

We bring you Queensland

THE road ahead

Queensland's largest circulating magazine

MEDIA KIT 2016

► **CONTACT**

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RACQ

RACQ'S THE ROAD AHEAD, IS QUEENSLAND'S LARGEST CIRCULATING MEMBER PUBLICATION. IN PRINT AND DIGITAL FORM, IT REACHES MORE THAN ONE MILLION HOUSEHOLDS. THE HIGHLY VISUAL, FRESH AND UNCLUTTERED MAGAZINE SHOWCASES TRAVEL, LIFESTYLE, MOTORING AND ESSENTIAL MEMBER INFORMATION.

We are a full colour, gloss bi-monthly, print and online magazine, delivered to more than a million members.



NEWS

One of the great strengths of RACQ as an organisation is its extensive support of motoring consumers and the Queensland community. This 'News' section of *The Road Ahead* looks at the big issues in motoring, key RACQ activities and the many ways in which RACQ provides support to the community statewide.

LIFESTYLE

The Road Ahead provides a distinctive array of informative, uplifting and engaging stories, covering Queensland identities, the home, health and wellbeing, technology and gadget updates, books, music, app and game reviews, plus the great events on offer around Queensland.

TRAVEL

The Road Ahead celebrates travel, helping readers explore places, ideas and trends that permeate the global travel culture. Whether they are venturing close to home or overseas, whether their budget is limited or limitless, *The Road Ahead* showcases outstanding destinations in Queensland and around the world.

TARGET MARKET

Reaching more than a million members, *The Road Ahead* magazine goes straight to a highly desirable group of consumers with a strong affinity for travel, lifestyle and motoring. The sections of *The Road Ahead* enable discerning advertisers to specifically target these consumers. Tap into a combination of young professionals, couples, midlife households and baby-boomers through tailored marketing opportunities, including preferred positions, special features, inserts and strategic digital media solutions.

CIRCULATION & FREQUENCY

850,748* copies are printed bi-monthly, in February, April, June, August, October and December, and the electronic version of the magazine has another 165,000 subscribers. More than 60% of homes in SE Queensland and more than 50% of homes statewide receive *The Road Ahead* through Australia Post.

DISTRIBUTION

The Road Ahead magazine's unique offering is its pinpointed distribution – no other motoring and lifestyle magazine in Queensland offers this. *The Road Ahead* is delivered to households via Australia Post, sealed within a clear bag and personally addressed. Your advertising will also receive additional exposure through the electronic version of the magazine, the link for which is delivered directly to the email addresses of subscribers.

WE'RE QUEENSLAND

WE'RE MOTORING

WE'RE LIFESTYLE

WE'RE TRAVEL ...

WE'RE QUEENSLAND'S LARGEST CIRCULATING MAGAZINE*

*SOURCE: CAB AUDIT 850,748 SEPTEMBER 2015

MOTORING

The Road Ahead offers the best of both worlds when it comes to motoring: unbiased, critical assessment of new and used cars by its team of experts, backed by our passionate devotion to driving and the automotive industry.

MEMBER ESSENTIALS

The RACQ is a diverse organisation and, in this section, RACQ members can find out how to make the most of belonging to Queensland's largest club.

RACQ CLASSIFIEDS

RACQ Classifieds is a simple, convenient way to sell items across a range of categories.

EMMA 2015:

ROAD AHEAD READERSHIP 802,000



ROY MORGAN 2015:

