

What's On & WHERE TO GO

TABLELANDS | 2022-23



Media Kit

media kit

2022-23

The *What's On & Where To Go* monthly magazine was first published in 2000, and is proudly 100% locally owned and operated. It is the only monthly magazine of its kind on the Tablelands and is well-supported by locals...and it's FREE!

It's a magazine that celebrates our stunning region and provides information about what's on across the Tablelands from festivals, events, concerts, shows, arts, outdoor attractions, recreational activities, movies, markets, visitor attractions and more.

Our core readership consists of locals and visitors alike—all of whom are looking for a 'one-stop shop' for monthly activities in the region. We hand deliver 10 issues a year to over 150 locations across the Tablelands. Our distribution includes towns from Kuranda in the north, Dimbulah and Mt Garnet to the west, Millaa Millaa to the south-east and every town in between. We would love you and your business to be involved.

As a monthly magazine, your advert will have a longer shelf life and continued presence in the marketplace. This makes our advertising rates attractive and competitive. The magazine is available from the 1st week of every month across the Tablelands at newsagents, Visitor Information Centres, shopping centres, caravan parks, holiday accommodation, selected stores and tourist outlets.

mission statement

As editors of this iconic magazine, our focus is to:

- highlight the beauty and vibrancy of the Tablelands

- help local business prosper by creating an effective and affordable advertising medium to reach the larger community and tourist market

- provide a resource for locals and tourists to discover all the amazing events, programs and activities the Tablelands has to offer

- inspire people to engage with their community through shopping locally, attending local community events and exploring the beautiful natural environment that makes this area so special

advert specifications

All artwork, images and logos to be supplied in high resolution (300dpi), CMYK colour mode, and in the correct size (see next page)

Acceptable formats: PDF and JPG

In-house design services available - price on application

deadlines

Deadlines for bookings and copy is the 7th of every month. Online calendar listings can be made at any time.

Front cover: Coffee Works, Photo by: Sweet Capture Photography



did you know?



The population of the Atherton Tablelands (including west to Chillagoe) is over 45,000



The Gross Regional Product is over \$1.2 billion p.a



There are over 158,000 overnight tourist trips



Tourists spend in excess of \$190 million each year on the Tablelands



There are nearly 5,000 businesses on the Tablelands



We deliver 6,000 magazines monthly to over 150 locations across the Tablelands

EDITOR/DESIGN:

Kristina & Graham Haren

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advertising rates & sizes

Advertisement Type	Size (width x height)	Rate per month <small>*excl GST</small>
Front cover also includes 1 x full page editorial	210 x 297mm with 5mm bleed. *Editor has full control of cover - if image supplied is not suitable an alternative will be sought	\$1400
Inside front cover	210 x 297mm with 5mm bleed	\$800
Back cover	210 x 297mm with 5mm bleed	\$950
Full page	210 x 297mm with 5mm bleed	\$750
1/2 page horizontal	186 x 133mm	\$500
1/2 page vertical	90 x 270mm	\$500
1/4 page	90 x 133mm	\$375
1/4 page strip	186 x 65mm	\$400
1/8 page	90 x 65mm	\$230
Monthly Calendar Vertical Strip	58 x 150mm	\$330
1/12 page	58 x 50 mm	\$150
Shop local	includes logo, photo of stock & contact	\$100
Website Advertising	online media kit is available as a separate document, please ask for details	n/a
One-off monthly calendar highlight	Image/logo included to highlight the event	\$85
Recurring monthly calendar event/class listing	Text only - limited to name, time, location, cost, contact. Subject to available space.	\$99 p/yr \$66 for 6 mths
What's On Dining & Accommodation Guide (printed annually around May & September)		
One size only	60 x 86mm	\$680 /yr (\$630 if regular advertiser)

annual benefits*




Commit to us and we'll commit to you

Book 4 large ads (half page or bigger) and receive a 10% discount


Book 10 issues, receive a 15% discount

AND qualify for the following bonuses

Space filler rights (if we have space, your ad gets upgraded to a bigger size) 

