

Gold Coast Tourist Magazine

**300,000**  
copies distributed  
per year!

**125,000**  
copies to Gold Coast  
Accommodation Houses

**30,000**  
copies to  
Gold Coast Tour Desks and  
Information Booths

**15,000**  
RACQ Offices,  
Car Hire Businesses and  
Surfers Paradise  
Transit Station

**42,000**  
Gold Coast Tourism Bureau

**10,000**  
Classic Holidays

**31,000**  
Gold Coast Airport

**35,000**  
Distributed to Advertisers  
and Tourism Partners

**12,000**  
Shopping Centres / Convenience Stores



**Most  
comprehensive  
info-mag  
on the  
Gold Coast**

Proudly distributed by



- ★ 6 vans + 1 ute
- ★ 540 sites visited regularly
- ★ 19 Distribution runs weekly
- ★ Bulk Deliveries.

Leading distributors of Brochures, Maps, Magazines, Gift Bags & Tourism Media  
Servicing Hotels, Motels, Resorts, Apartments, Holiday Parks, Backpacker Resorts & Tour Desks

**2010 Rate Card Pricing - per month (inc. GST)**

|  |   |  |  |                   |                   |                 |
|--|---|--|--|-------------------|-------------------|-----------------|
| Inside Cover: 20% Loading<br>Right Page: 10% Loading | Listing<br>\$110                                      | Full Page<br>\$950.00                  | 1/2 Page<br>\$600                        | 1/4 Page<br>\$250 | 1/6 Page<br>\$120 | Banner<br>\$198 |
| <b>3 EDITIONS<br/>PER YEAR</b>                       | <b>Booking Deadline - Gold Coast Tourist Magazine</b> |  |  |                   |                   |                 |
|  | April 2010 Edition<br><b>15/02/10</b>                 | August 2010 Edition<br><b>15/06/10</b> | December 2010 Edition<br><b>18/10/10</b> |                   |                   |                 |

## Gold Coast Tourist Magazine Ad\* Specifications

**Full Page Ad**  
**Without a Voucher:** 200mm wide x 130mm deep  
**With a Voucher:** 170mm wide x 130mm deep

**\$950**  
per month

**Half Page Ad**  
83mm wide x 130mm deep

**\$600**  
per month

**1/3 Page Listing**  
Please supply the following for your listing:

- 300dpi Image  
49mm (w) x 29mm (d)  
format: JPG, TIF
- 100-150 words max.  
information and prices

**\$110**  
per month

**Banner Ad**  
190mm wide x 29mm deep

**\$198**  
per month

**1/4 Page Ad**  
84mm wide x 64mm deep

**\$250**  
per month

**1/6 Page Ad**  
94mm wide x 42mm deep

**\$120**  
per month

**Voucher/ Offer**  
Please include details of the offer for your voucher.

(\*Ads shown not to scale)