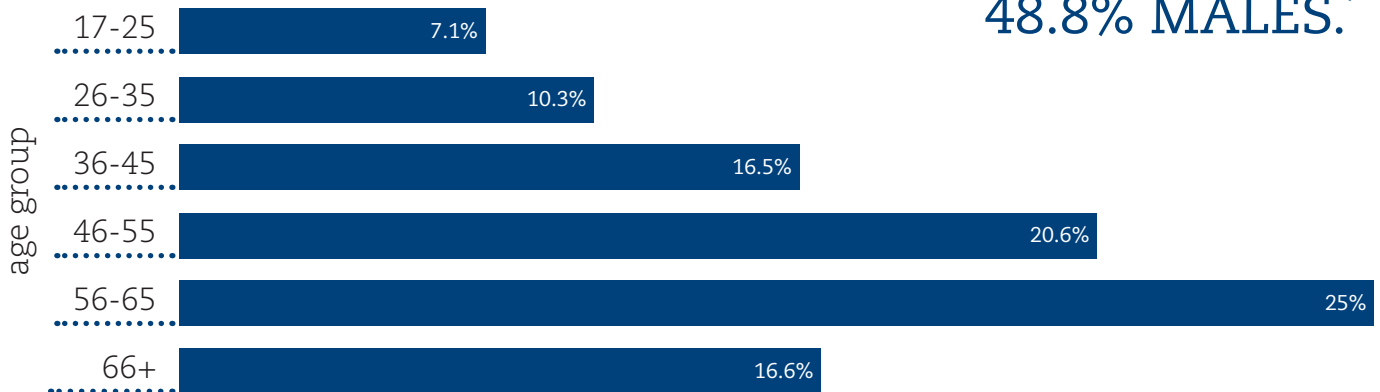
ROAD AHEAD READERSHIP 579,000

RACQ MEMBERS SURVEY 2013: READERSHIP DEMOGRAPHICS

READERSHIP PROFILE SHOWN IN PERCENTAGE

SOURCE: RACQ MEMBERS SURVEY 2013 – ROUNDED TO THE NEAREST HUNDRED.
BASED ON 1.4 MILLION READERS.

readership percentage



►► **GENDER:**
51.2% FEMALES,
48.8% MALES.*

IN THE PAST 12 MONTHS THEY ...

►► took a day trip	93.7%	{1,124,400}
►► took a weekend trip	86.5%	{1,038,000}
►► took a Queensland holiday	67.2%	{806,400}
►► took an interstate holiday	53.3%	{639,600}
►► took a overseas holiday	41.5%	{498,000}
►► took a camping holiday	32.6%	{391,200}
►► took a caravan holiday	15.7%	{188,400}

IN THE NEXT 12 MONTHS THEY'RE PLANNING TO ...

►► renovate a house	18.6%	{223,200}
►► refurnish a house	13.3%	{159,600}
►► enrol children in private school	5.8%	{69,600}
►► enrol children in university	4.5%	{54,000}

THEY CURRENTLY DRIVE ...

►► four wheel drive	38%	{456,000}
►► company car	14.4%	{172,800}
►► caravan	15.3%	{186,000}
►► motorbike	10.5%	{126,000}
►► scooter	2.5%	{30,000}

IN THE NEXT 12 MONTHS THEY ...

►► are in the market to buy a car	26.8%	{321,600}
►► would purchase a new car	46.4%	{147,000}
►► would purchase a used car	28.8%	{92,620}
►► would purchase a new or used car	24.7%	{79,435}

►► new car buyers would be in the price range of:

19.4%	-	\$10,000 to \$19,999
29.5%	-	\$20,000 to \$29,999
16%	-	\$30,000 to \$39,999
10%	-	\$40,000 to \$49,999
4.2%	-	\$50,000 to \$59,999
2%	-	\$80,000 or more

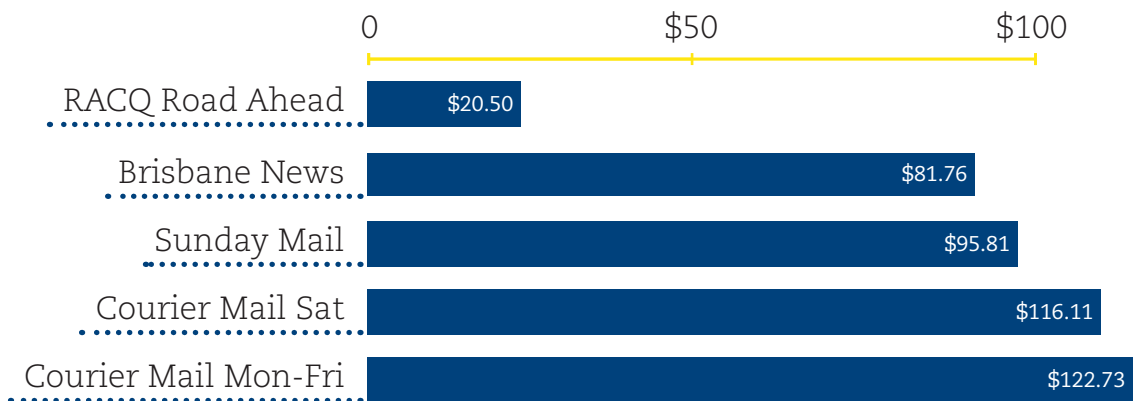
►► ON AVERAGE
OUR MAGAZINE
IS KEPT FOR
FIVE WEEKS,
GIVING YOUR
ADVERTISEMENT
ONGOING,
REPEATED
EXPOSURE.*

*Source: The RACQ members survey 2013 adhered to all Australian Market and Social Research Society (AMSRS) guidelines. *The Road Ahead* Readership Survey was conducted online and completed by a randomly selected group of RACQ members. Data collection occurred between 24 August 2013 and 11 October 2013.

