

A Tourism Queensland & Tourism Tropical North Queensland Advertising Opportunity

Fairfax Tropical North Queensland Magazine Insert, 17th May 2008
 Sydney And Melbourne Distribution

Overview

Building on the success of the Change Your Latitude campaign launched in March 2007 Tourism Queensland (TQ) and Tourism Tropical North Queensland (TTNQ) are investigating the opportunity to work with respected publisher Fairfax to profile the changing face of the destination in southern markets. A 24 page Tropical North Queensland magazine will be produced and inserted into the Sydney Morning Herald and Melbourne Age (metro run only) on Saturday 17th May 2008. This cooperative advertising opportunity is designed to provide TTNQ members with a variety of cost effective opportunities to promote individual product and increase awareness of Tropical North Queensland across key target markets.

Other benefits include

- Long life and high pass on value
- High quality print, stock and colour
- Provide access to a traditionally high end audience with large disposable incomes
- Target an involved reader in a specific interest environment

The insert will be written by an independent Fairfax journalist and contain editorial about the region, showcasing tourism, lifestyle, food and wine, personalities and the like.

This Fairfax Magazine is currently planned for Saturday 17th May 2008 however, based on operator feedback and support we are happy to consider moving to August or September 2008.

Fairfax Magazine co-operative advertising opportunity details

Editorial will be written by a Fairfax journalist and will focus on the diversity and unique experiences offered in Tropical North Queensland.

Publication: Tropical North Queensland Fairfax Magazine
Details: 24 page liftout with editorial, images and 12 pages of advertising
Size: Similar in size and stock to the Good Weekend Magazine

Distribution:
 Sydney: Sydney Morning Herald (Saturday) Circulation: 318,000
 Melbourne: The Age (Saturday) Circulation: 290,000

This offers a combined readership in Sydney and Melbourne of 1,674,000

RATES
Full Page Full Colour - \$15,000 + GST*
Half Page Colour - \$8,000 + GST
Quarter Page Full Colour - \$4,000 + GST

*** As a comparison, to place a full page in the Good Weekend in Sydney Morning Herald and the Melbourne Age at the casual rate would cost \$37,045 making this opportunity a 50% cost saving.**

Preferred Positions

Please contact Tony Broadhurst if you would like to discuss, or are interested in, any preferred positions.

Material Requirements

Advertisements to be supplied as finished art. As Change Your Latitude branding will appear throughout the insert, it is not necessary for advertisers to include branding in their individual ads.

Pictures and graphics to be no less than 300dpi. All advertisements are to be in CMYK format, maximum ink weight of 265%, lettering reversed out of colour to be no less than 10 points, bold type.

Conditions

All advertisements must reflect the Change Your Latitude tone and style. Tourism Queensland reserves the right to refuse advertisements that do not meet these criteria.

For full terms and conditions please refer to the Advertiser's Acceptance Policy on www.tq.com.au/destination/

Deadlines

Booking Deadline: Friday 30th November 2007

Material Deadline: March 2008

All bookings will be secured on a "first in" basis.

Faxback Booking Form

To secure your space, please tick your preferred advertisement size in the table below, complete the information and fax back. As spaces are limited in this opportunity, bookings will be accepted on a first in basis.

	TQ RATE	MAY	AUGUST	SEPTEMBER
Full Page	\$15,000 + GST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Page	\$8,000 + GST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Page	\$4,500 + GST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Company Name: _____

Authorised by: _____

Signature: _____

Phone: _____

Fax: _____

Email: _____

Bookings are subject to TQ Advertising Terms & Conditions. Please refer to www.tq.com.au

FAX bookings to (07) 3252 4862

For bookings, enquiries or more information please contact

Tourism Queensland's Advertising Sales Agent - Tony Broadhurst, Coroneo & Co

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