

# What's On

FRASER COAST

FRASER COAST MAGAZINE

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

March 2017

FREE MONTHLY MAGAZINE

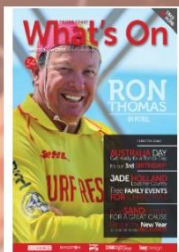
## MEDIA KIT

# 2023

Magazine available online and in print

[www.whatsonfrasercoast.com.au](http://www.whatsonfrasercoast.com.au)

0467 303 171



BEACH HOUSES

RS

The Boat Club  
HEART-BY

Fraser Coast  
ORIGINAL CHURCH

Carrier's Arms  
BATH & SPA

CHAMELEON  
GROUP

# 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 70 editions and look forward to the coming months. This multi-platform media covers 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 40,000 up to 70,000 and beyond (depending on what is on). By advertising with us, you get to tap into this.

What's On Hervey Bay

What's On Fraser Coast Magazine

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**  
FRASER COAST MAGAZINE

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

**Dunga Derby by Rally for a Cause**

**Cancer Council**

**Rotary**

**Excelsior Maryborough City**

**Z-Pac Theatre**

**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 that their guests can plan their stay.

### **Online magazine**

The magazine is also available online at [www.whatsonfrasercoast.com.au](http://www.whatsonfrasercoast.com.au). A link to our magazine is shared across all our social media networks - with a combined reach of 40,000 up to 70,000 and beyond, you are guaranteed maximum exposure.

### **Readership/Circulation**

Our print run is 5000, and we have over 150 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 five-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.



# Magazine Advertising Packages – per month

**Double Page Spread – 2 full pages - Ad size – (409mm x 287mm) \$1600 + GST**



## What's included

- Logo on the front cover – for 3,6- or 12-month packages.
- Professional artwork by our Graphic Designer.
- Website banner on our webpage for the month. (For 3,6- or 12-month packages).
- One to two social media “Shout outs” each month

**Back Cover - Ad size – (210mm x 297mm) + 3mm bleed \$1000 + GST**



## What's included

- Logo on the front cover - for 3,6- or 12-month packages.
- Professional artwork by our Graphic Designer
- One to two social media “Shout outs” each month
- 1 ½ page editorial (for those taking out a 6 month or more package).

**Full Page - Ad size – (210mm x 297mm) + 3mm bleed \$900 + GST**



## What's included

- Logo on the front cover – for 3,6- or 12-month packages.
- Professional artwork by our Graphic Designer
- One to two social media “Shout outs” each month.
- 1 ½ page editorial (for those taking out a 6 month or more package).

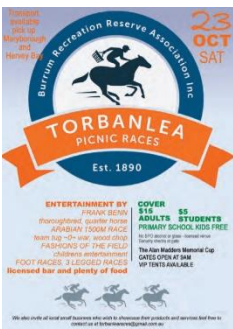
**Half Page – Horizontal: (210mm x 146mm) + 3mm bleed, if needed** **\$500 + GST**  
**Vertical: (97.5mm x 287mm) + 3mm bleed, if needed**



**What's included**

- Logo on the front cover – for 3,6- or 12-month packages.
- Professional artwork by our Graphic Designer.
- Two social media “Shout outs” each month

**Quarter Page – Horizontal: (210mm x 73mm) + 3mm bleed, if needed** **\$300 + GST**  
**Vertical: (97.5mm x 141mm) + 3mm bleed, if needed**



**What's included**

- Professional artwork by our Graphic Designer
- One social media “Shout out” each month

**Large Business Card – 100mm x 60mm** **\$170 + GST**



**What's included**

- Professional artwork by our Graphic Designer

**\*3,6 12-month discounted packages are available upon request.**

## Booking Details

### Artwork/material

For those not using our designer, the material is to be supplied as the finished product and to the required specifications – CMYK colour and 300dpi. The Lift-out spread, back cover, and full page must have a 5mm bleed on all sides. Please send advertisements in 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 copyrighted and may not be used in any other publication.

Photographs taken by our photographers are also copyrighted 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 give us as much notice as possible and do so in writing to [whatsonfrasercoast@outlook.com](mailto:whatsonfrasercoast@outlook.com).

Please be aware that if the ad is cancelled after the booking deadline, you will still be charged for the booked ad.

### Payment terms

Payment may be in cash or by direct deposit (preferred). 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 2023 – Mon, Jan 9

June 2023 – Mon, May 8

Oct 2023 – Fri, Sept 8

March 2023 – Thu, Feb 9

July 2023 – Fri, June 9

Nov 2023 – Mon, Oct 9

April 2023 – Fri, Mar 10

Aug 2023 – Mon, July 10

May 2023 – Mon, Apr 10

Sept 2023 – Thu, Aug 10

Dec/Jan 2024 – Fri, Nov 10

#### Distribution

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