

BOAT GOLD COAST



MEDIA KIT 2018

Boat Gold Coast magazine is a quarterly publication on the Gold Coast, Queensland, a boat owner's paradise midway along the east coast of Australia. Gold Coast enjoys a temperate year-round climate averaging around 300 days of sunshine each year and boasts more than 270 kilometres of navigable waterways. This makes boating one of our city's top priorities.

"Gold Coast marine industry businesses receive 93.3% of their business trading revenue from within the Gold Coast region."

GCCC Key Industry Survey 2011

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Who

We Are

A lifestyle magazine focused around boating on the Gold Coast. **Boat Gold Coast** is for anyone interested in local boating news. Our aim is to promote boating culture to the wider community by showcasing boats, equipment, locations and events.

Our contributing writers and photographers comprise the city's most creative and dedicated team in marine media. We deliver noteworthy boat information on products and services to the Gold Coast boating community, who are the driving force behind the largest recreational boating industry in Australia.

Our

Advocacy

We are leaders in the Gold Coast community - bringing to light issues of concern to boat owners and keeping our readers informed of the local boating news and the latest developments in technology and design. Boat Gold Coast is an advocate for boat owners and anyone interested in the boating lifestyle on the Gold Coast. We promote:

- **Boating industry prosperity**
- **Unbiased independent information**
- **Safety on the water**
- **Environmental conservation and education**

Boat Gold Coast magazine offers practical advice on making the most of precious time on the water. Our team strives to be the primary source of boating information for the recreational boating enthusiasts on the Gold Coast.



BOAT INTERNET



BOAT PHOTOGRAPHY



BOAT NEWS



BOAT ON TV



BOAT IN PRINT

How We Distribute

Boat Gold Coast magazine has an annual readership of 120,000. Our magazine is available FREE of charge. We have strategically located distribution points across the Gold Coast boating community, including the marine manufacturing industry, boat retailers, clubs, marinas, specialty stores, service centres, and industry tradeshow.

If the location is boat-related or an establishment nearby the water then **Boat Gold Coast** magazine will be accessible to readers.

We don't just stop there. Our aim is to place our magazine in the hands of potential boat buyers, and casual readers in coffee shops, sports clubs, shopping malls, real estate agencies, doctors' clinics, car yards, and select waterfront residential properties on the Gold Coast and surrounding cities.



Products & Services

Advertised



Why

Advertise With Us

Boat Gold Coast magazine offers the local businesses an advanced method of brand development and product marketing of boats and related equipment and services, directed exclusively to the Gold Coast.

- Our printed format physically puts your product information in the hands of real buyers
- You sell your product direct to the local buyers
- Our publication is a buyer's guide for trusted source of quality marine products
- Increase general brand awareness and showcase products and services
- Promote your product launches and special events to boat owners
- Leverage boat show attendance with product previews and announcements
- Increase traffic to your website by advertising to an active boat consumer demographic

Boat Gold Coast
Magazine Readers

Boat Gold Coast magazine readers are active, engaged and passionate about their time on the water. They read Boat Gold Coast magazine for their regular source of local boating news and information.

Many of our readers live on waterfront properties requiring marine industry products. Our boat owner readers are upgrading boats or buying related equipment. Some of our readers do not yet own a boat, but are engaged in boating activities through friends, family or charters; they may be first-time boat buyers.

IT'S A \$600
MILLION
DOLLAR
INDUSTRY!

Reader Statistics

Print Run



10,000

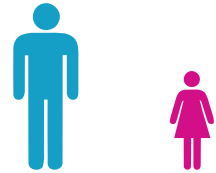
Readers per Copy



3

(Total readership 30,000)

Readers

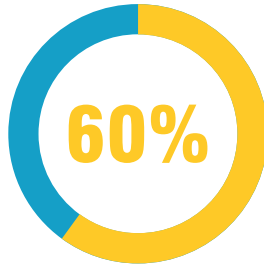


90% 10%

Average Age



Boat Ownership



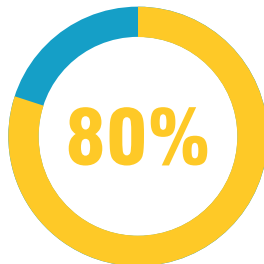
Average Income



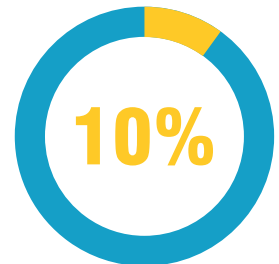
Average Net Worth



Own Homes



Own Waterfront Property



Average Size of Primary Boat



Average Value of Primary Boat Owned



Average Boating Experience



Advertising Rate Card

	1x OPEN	2x a YEAR	4x a YEAR
Full Page H 345 x W 275 mm	\$3,500	\$3,250	\$3,000
Half Page Horizontal H 150 x W 245 mm	\$2,000	\$1,800	\$1,600
Half Page Vertical Column H 315 x W 120 mm	\$1,900	\$1,700	\$1,500
Quarter Page Horizontal Strip H 75 x W 245 mm	\$1,250	\$1,100	\$950
Quarter Page Box H 150 x W 120 mm	\$1,100	\$950	\$800
Eighth Page Horizontal Strip H 75 x W 120 mm	\$800	\$700	\$600
Sixth Page Box H 150 x W 78 mm	\$695	\$595	\$495