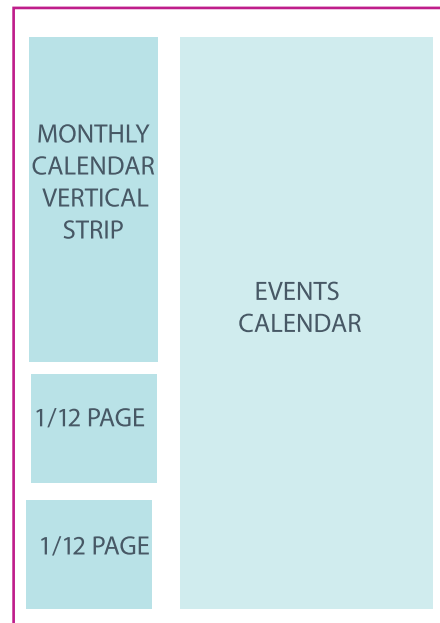
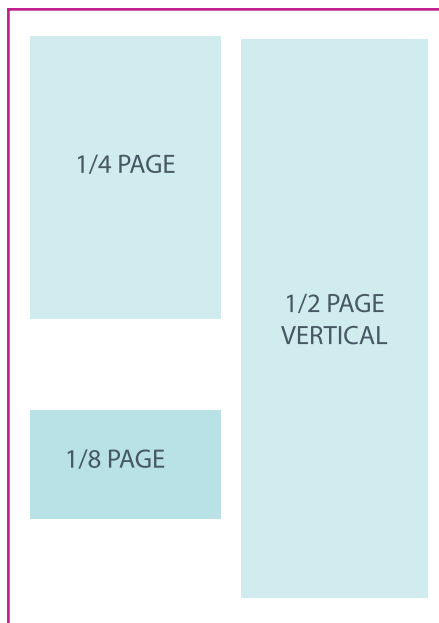
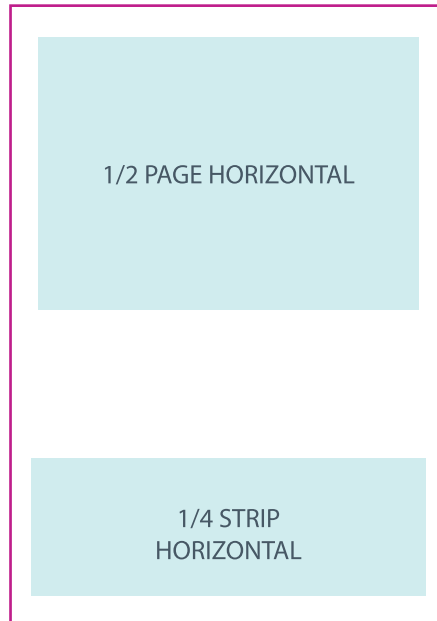
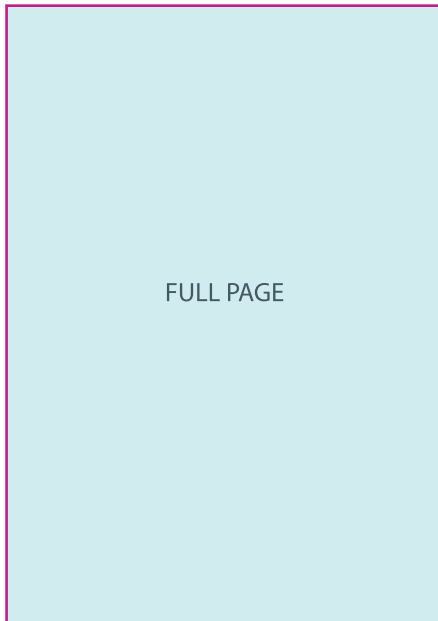
featured promotional posts on our Facebook page 

feature in Faces of the Tablelands section (events only) 

dining & accommodation guide discount (for applicable businesses) 

*conditions apply please discuss options with us

Advertising Layouts



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