

EXPERIENCE **QZ**

CAIRNS & GREAT BARRIER REEF

DISPLAY ADVERTISING MEDIA KIT – WINTER / SPRING 2023



Distributed
for **FREE** to
visitors in Cairns,
the Northern
Beaches and
Port Douglas

BRAND NEW PREMIUM TOUR AND ATTRACTION
GUIDE FOR **TROPICAL NORTH QUEENSLAND**

WELCOME TO **EXPERIENCE OZ** **MAGAZINE: CAIRNS** **& GREAT BARRIER** **REEF EDITION**

This brand-new magazine is set to become Tropical North Queensland's premium tour and attraction guide as well as the most sought-after visitor publication in the region.

Published twice-yearly and distributed exclusively to over 130 Experience Oz Local Agents and other key locations and visitor centres in Tropical North Queensland, Experience Oz Magazine: Cairns & Great Barrier Reef will provide visitors to the region with a comprehensive guide to the best things to do to ensure an excellent holiday.

Highlights

- Engaging cover design for maximum pick-up appeal
- Editorial-style content tailored for Tropical North Queensland
- Comprehensive listing of top attractions
- Destination map for easy reference
- Downloadable version for takeaway appeal, shareability and sustainability
- Premium look and feel with quality paper stock and size
- Printed on PFEC-certified environmentally responsible paper



* Example mock-up only *



For an example of the magazine, scan here.

AT A GLANCE

- The Winter/Spring edition is in market from Monday 12 June to Sunday 17 December 2023
- Distributed exclusively to **130 Experience Oz Local Agents** in Tropical North Queensland, including key locations and visitor centres in Cairns, the Northern Beaches and Port Douglas
- Distributed exclusively to **key notable agents**, including:
 - DoubleTree by Hilton
 - Novotel Cairns Oasis Resort
 - Palm Cove Tourist Information Centre
 - Reef & Rainforest Visitor Centre
 - Reef Information Centre
 - Shangri-La, The Marina, Cairns
 - Sheraton Grand Mirage Resort, Port Douglas
 - Visitor Information & Bookings Centre, The Pier Cairns
- **50,000 copies** distributed every six months
- *Experience Oz Magazine* is tailored exclusively for an audience of Tropical North Queensland visitors



The Winter/
Spring edition is
in market from
Monday 12 June
– **Sunday 17**
December 2023

EDITORIAL CONTENT

We put Tropical North Queensland and its people front and centre in each issue with stories that will appeal to visitors. Our aim is to inform and inspire, with content that speaks to a range of interests across our diverse audience.

Our regular features include:

What's On and What's New

A round-up of the premier music, sporting, arts, cultural, foodie and family-friendly events and festivals in the region. PLUS: we highlight what's new and interesting for visitors

Locals We Love

For the best insider tips, we speak to in-the-know identities so visitors can live like a local during their visit to Tropical North Queensland

Travel

Cairns & the Great Barrier Reef offers a diverse range of activities and experiences for visitors to experience. We profile the seasonal places and adventures that visitors can't wait to discover for themselves.



ADVERTISING

Ways to advertise

Experience Oz Magazine offers several ways for your brand to have exposure inside the magazine

1 – Display advertising

Full-page advertising with a range of positions available, including prime positions on the back cover, inside back cover and inside front cover

2 – Sponsored content

Our award-winning team can craft your content in a way that engages, inspires and drives readers to take action.



KEY DATES

Advertising Booking Deadline

Wednesday 12 April 2023

Artwork Deadline

Thursday 20 April 2023

Magazine Edition

**In market from Monday 12 June 2023 to
Saturday 17 December 2023**



ADVERTISING RATES

Display Advertising

- Full-page display advertising:

From \$5,000 + GST

- Double-page spread display advertising:

From \$8,000 + GST

- Inside cover display advertising:

From \$6,000 + GST

- Outside cover display advertising:

From \$7,000 + GST

Advertorial or Sponsored Content

From \$7,000 + GST

SPONSORED CONTENT

Target your audience with bespoke content that engages and inspires action.

Sponsored content provides the ultimate opportunity for your brand to seamlessly integrate into Experience Oz Magazine. Our award-winning team will work with you to deliver compelling content that drives engagement and awareness. This format allows you to reach a receptive audience with content relevant to them.

CREATIVE SERVICES

Do you need help with designing your original display advertorials and advertisements?

Perhaps you know what you want to advertise, but don't know where to start with designing your ads. Or perhaps you want to update an existing ad. Our award-winning team can work with you to create the assets you need.

Rates

Production charges apply, starting from

From \$500 + GST to \$1,200 + GST

DISPLAY ADVERTISING

Specifications

Double Page Spread

Type area: 248mm (h) x 376mm (w)

Trim size: 275mm (h) x 400mm (w) + 5mm bleed

Full Page

Type area: 248mm (h) x 176mm (w)

Trim size: 275mm (h) x 200mm (w) + 5mm bleed

Material Requirements

Magazine trim size: 275mm deep x 200mm wide

Media:

Files under 8MB can be emailed to
ShahirahHambali@hardiegrant.com

Files over 8MB can be sent via an online file transfer service such as Dropbox/WeTransfer etc.

Format Guidelines

- Artwork must be supplied as a high-resolution PDF. We recommend using the 3DAPv3 PDF profile.
- Ensure all colours are set to CMYK format.
- Images contained within advertising need to be minimum 300dpi at print size.
- DO NOT supply black text made up of multiple colours. Three and four colour black text will not be accepted.
- 5mm minimum bleed and crop marks are required for full page and DPS adverts.
- It is recommended that all text is converted to outlines as some fonts can cause errors.

Note: We cannot accept adverts generated in programs such as Microsoft Word, Publisher or PowerPoint. These programs do not output PDF files at the required colour or resolution.

Size & type-safe area

Advertising material is to be supplied to the correct publication size, taking special care to include bleed, trim and registration marks. Full-page adverts must not have any text within 5mm of the page's edges. Avoid running type across the gutter on DPS adverts.