



welcome

Welcome to **precinct.**, the magazine with a sleek, contemporary, coffee table look with sophisticated & read-worthy editorial.

With an engaging format, visually stunning imagery & fresh stories & features, **precinct.** is a stylish, informative & edgy addition to the premium magazine market.

It's content & layout will reflect the vibrant & diverse precinct that is Surfers Paradise - think music, events, shows, shopping, social happenings, family fun, dining, the beach, news & current affairs, art, fashion, people profiles, health & beauty...& more.

surfersparadise
alliance

precinct.



the new surfers paradise

Precinct magazine is published by Surfers Paradise Alliance who is The Official Marketing Authority for Surfers Paradise.

Our goals are to:

1. Market & manage Surfers Paradise.
2. Increase visitation to Surfers Paradise for the economic benefits of the over 700 businesses we represent in the precinct.
3. Strive to enhance visitor experiences in Surfers Paradise during their visit.

In summary, we take an interest in everything related to Surfers Paradise.

WE...

1. Promote Surfers Paradise via marketing, PR & event initiatives.
2. Stage events & entertainment in collaboration with event partners & the Gold Coast City Council.
3. Source & manage cross promotional & event sponsorship opportunities.
4. Conduct market research on Surfers Paradise.
5. Liaise & work with local businesses in relation to their objectives.
6. Manage & operate the Surfers Paradise Beachfront Markets.
7. Participate in Local Area Planning & Economic Development.
8. Clean & maintain the central Surfers Paradise area.

It's an exciting time for Surfers Paradise with over \$1.5billion in investment rolling-out over the next 5 years. Surfers Paradise is experiencing a renaissance for the new world & Surfers Paradise Alliance is looking forward to rejuvenating & growing the precinct alongside the Gold Coast City Council & private investment.

This is why **precinct.** was born – to showcase the new Surfers Paradise.

the stats

- | | |
|--|-----------------|
| • Visitors to Surfers Paradise annually | 2 Million |
| • Visitors to the Gold Coast annually | 10.5 Million |
| • Gold Coast Population | 600,000 by 2012 |
| • Gold Coast Airport - total inbound figures April 2010 | 450,000 |
| • Business Professionals working in Surfers Paradise daily | 20,000 |
| • Development in the pipeline for Surfers Paradise | \$2 Billion + |
| • Attendees to the first Surfers Paradise Festival (May / June 2010) | 62,000 |



precinct. sections

UPFRONT • **Insider** - news & current affairs on Surfers Paradise.

Letters - an opportunity for readers to pass on their views & win a prize.

Voice - Vox Pops from social people, business leaders, councillors, politicians.

CENTRAL • **Spotlight** - feature story.
Pursuits - hobbies & passions.

CULTURE • **Entertainment** - what's happening in Surfers Paradise from bands & fashion events to art shows & other cultural goings-on.

Diary - a quarterly calendar of up-coming events, colour coded in a user friendly manner to highlight which sub-precinct they will take place in.

Q & A - interview with a visiting or local celebrity or performer.

SAVOUR • **Food** - the dining section of the magazine, presented in an image rich format.

Wine - featuring a variety of wines.

URBAN SPACE • Articles & profiles on the urban living aspects of Surfers Paradise - from an interior or architectural perspective. New featured property developments will also be outlined.

URBAN COLLECTION • A pictorial collection displaying homewares and furniture.

IMAGE • **Style Spy** - pictorial collection of fashion & accessories - one page for men & one for women.

Street Style - pictorial collaboration of what people in Surfers Paradise are wearing.

Profile - from the designer's perspective.

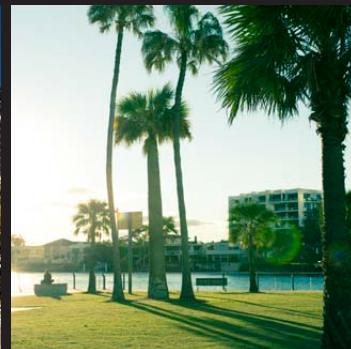
Inspire - a pictorial collection displaying aspirational items ranging from gadgets, to technology, cars & personal items.

HEALTH BEAUTY FITNESS • Promoting a healthy body & mind, including beauty tips & snippets for both women & men.

