with an extensive range of wide, narrow and orthotic-friendly footwear. Browse a wide range of exquisite footwear handcrafted in Italy, Austria, France and beyond, up to 40% off. Shop with Afterpay and enjoy complimentary shipping on all orders over \$100.

Shop the sale

Shop here



ALEXA MUSTARD

Buy now



WINGA KHAKI

Buy now



PARKAR SAFARI BLACK

Buy now



HARO RED CREAM BLACK

Buy now



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# Solus eDMs Ad Specs

The following information must be supplied a minimum of 10 business days prior to the scheduled send date.

\*Solus eDMs are subject to editorial approval, therefore the subject line and headline copy may be altered to suit the brand tone. The creative production charge for Solus eDMs includes one round of client feedback.

1. **Subject line:** \* Maximum 6 words. Must be short, compelling and suitable to the brand.
2. **Logo:** Transparent png.
3. **Headline:** \* Maximum 10 words. Must feature a clear offer-led reader benefit and provide a clear CTA.
4. **Sub heading copy:** \* Maximum 15 words. A brief description or introduction.
5. **Hero image:** High res jpeg (landscape or square orientation). A lifestyle image is preferred. The Hero Images must be one single image and cannot include collages or images with over-layered text or logos.  
NB: Animated GIFs require an additional creative production charge, which must be quoted and charged separately at time of booking.
6. **Body copy:** \* Maximum 50 words. Where possible, should be targeted / personalised to brand (e.g. Exclusive offer for BHG readers).
7. **Call to action and clickthrough URL:** CTA button copy is a maximum 2 words. (i.e. Shop Now, Discover More, Enter now, etc.) Ensure the click-through URL is associated with creative and copy. (i.e. Offer landing page, sale page, competition entry page, etc.)
8. **Product images, captions & URLs:** Only required if applicable for long-form Solus eDMs. Maximum 4 x high res jpegs (square orientation) plus maximum 30 words per caption. Maximum 4 x product page links.
9. **Terms & Conditions:** Only required if applicable. (E.g. Offer end dates for sale periods, competition entry conditions, etc.)

## Tracking

Approved vendors third party impression and click tracking tags are also accepted. The impression tracker cannot redirect to another vendor's pixel URL i.e. to a survey pixel.

## SSL Compliance

All ads must be secure and SSL compliant