

Publishing

2019

R A T E C A R D



The Road Ahead is Queensland's largest circulating magazine, informing RACQ's valued community for almost 80 years. More than one million members of all ages enjoy receiving their bi-monthly magazine from a trusted Queensland voice.



THE ROAD AHEAD

2019–2020 Material deadlines and delivery schedule

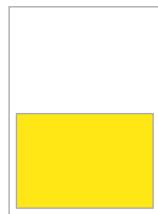
Magazine Issue	Booking Deadline	Complete Material Deadline	Insert Delivered to Depot	Issue Delivery Starts
Apr/May 2019	14 Feb	7 Mar	18 Mar	Early April
Jun/Jul 2019	15 Apr	10 May	21 May	Early June
Aug/Sep 2019	13 Jun	5 Jul	18 Jul	Early August
Oct/Nov 2019	14 Aug	4 Sep	16 Sep	Early October
Dec 2019/Jan 2020	15 Oct	5 Nov	15 Nov	Early December
Feb/Mar 2020	12 Dec	6 Jan	16 Jan	Early February

Please note that times may vary by a day or two. When forward planning please be aware that rates are subject to an annual rate review from Aug/Sept issue each year. Rates are current until Jun/Jul issue. Prices can be subject to change at any time.

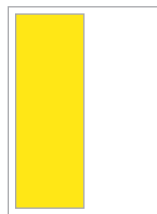
Display advertising – sizes and pricing



1/4 Page Strip



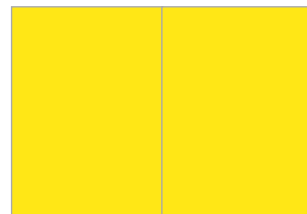
1/2 Page Horizontal



1/2 Page Vertical



Full Page



Double Page Spread

Display Advertising

Size	Trim Size (HxW)	Live Area (HxW)	Bleed	Casual	3 Issue Buy	6 Issue Buy
1/4 Page Strip	60 x 190mm	N/A	N/A	\$5,518	\$5,241	\$4,915
1/2 Page Horizontal	125.5 x 190mm	N/A	N/A	\$9,441	\$8,965	\$8,499
1/2 Page Vertical	256 x 92.5mm	N/A	N/A	\$9,441	\$8,965	\$8,499
Full Page	276 x 210mm	256 x 190mm	5mm all edges	\$18,363	\$18,088	\$16,545
Double Page Spread	276 x 420mm	256 x 400mm	5mm all edges	\$36,726	\$36,177	\$33,090

All rates quoted are exclusive of GST.

Loadings

IFC 20% OBC 30% EGN p15 or earlier 15% Positional requests 10%

Inserts – pricing and specifications

Inserts

Quantity	Casual (per 1000)	3 Issue Buy (per 1000)	6 Issue Buy (per 1000)
50,000 or less	\$99	\$95	\$91
Up to 200,000	\$89	\$85	\$81
Up to 500,000	\$79	\$75	\$71
Full Run	\$65	\$62	\$60

Min Quantity	Min Paper Weight	Min Size (HxW)	Max Size (HxW)	Max Weight
5,000	115gsm	148 x 75mm	265 x 200mm	9 grams*

*Inserts above 9 grams will require a quotation due to postage rates affected by weight.

All rates quoted are exclusive of GST.

Delivery

Areas delivered are by postal round sorting. Contact your *Road Ahead* representative for more information and pallet labels. A limited number of inserts are available for each issue so please confirm availability before printing any insert products.

RACQ Living + eDMs

Digital advertising

RACQ Living and eDMs

Available to both members and non-members, RACQ Living has quickly become a preferred source of travel, lifestyle and motoring news. With eight eDMs each month sent to more than 590,000 unique email addresses, RACQ Living is the perfect digital platform to engage and expand your audience.

- Advertorial packages from \$750 ex GST monthly.
- Full campaign advertising packages from \$1,200 ex GST monthly.

eDM/Web Page Title	Unique Monthly Sends	Scheduled eDM Sends
<i>The Road Ahead</i>	114,000	1 st Tuesday of the month
Your Place	34,000	1 st Wednesday of the month
Road Trip	62,000	2 nd Tuesday of the month
Holidays	54,000	3 rd Tuesday of the month
Drive	17,900	3 rd Wednesday of the month
Money	3,500	4 th Tuesday of the month
Out & About	83,600	4 th Thursday of the month

- Content and artwork is due one week prior to the first of the month.
- Sponsored content and eDM banner artwork due one week prior to send.



Click here and listen to the RACQ Living podcast now!



MREC (on site) requirements:

- Clickthrough URL needs to be provided
- 300px W x 250px H
- Gif/PNG/JPEG file



Click here and listen to the RACQ Living podcast now!



Sponsored post requirements:

- Headline
- Teaser text
- 300 words maximum
- Tile image 255px W x 159px H
- JPG files only (compression of 65)
- NB Sponsored posts will be tagged as sponsored content



Click here and listen to the RACQ Living podcast now!



E-news banner requirements:

- Clickthrough URL needs to be provided
- 580px W x 90px H
- JPG files only

**All files must be clearly labelled on submission.*

CONTACTS

RACQ

Publishing Business Manager

Kara Kefu

P 07 3872 8640

E TRAAadvertising@racq.com.au

QLD

Zig Zig Advertising

Vince Dickson

P 07 3219 2200

E vince@magbookings.com.au

NSW

The Media Co.

Leanne Richardson

P 0419 665 111

E leanne@themediaco.com.au

WA

Media Tonic

Gail Raj

P 08 9388 7844

E gail@mediatonic.com.au

OUR AUDIENCE

The Road Ahead:

890,309 CAB Sept 2018

Digital Road Ahead:

171,840

RACQ Living:

181,677

eDMs:

593,309

Podcasts:

4417

Cross-platform

audience (Dec '18):

1.85 million