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# 2023

MEDIA KIT

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## We know Queenslanders

*The Road Ahead* and RACQ.com have a trusted connection with Queenslanders.

Over its 80-year history, *The Road Ahead* has been RACQ's primary channel of communication with members, making it the largest circulating magazine in Queensland. RACQ's digital assets build on this reach and frequency to further increase engagement with members.

Ongoing research into the needs and wants of our members enables our team of publishing professionals to drive your advertising budget further with tailored content and targeted messaging.

RACQ Publishing, helping you to connect with Queenslanders.

# Connecting with Queenslanders

Over 10 million touch points with members every year

693,740 – *The Road Ahead* magazine print distribution (CAB, March 2022)

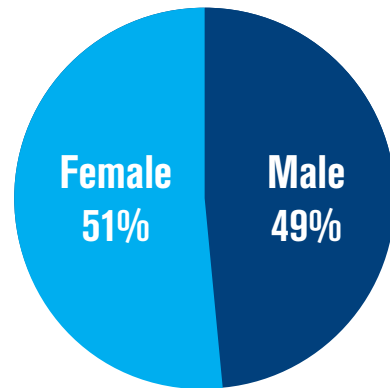
626,000 – *The Road Ahead* magazine print readership (Roy Morgan, 2021)

1.61 – Readers per household

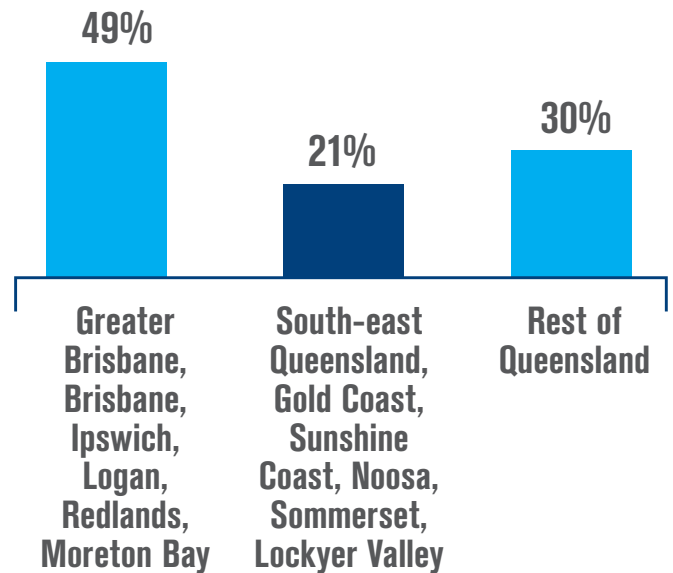
519,517 – Digital magazine subscribers (March 2022)

288,915 – EDM audience

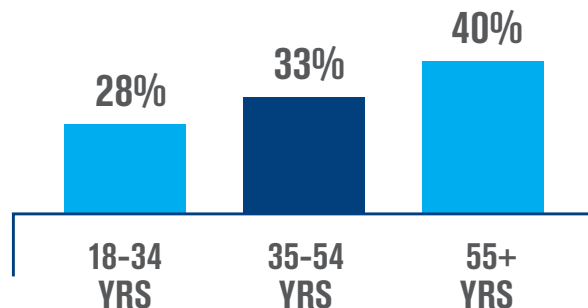
## Gender



## Location



## Age groups



**Methodology:** Online survey to a randomly selected sample of RACQ members. Research participant panel provided by SSI.

**Data collection period:** 30 June – 12 July 2021.  
Sample size: n = 1003 ('21).





# Engage Queenslanders

## 3 key audience insights

1. More Queensland women read *The Road Ahead* than they do *Women's Weekly*, *Better Homes and Gardens* or any other magazine.\*
2. More Queenslanders read *The Road Ahead* than the *Qantas* and *Virgin* magazines combined.\*
3. Readership of *The Road Ahead* was 90.2% in 2021.\*\*

## 3 key facts about the quality of RACQ's connection with Queenslanders

1. According to members, *The Road Ahead* content is easy to read/understand, informative and accurate.\*\*
2. 89% of RACQ members receive *The Road Ahead* (print or digital)\*\*
3. Satisfaction with *The Road Ahead* was 94.2% in 2021.\*\*

\*Roy Morgan 2021

\*\* Road Ahead Readership Survey 2021

Don't need many words to describe a well-oiled Road Ahead. Put simply, it's part of Queensland we cannot live without, because it contains everything useful we've come to expect from a motoring magazine.



Very positive vibe to promoting Queensland. Very reader friendly.