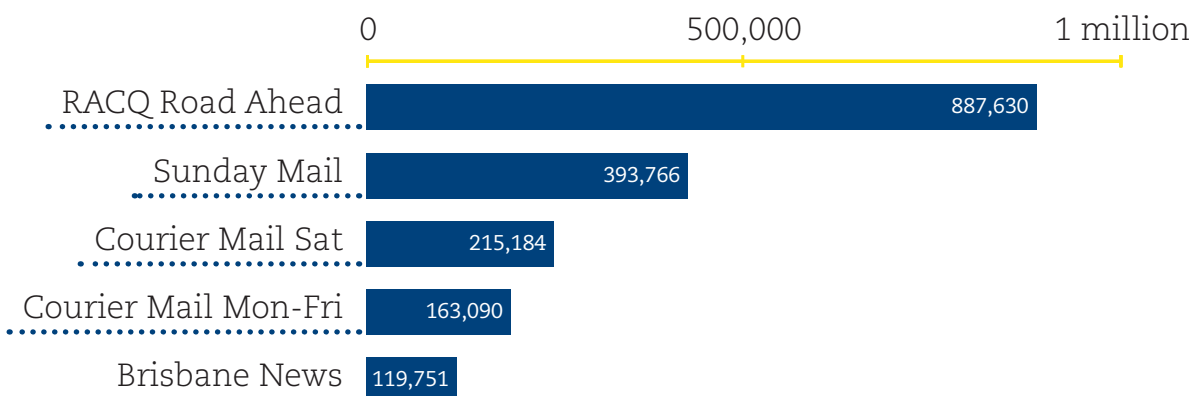
▶▶ THE ROAD AHEAD IS THE MOST COST EFFECTIVE PRINTED ADVERTISING VEHICLE TO REACH THE QUEENSLAND MARKET AT \$20.50 PER PAGE, PER 1000 COPIES CIRCULATED.

COST EFFECTIVENESS

AD COST PER FULL PAGE PER 1000 COPIES PRINTED & DELIVERED



NUMBER OF COPIES PRINTED



Source taken from CAB print figures or publishers printed claims 2013-2014

▶▶ ON AVERAGE,
OUR READERS
WILL READ MORE
THAN 50% OF
THE MAGAZINE.

SOURCE: RACQ MEMBERS SURVEY 2013

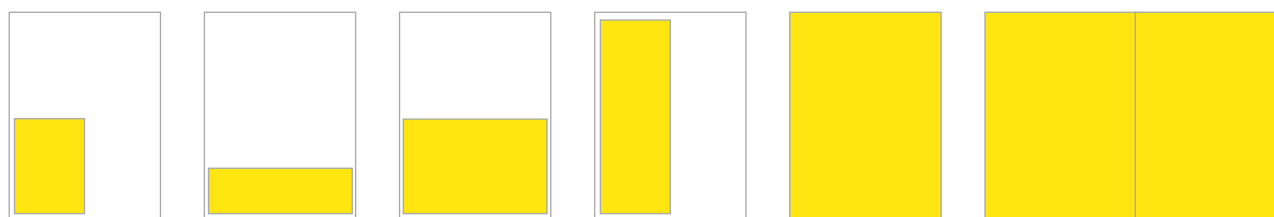
QUEENSLAND'S LARGEST CIRCULATING MAGAZINE

SOURCE: CAB AUDIT 886,127 SEPTEMBER 2014

▶▶ THE ROAD
AHEAD REACHES
MORE THAN 50%
OF HOMES IN
QUEENSLAND
AND MORE THAN
60% OF HOMES
IN SOUTH-EAST
QUEENSLAND.