* Pricing is subject to GST of 10%

Special Page Rates

	1x OPEN	2x a YEAR	4x a YEAR
Front Cover Sponsorship H 345 x W 275 mm	\$7,500 (Includes editorial)		
Inside Front Cover H 345 x W 275 mm	\$4,500	\$4,300	\$4,100
Page 3, right half page H 315 x W 125 mm	\$2,750	\$2,550	\$2,350
Page 5, right half page H 315 x W 125 mm	\$2,550	\$2,350	\$2,150
Outside Back Cover H 345 x W 275 mm	\$5,200	\$5,000	\$4,800
Inside Back Cover H 345 x W 275 mm	\$4,000	\$3,800	\$3,600

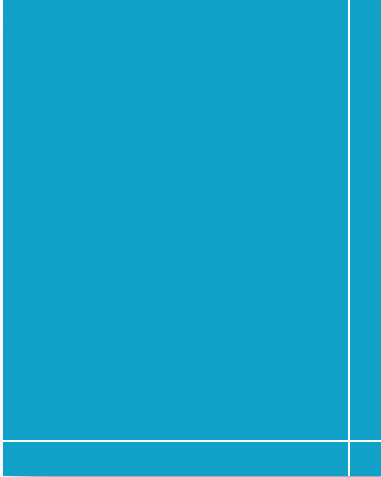
* Pricing is subject to GST of 10%

When providing your own artwork, please send file as high resolution **PRESS** quality **PDF, 300 dpi, CMYK** file.
Only full page ads require a **5mm bleed** around all sides.

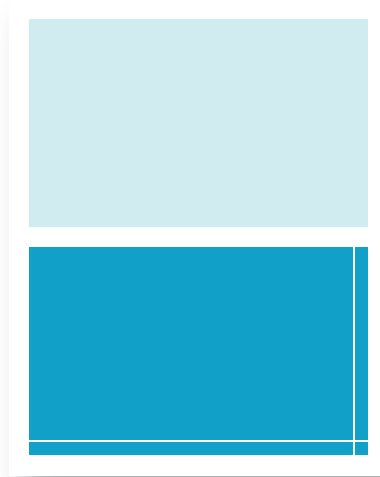
Advertising artwork, advertorial features, spread, inserts, commissioned advertorial and professional photography rates available.
Contact your sales representative.

Advertising Size Chart

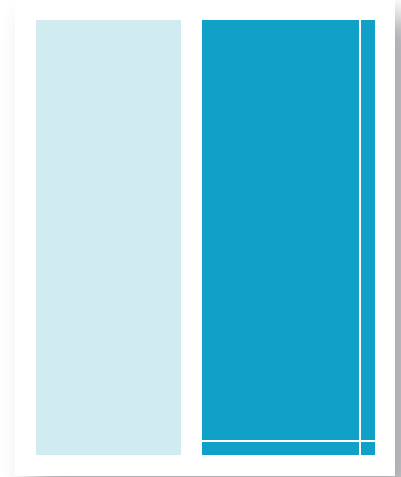
Full Page
H 345 x W 275 mm



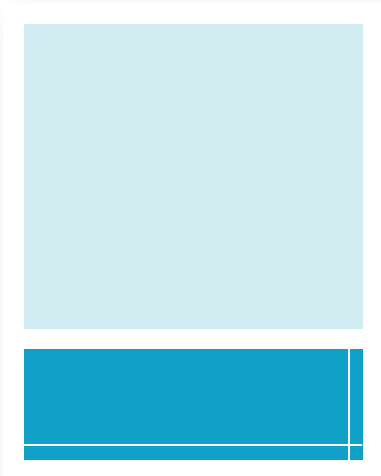
Half Page Horizontal
H 150 x W 245 mm



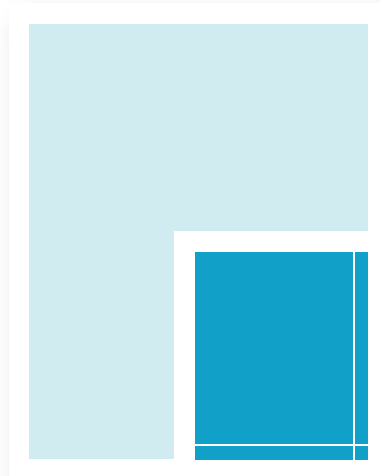
Half Page Vertical Column
H 315 x W 120 mm



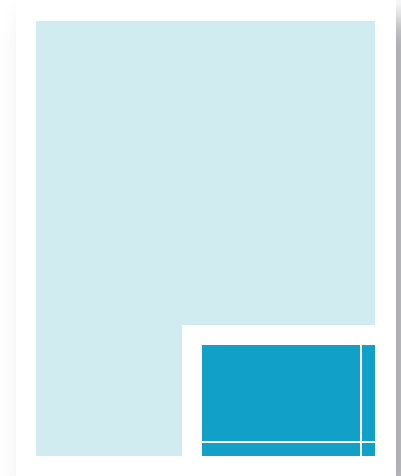
Quarter Page Horizontal Strip
H 75 x W 245 mm



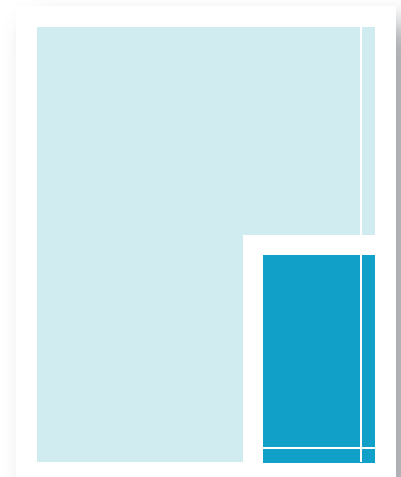
Quarter Page Box
H 150 x W 120 mm



Eighth Page Horizontal Strip
H 75 x W 120 mm



Sixth Page Box
H 150 x W 78 mm



**LARGE FORMAT
MAGAZINE**

**345MM x 275MM
100 GSM GLOSS**