

# FRASER COAST What's On

*Whatever you are into, get into What's On Fraser Coast*

## MEDIA KIT

Download the media kit at  
[www.whatsonfrasercoast.com.au](http://www.whatsonfrasercoast.com.au)  
0467 303 171



# About What's On Fraser Coast

What's On Fraser Coast is a popular media brand that celebrates everything that is great about the Fraser Coast – Events, exhibitions, theatre, dining, lifestyle, health, business, shopping opportunities, and of course, the people that make our region so unique.

We would love to have your business within the pages too!

We are proud to have now surpassed forty-three editions and look forward to the coming months. This multi-platform media cover's the community events residents and visitors alike enjoy while they are literally "living the dream".

The What's On brand connects strongly with its community and its people and consists of:

- A full glossy monthly magazine - Online, and in print
- A webpage
- Three social media pages with a combined reach of 30,000 up to 50,000 and beyond (depending what is on).  
By advertising with us, you get to tap into this.

What's On Hervey Bay  
What's On Fraser Coast  
What's On Maryborough



**Kim Parnell**  
**Publisher/Editor/Owner**  
[Whatsonfrasercoast@outlook.com](mailto:Whatsonfrasercoast@outlook.com)

Kim is an award-winning freelancer who has built a strong reputation in the local community. Kim possesses a tireless work ethic and ensures that she not only reports on events but is integral in the fabric of local events.

Over many years Kim has dedicated herself to promoting everything that is unique to our region. With a strong audience through her brand What's On Hervey Bay, her transition to owner of What's On Fraser Coast was a natural progression.

Kim says, "This is not just a job but a passion. I genuinely want to see the whole of the Fraser Coast thrive; we can achieve so much more if we all work together".

**What's On**

**What's On Fraser Coast  
proudly sponsors/supports**

**Dunga Derby by Rally for a Cause**

**Cancer Council**

**Rotary**

**The Mother's Day Classic**

**Excelsior Maryborough City**

**BayBreak Multisports Festival**

**Hervey Bay 100**

**Z-Pac Theatre**

**Maryborough Progress Association**

**Hervey Bay Neighborhood Centre**

**Local Artists**

**Local Musicians**

**...and so many more!**

## **About the Magazine**

The What's On Fraser Coast Magazine is a high quality, glossy publication. Each edition is displayed around the Fraser Coast for a four-week duration. The publication is FREE. Locals, tourists, and visitors are encouraged to pick a copy up to read at their leisure as they plan their weekend/holiday or event.

## **Networking Groups and Events**

Copies are gifted in goodie bags, or loose, as part of sponsorship of various events, the magazines are a great resource to keep everyone updated with what is on in the region.

We are always after new opportunities to sponsor events in this way, we love nothing better than being out in the community and reaching new audiences.

## **Where do we distribute**

We distribute copies of the magazine to cafes, restaurants, hotels, motels, pubs, shopping centres, waiting rooms, council administration buildings, visitor information centres, libraries, community centres, and selected schools, across the Fraser Coast. Some hotels have a magazine in each room so as their guests can plan their stay.

## **Online magazine**

The magazine is also available online at [www.whatsonfraser-coast.com.au](http://www.whatsonfraser-coast.com.au). A link to our magazine is shared across all our social media networks - with a combined reach of 30,000 up to 50,000 and beyond, you are guaranteed maximum exposure.

## **Readership/circulation**

Our print run is 5000, and we have over 100 distribution points across the Fraser Coast. Our magazine is read by people aged in their early twenties right through to sixty plus!

The What's On brand has a great reputation within the region, in fact it has only attracted positive feedback in its four-year history. The content is relevant, fully inclusive, and informative.

## **Radio**

What's On Fraser Coast also has a weekly spot on Triple M Fraser Coast to talk about upcoming events and the magazine.

**What's On**  
FRASER COAST

# Advertising Rates

Space	Print Size (WxH)	Print & Online (one month)	2-5 Editions (per month)	6 + editions (per month)
Double page spread	420mm x 297mm	\$1700 + GST	\$1615 + GST	\$1453.50 + GST
Full Page	210mm x 297mm	\$900 + GST	\$855 + GST	\$769.50 + GST
½ page vertical	105mm x 297mm	\$500 + GST	\$475 + GST	\$427.50 + GST
½ page horizontal	210mm x 148mm	\$500 + GST	\$475 + GST	\$427.50 + GST
Horizontal Third	210mm x 99mm	\$340 + GST	\$323 + GST	\$290.70 + GST
Horizontal Quarter	210mm x 74mm	\$240 + GST	\$228 + GST	\$205.20 + GST
Vertical Quarter	100mm x 140mm	\$240 + GST	\$228 + GST	\$205.20 + GST
Large Business Card	100mm x 70mm	\$170 + GST	\$161.50 + GST	\$145.35 + GST

\*All ad measurements are without bleed - if bleed needed please add 5mm on all sides.