SOURCE: RACQ MEMBERS SURVEY 2013

RATE CARD



1/4 Page 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	125.5 x 92.5mm	N/A	N/A	\$5,463.76	\$5,189.71	\$4,867.00
1/4 Page Strip	60 x 190mm	N/A	N/A	\$5,463.76	\$5,189.71	\$4,867.00
1/2 Page Horizontal	125.5 x 190mm	N/A	N/A	\$9,348.30	\$8,877.00	\$8,415.30
1/2 Page Vertical	256 x 92.5mm	N/A	N/A	\$9,348.30	\$8,877.00	\$8,415.30
Full Page	276 x 210mm	256 x 190mm	5mm all edges	\$18,181.60	\$17,909.69	\$16,381.68
Double Page Spread	276 x 420mm	256 x 400mm	5mm all edges	\$36,363.20	\$35,819.38	\$32,763.36

All rates quoted are exclusive of GST.

Loadings

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

DISPLAY CLASSIFIED ADVERTISING

Colour/Mono	Casual	3 Issue Buy	6 Issue Buy	Positional Loadings
Mono	\$123.22	\$117.16	\$110.09	Per Column CM Min 3cm
1 Colour	\$134.83	\$128.27	\$121.20	Per Column CM Min 3cm
2 Colour	\$145.95	\$138.87	\$131.30	Per Column CM Min 3cm
4 Colour	\$157.05	\$149.48	\$141.40	Per Column CM Min 3cm

1 column	2 column	3 column	4 column	5 column
34mm	70.5mm	107mm	143.5mm	180mm

Classified Display Ads are sold in increments of 1 column width by 1 cm high (a column centimetre). There are 5 columns in total in width and a maximum of 24cm in height.

All rates quoted are exclusive of GST.

CLASSIFIED LINEAGE ADVERTISING

Lineage (min 5 lines)	Additional (per line)
\$146.45	\$29.29

Lineage Ads are sold on a basis of a minimum of 5 lines. The minimum rate for 5 lines is \$146.45.

All rates quoted are exclusive of GST.

PRINT SPECIFICATIONS AND DEADLINES

2016 THE ROAD AHEAD MAGAZINE DEADLINES

Magazine Issue	Booking Deadline	Complete Material Deadline	Insert Delivered to Depot	Issue Delivery Starts
FEB/MAR 2016	December 14	January 11	January 18	February 2
APR/MAY 2016	February 15	March 7	March 15	April 1
JUN/JUL 2016	April 15	May 6	May 16	June 3
AUG/SEPT 2016	June 17	July 4	July 18	August 1
OCT/NOV 2016	August 15	September 6	September 16	October 3
DEC 2016/JAN 2017	October 14	November 7	November 15	December 2
FEB/MAR 2017	December 12	January 9	January 16	February 2
APR/MAY 2017	February 13	March 6	March 16	April 3
JUN/JUL 2017	April 17	May 8	May 15	June 1
AUG/SEPT 2017	June 16	July 6	July 17	August 3
OCT/NOV 2017	August 14	September 7	September 16	October 2
DEC/JAN 2018	October 14	November 6	November 16	December 1

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 rise from Aug/Sept issue each year. Rates are current until June/ July issue 2016. Prices can be subject to change at any time.

COMPLETED MATERIAL

FOR PRINT

Advertisement artwork lodgement:

Format: High-resolution, press-optimised PDF.
Crops and 5 mm bleed for full page advertisements.

Images: CMYK, 300 dpi minimum required for final advertisement size.

Proofs: No responsibility will be taken for errors if a colour proof is not supplied.

Artwork supplied via:

Email: (Max 10MB) to your state representative.

Disc: Digital PDF files can be supplied on CD to your state representative.

Complete material must not be supplied in any other format without prior consultation.

Ads requiring setting: Material accompanying copy must meet the specifications above.

Supplying digital files: *The Road Ahead* prefers finished ads be supplied in PDF format. Please send full-size colour printouts. All photos/images should be 300 dpi or higher at printed size. All files should be in CMYK process colour format. Files with spot PMS colour or RGB colour will not be accepted. Duotones must be converted to CMYK.

PRODUCTION RATES

General Display:

\$8.80 per column cm † (Minimum charge \$88)†

Classified Display:

\$6.60 per column cm † (Minimum charge \$55)†

†In complex advertisements, standard production charges may not apply. Where advertisers change text at proof stage from that originally supplied or approved, an author's correction charge equivalent to the column cm production charge will apply. Minimum charge for corrections \$27.50.