ENTICE • **Explore** - a highlight of activities in Surfers Paradise suitable for all walks of life - from family friendly to high adrenalin!

IN THE ZONE • Our writers will share their event experiences in a social pictorial format.

WORD ON THE STREET • Vox pops - from locals and tourists out and about in Surfers Paradise



● circulation
25,000 copies

● distribution

Magazines are distributed to cafes, restaurants, retail outlets, cultural destinations & tourism stakeholders in Surfers Paradise and surrounding areas.

Also distributed in rooms in 4 – 5 star hotels in Surfers Paradise such as Hilton, Watermark Hotel & Spa, Gold Coast International Hotel, Crown Plaza, Holiday Inn, Marriott Resort & Spa, Circle on Cavill, Q1 Resort & Spa, Legends Hotel, Crown Towers Resort, Sun City & Wings Resort etc.

● frequency
quarterly

target readership

precinct. magazine is designed to connect with:

Demographics

Primary: 20 - 39

Secondary: 39+

50 / 50 Male & Female split.

Psychographics

Aspirationally driven, social fun seekers, career motivated, explore new experiences, early adopters & family focused.

Geographics

Gold Coast:

- locals dwelling in upwardly trendy areas.
- day trippers, interstate & international visitors.

Tweed Coast to Byron Bay:

- locals & visitors.

\$'s

Average income: \$60k - \$100k.

Higher propensity to spend from a higher disposable income.

● total readership
87,500

Based on industry average of 3.5 readers per copy.

(Note: this is a conservative estimate as **precinct.** is a quarterly publication)



added value

All editions of **precinct.** will also be distributed as an ezine to an opt in database procured from competitions.



rates

SIZE	DIMENSION	CASUAL RATE	3 ISSUE RATE	MULTIPLE ISSUE (3+)
Double Page Spread	420mm x 210mm	\$6960	\$5800	\$5220
Full Page	210mm x 210mm	\$3840	\$3200	\$2880
Half Page	210mm x 105mm	\$2880	\$2400	\$2160
Third Page	210mm x 70mm	\$1560	\$1300	\$1170

*Rates are GST exclusive

*Please see material specifications page for advert sizes with bleed.

loading

Outside Back Cover	30%
Inside Front Spread (p 2 & 3)	25%
Inside Front	20%
2nd Inside Front Spread (p 4 & 5)	20%
First RHP	20%
RHP Prior Page 15	25%
RHP	15%
Inside Back Cover	15%
Consecutive Pages	15%

*Subject to availability

package bookings

Package rates are honoured for the duration of the package booked. Should the package be cancelled prior to its completion, a fee for the difference between the casual rate & the package rate charged will be applied.

publication dates & deadlines

PUBLICATION DATE	BOOKING DEADLINE	COMPLETE MATERIAL
July 2011	Wednesday 1st June	Monday 6th June
October 2011	Wednesday 31st August	Thursday 8th September
January 2012	Monday 5th December	Wednesday 7th December
April 2012	Thursday 1st March	Thursday 8th March

● cancellation

Advertisements cancelled after booking deadline will incur a 100% cancellation fee.

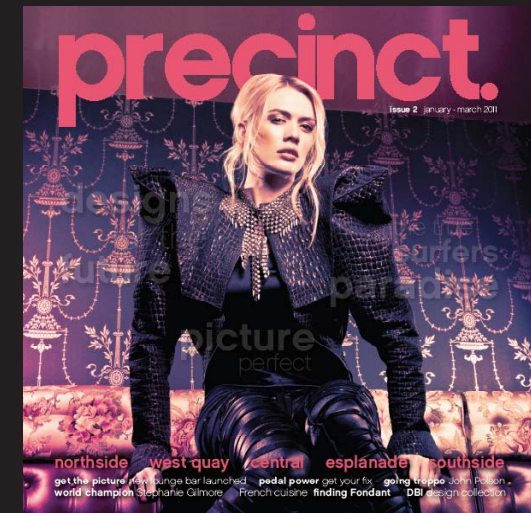
● artwork charges

If you require your advertisement designed by our graphic designers there is a charge out rate of \$75 per hour.