½ page upwards – All ad bookings from 3 months to 6 months, receive a FREE ½ page editorial. All ads include a social media post or posts across our large network with a reach of about 50,000.

Prices include graphic design if needed.

We also offer full event/workshop packages that are tailored to suit your needs and can include – pre-event publicity, event/workshop coverage, photography, and post event/workshop wrap up. For more information on these give us a call on 0467 303 171.

## Editorial Ad

This kind of ad is designed by us at no extra cost. Keep in mind that the layout and the formatting is at our discretion. The client supplies us with a photo and the wording, we then design it. When you choose this kind of ad it will not include logos or branding.



ARJ BARKER  
*We Need to Talk*

"Hey you got an hour? Look, I've been doing a sh-ton of thinking about...us, and where we're headed. This isn't easy, but I need to be 100% honest with you, even if what I say makes you laugh, very, very hard."

You had better sit down for this...

Australia's adopted son of comedy returns with his brand-new show 'We Need to Talk'.

When he's not on stage, he's on screen with numerous appearances on late night talk shows including Letterman, Conan O'Brien and his very own special on HBO produced by Comedy Central. He's been a regular on Australian TV on his shows including The Project. Have you been playing Attention and is one of the favourites of the Melbourne International Comedy Festival Gala.

"On-point delivery and irresistible charm, it's clear to see why he continues to sell out."

- Herald Sun

"A must see for anyone who loves a laugh."

- Adelaide Now

Arj Barker - We Need To Talk  
February 7 - 8pm  
Berwy Bay RSL  
(Tickets from reception)

## Branded Ad

This kind of ad is designed and supplied by you the client as finished artwork, at the required specifications. You can include logos, multiple images, and branding.



BEACHHOUSE HOTEL

YOUR PLACE FOR  
*Entertainment*

Open 7 Days  
Bottle-O Barn & Drive Thru  
Gaming Room with daily promotions  
Bistro open everyday - 11.30am - 8.30pm\*  
\*Breakfast on weekends from 8am

the Bottle-O

Open Everyday  
Ph: 4136 9366  
Cnr of Esplanade & Queens Rd  
Scariness  
www.beachhousehotel.com.au

FRASER COAST  
**What's On**

## Booking Details

### Artwork/material

For those not using our designer, material is to be supplied as the finished product, and to the required specifications - in high res PDF, via WeTransfer, Dropbox or by email to [whatsonfrasercoast@outlook.com](mailto:whatsonfrasercoast@outlook.com) by or before the due date.

Late artwork/material cannot be accepted unless previously organised as when ads are submitted past the deadline it holds up the whole process. If no ad is received by the due date, and all reasonable effort has been exhausted in contacting you, a generic ad, or the last ad used may be used if applicable - you will still be charged for the space.

**Please note:** All advertising layouts and ads designed and produced by the What's On Fraser Coast magazine are copyright and may not be used in any other publication.

Photographs taken by our photographers are also copyright and are not to be used without the permission of the owner of What's On Fraser Coast.

## Ad Cancellations

If at any time you need to cancel your ad please do so in writing to [whatsonfrasercoast@outlook.com](mailto:whatsonfrasercoast@outlook.com).

If you have taken out an advertising package you must give us a month's notice before the distribution date.

Failure to do so will relieve the Publisher of any obligation and will entitle the Publisher to charge for the cancelled ad.

### Payment terms

Payment may be cash or by direct deposit (preferred) at this stage. More options will be added down the track.

All bank details will be on the Invoices issued by What's On Fraser Coast.

All payments are due by the due date clearly stated on the Invoice, our terms are 7 days unless otherwise arranged. Please use the Invoice number as a reference when making a payment.

The advertising is paid before the magazine goes to print.

Invoices are sent out on the 1<sup>st</sup> of each month for the following month

Online advertising is to be paid for in advance.

## DEADLINES

### Ad booking deadlines

Between the 1<sup>st</sup> and the 5<sup>th</sup> of every month for the following month.  
(i.e. - 1<sup>st</sup> - 5<sup>th</sup> of July for August's edition).

### Editorial/Ad deadlines

Feb 2021 - Mon, Jan 11

Mar 2021 - Mon, Feb 8

Apr 2021 - Wed, Mar 10

May 2021 - Fri, Apr 9

June 2021 - Mon, May 10

July 2021 - Fri, June 11

Aug 2021 - Fri, July 9

Sept 2021 - Mon, Aug 9

Oct 2021 - Fri, Sep 10

Nov 2021 - Fri, Oct 8

Dec/Jan 2021 - Tues, Nov 9

### Distribution

All magazines are delivered by the 1<sup>st</sup> of every month