LATE CANCELLATIONS

Cancellations after the booking deadline will incur a 50% cancellation fee.

CREDIT ACCOUNT TERMS

Accounts are opened on the strict understanding that payment must be made within 30 days of the date of the invoice. Failure to comply with these terms could result in cancellation of the account.

All rates quoted are exclusive of GST.

INSERTS

FLYSHEETS AND GATEFOLDS

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	
50,000	115gsm	148 x 75mm	265 x 200mm	9 grams*	

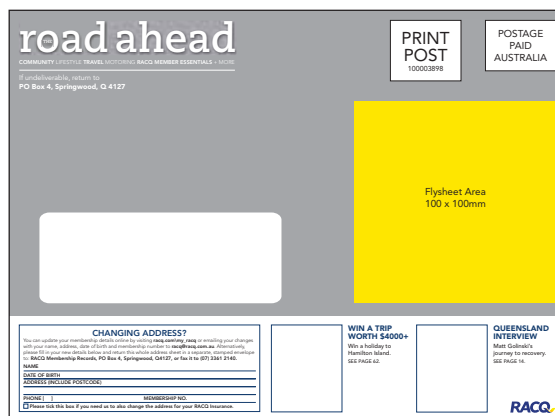
*Inserts above 9 grams will require a quotation due to postage rates affected by weight.

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.

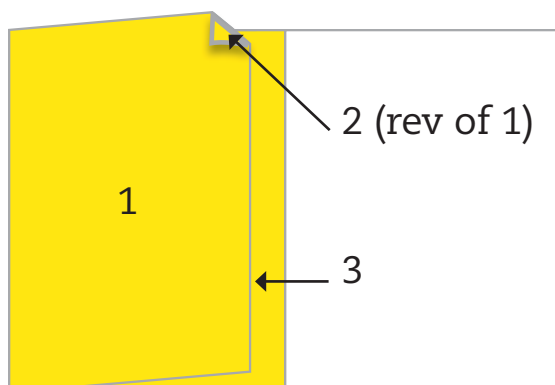
FLYSHEET (address sheet)



Flysheet ad artwork subject to prior approval of *The Road Ahead*.

Size	100 x 100mm
Casual	\$7514
3 Issue Buy	\$6762
6 Issue Buy	\$6085
All rates quoted are exclusive of GST.	

INSIDE COVER GATEFOLD (3 full pages)



Size (HxW)	
(1)	276 x 195
(2)	276 x 195
(3)	276 x 210

Casual	\$84,108.05
All rates quoted are exclusive of GST.	

RACQ LIVING DIGITAL RATES

THE ROAD AHEAD HAS A COMPANION LIFESTYLE WEBSITE (RACQLIVING.COM.AU) AND 13 OPT-IN, LIFESTYLE ENEWSLETTERS, EMAILED MONTHLY.

RACQ LIVING ADVERTISING OPPORTUNITIES

Unique to RACQ Living is the **specific category access** available to marketers.

You don't pay for any wastage. You reach only the audience you want to reach while they're engaging with content relevant to your product or service.

You get exposure in the newsletters and your specific categories on the website.

1 PREMIUM BUNDLE

Combines individual category-specific newsletters with category-specific web pages into one channel. Includes the Top Banner ad in the Newsletter, Top MREC positions on the Website Category, Article and Archive pages.

There are sixteen exclusive newsletter Top Banner spots bundled with 100% SOV in dedicated Categories, which represent the premium advertising positions available.

2 WEB BUNDLE

A combination of category-specific pages includes an ad on Website Category Second MREC and the First Banner on Category, Article and Archive pages.

There are eleven spots per month at 100% SOV, but they have an option for 50% SOV priced at 66% of full SOV rate.

3 TRAVEL BUNDLE

Combines the Travel newsletter with specific travel content pages on the website. Includes Leader Board Ad in the Newsletter and on the Category page (50% SOV on website for month) as well as Article and Archive pages.

Choose either Australian or International Travel newsletters and content pages.

4 ENTERTAINMENT NEWSLETTER

Combines the monthly Entertainment newsletter and specific web pages. It includes: Leader Board ads in the monthly Newsletter, Category, Article and Archive pages with 100% SOV for one week.