● enquiries & bookings

m: 0411 135 931

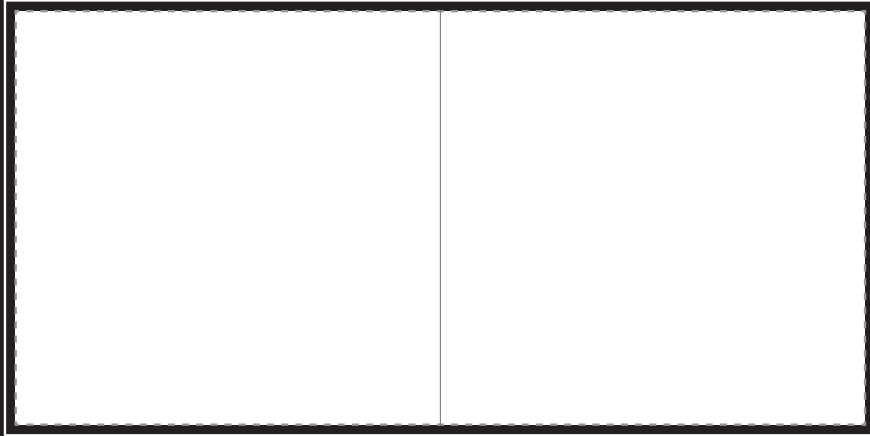
e: tp@businessnewspublications.com.au



format

- 210mm X 210mm luxury bound full colour coffee table magazine.
- Cover printed on matte 300gsm.
- Text printed on 130gsm matt.

material specifications



Double Page Spread

420mm(w) x 210mm(h) +
3mm bleed all round

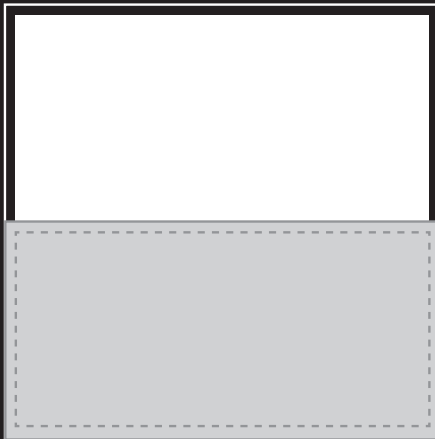
ALSO Inside Back Cover & Inside Front Cover



Full Page

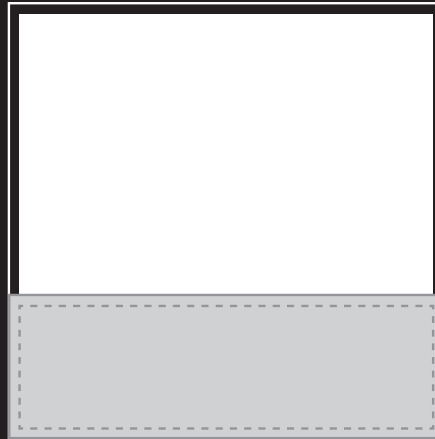
210mm(w) x 210mm(h) +
3mm bleed all round

ALSO Inside Back Cover & Inside Front Cover



Half Page

210mm(w) x 105mm(h) + 3mm bleed



Third Page

210mm(w) x 70(h) + 3mm bleed

preferred programs

PDF Format:

Maximum file size: 6 megabytes

Compatibility: Acrobat 5.0

Fonts: All fonts must be embedded

Images: 300 dpi

PDF generated from within an application
(eg: Indesign, Illustrator) must comply with our specifications.

Post scripting the file to Acrobat Distiller is the preferred method. The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

Emailed / Posted artwork must be supplied via the following format

1. All fonts converted to 'curves' or 'outlines' or font inclusion must be selected in the creation of the eps. All links & imports supplied.
2. Images to be attached as TIF, EPS, JPG at 300dpi resolution at 100% placement (note most digital camera images are 72 resolution, so cropping in on a small portion of an image may render file unsuitable)
3. It is unacceptable to supply text, images or graphics as part of a Microsoft Office documents such as Word, Excel, Publisher or PowerPoint.
4. Colour images must be supplied in CMYK colour format, not RGB.
5. Colour proof & disk contents list must be supplied with all supplied artwork.
6. PDF supplied, must have font converted to paths, & saved as press format.

Ads not supplied in one of the above formats will incur an additional artwork charge.

sending artwork

All artwork must be emailed or posted on a disc.
We do not accept Quickcut.

art@businessnewspublications.com.au