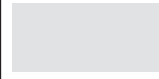
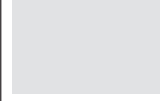


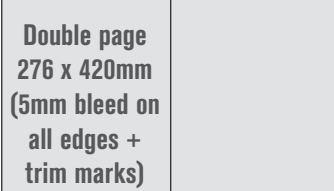
The content is relevant, focuses on content for most tastes, and caters to Queenslanders in particular.



### Print deadlines

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT TO PRINTER	DISTRIBUTION
Jun/Jul/Aug 22	19 Apr 22	12 May 22	19 May 22	First week Jun
Sep/Oct/Nov 22	19 Jul 22	11 Aug 22	18 Aug 22	First week Sep
Dec/Jan/Feb 22/23	18 Oct 22	8 Nov 22	15 Nov 22	First week Dec
Mar/Apr/May 23	18 Jan 23	9 Feb 23	15 Feb 23	First week Mar

### Specs

<b>1/4 page</b> 60 x 190mm 	<b>1/3 page</b> 90 x 190mm 	<b>1/2 page</b> 125 x 190mm 	<b>DPS strip</b> 40 x 390mm 
<b>Full page</b> 276 x 210mm (5mm bleed on all edges + trim marks) 	<b>Double page</b> 276 x 420mm (5mm bleed on all edges + trim marks) 		

### Digital deadlines

eDM	MONTHLY SENDS	MATERIAL DEADLINE	SEND DATES
Digital Road Ahead – MREC only	410,000	3 <sup>rd</sup> week month prior	1 <sup>st</sup> week month
Your place	21,000	3 <sup>rd</sup> week month prior	1 <sup>st</sup> week month
Road trip	44,000	3 <sup>rd</sup> week month prior	2 <sup>nd</sup> week month
Holidays	31,000	3 <sup>rd</sup> week month prior	3 <sup>rd</sup> week month
Drive	12,000	3 <sup>rd</sup> week month prior	3 <sup>rd</sup> week month
Money	5,000	3 <sup>rd</sup> week month prior	4 <sup>th</sup> week month
Out & about (x2)	59,000	3 <sup>rd</sup> week month prior	2 <sup>nd</sup> & 4 <sup>th</sup> week month

### Specs

<b>MREC</b> 300 W x 250 H px Clickthrough URL GIF/PNG/JPG file	<b>e-News Banner</b> 580 W x 90 H px Clickthrough URL JPG file only	<b>Sponsored Post</b> 255 W x 159 H px Tile / 1000 W x 666 H px Hero Image Headline & Teaser Text + 300 words max (body of text) Clickthrough URL, JPG file only
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### Advertising specifications

**Production platform**  
 Adobe InDesign CC 2021  
 Mac OS

**Magazine trim size**  
 276mm deep x 210mm wide

#### Advertising format

- PDF files only
- Press resolution of 300dpi
- CMYK colour space
- 5mm minimum bleed and trim marks required for full page and DPS advertisements.
- Bleed and trim marks are not required for 1/4, 1/3, 1/2 or DPS strip advertisements.
- Press resolution of 300dpi
- Must not have any text or critical elements within 5mm of the page edges. Also allow 20mm of space in gutter when supplying DPS advertisements.

### Inserts

**Min quantity** 5,000  
**Min paper weight** 115gsm  
**Min (HxW)** 148 x 75mm  
**Max size (HxW)** 265 x 200mm  
**Max weight** 9grams

#### Delivery

Areas delivered are by postal round sorting. A limited number of inserts are available for each issue.



# Competitive Pricing

## The Road Ahead Advertising

SIZE	CASUAL FY22	3 ISSUE BUY FY22	6 ISSUE BUY FY22
1/4 Page Strip	\$5,741	\$5,452	\$5,113
1/3 Page Strip	\$7,782	\$7,390	\$6,977
1/2 Page Horizontal	\$9,822	\$9,327	\$8,841
Full Page	\$19,105	\$18,869	\$17,213
Double Page Spread (DPS)	\$38,209	\$37,638	\$34,426
DPS Strip	\$7,500		

## Inserts

Under 50,000 from \$95

Up to 200,000 from \$85

Up to 500,000 from \$75

Full run from \$65

## Digital Advertising

Digital Road Ahead MREC \$3,500 ex GST per month

Sponsored posts from \$750

Full digital campaigns from \$1,200

*All prices exclude GST*

## Other Opportunities

The Road Ahead team are ready to help maximise your campaigns. We can provide:

- ▶ Audience and category insights
- ▶ Campaign conceptualisation
- ▶ Bespoke content
- ▶ Product and service placement
- ▶ Customised campaigns







# Contact details

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**RACQ**