5 ENTERTAINMENT OFFERS ALERT

Combines weekly "Offers" email alert with specific web pages. Sent three times per month – includes:

- Leader Board ads in the weekly newsletter
- Leader Board ads in the Category, Article and Archive pages
- EMREC on Category, Article and Archive pages

All advertisers also enjoy ROS rotating exposure in the MRECs and Banner Ads on the Home Page, as well as throughout the site on the Competitions, Galleries, Subscribe, Contact, Classified and other non-category pages.

PLEASE NOTE:

1. Use of the RACQ or *The Road Ahead* name, or reference to RACQ members, trademarks or logos in connection with your ad is not permitted without specific prior approval by RACQ Corporate. This includes competitions and offers.
2. *The Road Ahead* and RACQ reserves the right to carry out an evaluation of products submitted for advertising prior to acceptance for advertising or otherwise in *The Road Ahead*. Evaluation is for the purpose of determining suitability for advertising only and in no way confers approval or endorsement of the product by RACQ or *The Road Ahead*.

RACQ LIVING

ADVERTISING RATES

The advertising rates are structured on the average audience size.

GROUP A

AUDIENCES AVERAGING
MORE THAN 30,000
SUBSCRIBERS

RACQ Lifestyle 1	116,600
RACQ Lifestyle 2	116,600
Entertainment Monthly	47,400
Entertainment Offers Alert 1	47,400
Entertainment Offers Alert 2	47,400
Entertainment Offers Alert 3	47,400
Road Trip	45,700
Travel Australia	36,400
Travel International	36,200

GROUP B

AUDIENCES AVERAGING
LESS THAN 30,000
SUBSCRIBERS

Food	17,200
Home	12,400
Health	11,600
Outdoors	11,200
Technology	10,900
Motoring	10,000
Caravanning	9,300

RACQ LIVING

NEWSLETTER OPEN RATES

The RACQ Living audience is highly engaged with the content delivered via email and on the website.

Each month the site receives almost 200,000 page views, with the total growing monthly. In the financial year July 2014 to June 2015 there were 1,993,109 page views.

NEWSLETTER	AVERAGE OPEN RATE	AVERAGE CLICK-THROUGH RATE
Lifestyle 1 & 2	32.3%	25.4%
Entertainment Monthly	25.7%	16.9%
Entertainment Offers Alerts	27.7%	14.0%
Road Trip	33.0%	23.4%
Travel Australia	32.0%	21.9%
Travel International	30.4%	21.3%
Food	32.7%	27.8%
Home	33.3%	34.0%
Health	32.4%	29.6%
Outdoors	33.6%	26.2%
Technology	36.5%	34.6%
Motoring	34.1%	26.2%
Caravanning	33.7%	34.1%

RACQ LIVING ADVERTISING RATES

Advertising rates apply to each group.

GROUP A

MORE THAN 30,000
SUBSCRIBERS

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Premium Bundle 100% SOV	\$4,000	\$3,625	\$3,250	\$2,875	\$2,500
Web Bundle (100% SOV)	\$3,000	\$2,625	\$2,250	\$1,875	\$1,500
Web Bundle (50% SOV)	\$1,980	\$1,733	\$1,485	\$1,238	\$990
Entertainment Newsletter	\$4,000	\$3,625	\$3,250	\$2,875	\$2,500
Entertainment Offers Alert	\$3,000	\$2,675	\$2,420	\$2,115	\$1,840

GROUP B

LESS THAN 30,000
SUBSCRIBERS

	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Premium Bundle 100% SOV	\$3,000	\$2,750	\$2,500	\$2,250	\$2,000
Web Bundle (100% SOV)	\$2,000	\$1,750	\$1,500	\$1,250	\$1,000
Web Bundle (50% SOV)	\$1,320	\$1,155	\$990	\$825	\$660



THE ROAD TO SUCCESS FOR ADVERTISING IN QUEENSLAND

►► CONTACT

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THE ROYAL AUTOMOBILE CLUB OF QUEENSLAND, THE RACQ, WAS ESTABLISHED IN 1905 (MORE THAN 100 YEARS OF HISTORY) AND IS RECOGNISED AS QUEENSLAND'S PEAK MOTORING ORGANISATION.

RACQ HAS MORE THAN 1.2 MILLION MEMBERS SERVICED BY A STATEWIDE NETWORK OF RACQ STORES AND AGENTS.



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RACQ