

# EXPERIENCE **OZ**

**GOLD COAST**

DISPLAY ADVERTISING MEDIA KIT – WINTER / SPRING 2023

**50,000 copies  
distributed  
for FREE to  
visitors to the  
Gold Coast**

**THE GOLD COAST'S #1 PREMIUM  
TOUR AND ATTRACTION GUIDE**



# WELCOME TO EXPERIENCE OZ MAGAZINE: GOLD COAST EDITION

Our recently launched magazine is the Gold Coast's premium tour and attraction guide and the most sought-after visitor publication in the region.

Published twice yearly and distributed to the top-selling Experience Oz Local Agents on the Gold Coast and on request to an additional 250 agents, the *Experience Oz Magazine: Gold Coast Edition* provides visitors to the region with a comprehensive guide to the best things to do to ensure an excellent Gold Coast holiday.

Published twice-yearly and delivered free of charge to the top-selling Experience Oz Local Agents in Far North Queensland – and on request to an additional 250 agents – *Experience Oz Magazine: Gold Coast Edition* 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 visitors to the Gold Coast
- Comprehensive listing of top attractions on the Gold Coast
- 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



To download a copy of the Gold Coast Summer/Autumn 2023 edition 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 the **top 100 Experience Oz Local Agents** on the Gold Coast
- On-request distribution to an additional **250 Experience Oz Local Agents**
- **50,000 copies** distributed every six months
- **Exclusively tailored content** for an audience of Gold Coast visitors

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





# EDITORIAL CONTENT

We put the Gold Coast 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

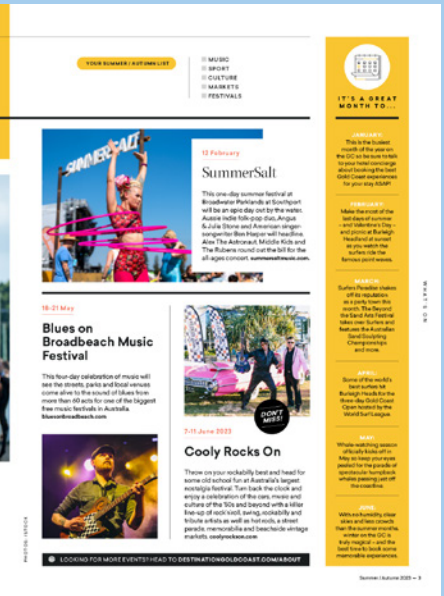
A round-up of the premier music, sporting, arts, cultural, foodie and family-friendly events and festivals in the region. PLUS: we highlight what's new and interesting for visitors

## 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 the Gold Coast.

## Travel

The Gold Coast 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

Booking Deadline

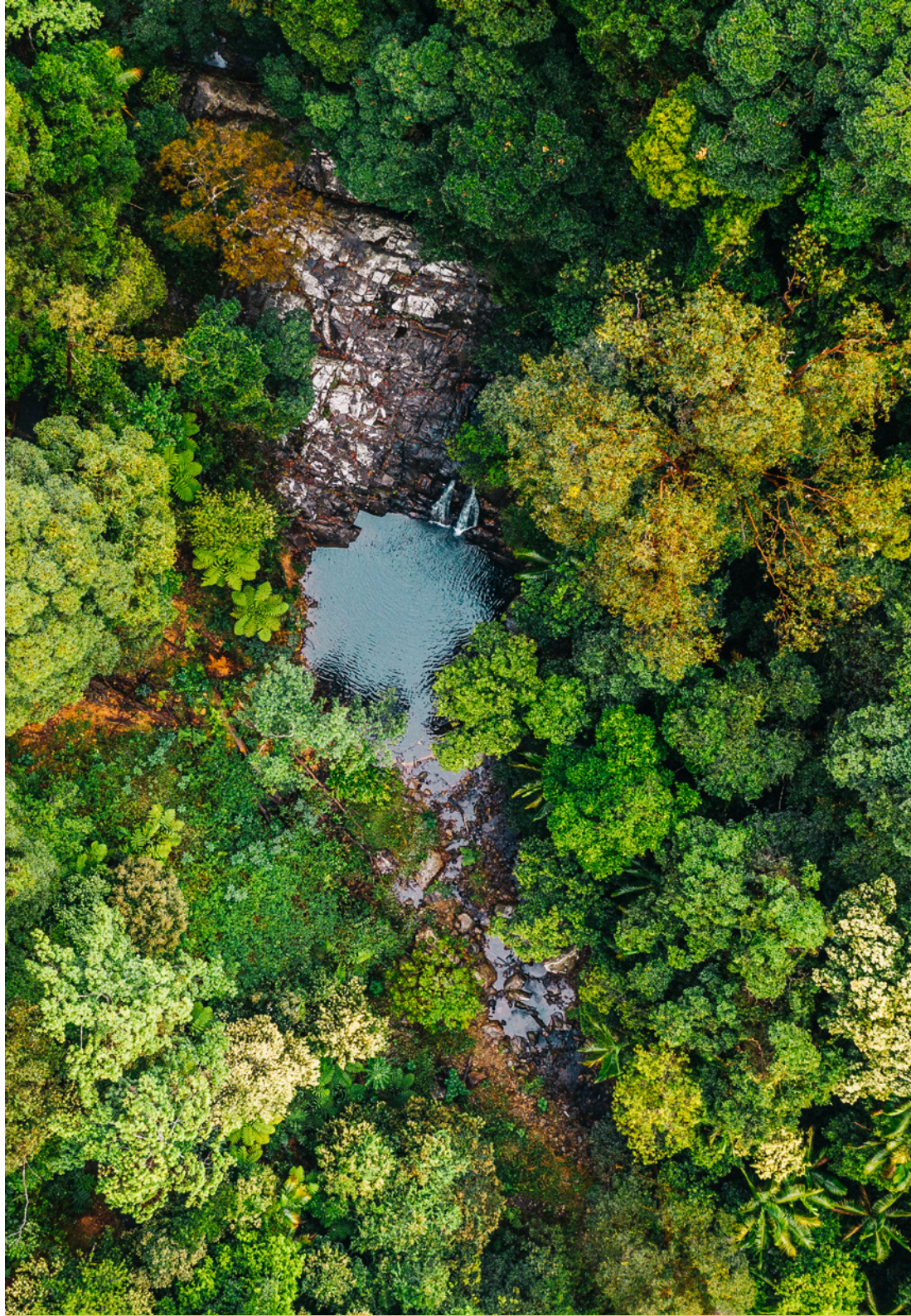
**Wednesday 5 April 2023**

Artwork Deadline

**Wednesday 12 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](mailto:ShahirahHambali@hardiegrant.com)

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

## Format Guidelines

- PDF - artwork must be supplied as a high-resolution PDF. Hardie Grant Media recommends 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.