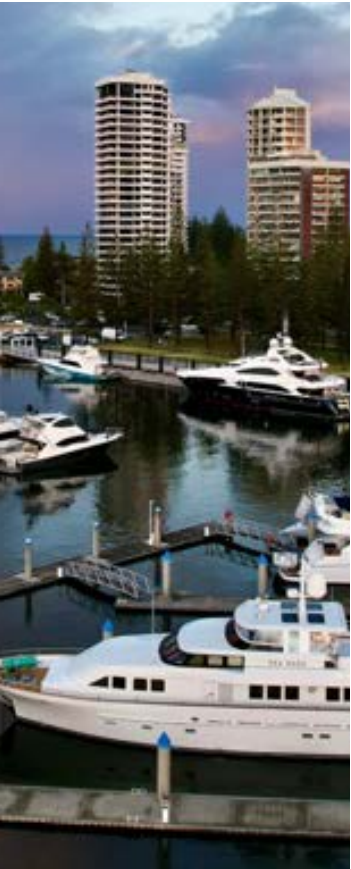


2023

# MEDIA KIT



## ABOUT

The Gold Coast in Queensland is 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.

### CONTACT INFO

Phone (07) 5679 0833  
Mobile 0419 910 999  
Sales@boatgoldcoast.com.au  
Facebook/boatgoldcoastmagazine

BOAT GOLD COAST  
P.O. Box 7441  
Gold Coast Mail Centre  
Queensland, 9726

## WHO WE ARE

Boat Gold Coast is a free-to-reader quarterly magazine published on the Gold Coast. Primarily a lifestyle publication focused around boating on Gold Coast waterways and beyond, the magazine is for anyone interested in boating news and information. Our aim is to promote local 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 information on boat products and services to the Gold Coast recreational boating community, the largest of its type in Australia.

We give away 18,000 magazines each quarter in and around Gold Coast and SEQ, and major marinas along the east coast of Australia. Distribution takes approximately 10 weeks to complete, hand delivered to many of our participating businesses, so we have regular feedback and ensure that no magazines are unread.

Not only do we have a loyal following of readers interested in local content and relevant boating information but, as a free high quality magazine, other interested readers elect to collect a copy from convenient locations, ensuring that tens of thousands of people actually read our magazine.



## OUR ADVOCACY

We are leaders in the Gold Coast boating 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:

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

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 boat users on the Gold Coast.

# HOW WE DISTRIBUTE

Boat Gold Coast magazine has an annual readership of 300,000+. Our magazine is available free-of-charge. We have strategically located distribution points across the South East Queensland boating community, including the marine manufacturing industry, boat retailers, clubs, marinas, specialty stores, service centres, marine equipment sales and service businesses, and industry trade shows. If the location is boat-related or an establishment nearby the water, then Boat Gold Coast magazine will be available to readers.

We place our magazines in the hands of genuine prospective boat buyers and interested 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.

Additionally, we conduct boat-to-boat distribution along South Stradbroke Island, door-to-door at select waterfront homes, shop-to-shop in exclusive shopping strip locations, and boat shows and industry conferences.

## WHY ADVERTISE WITH US

Boat Gold Coast magazine offers the local and interstate businesses a competitive method of brand development and product marketing of boats and related equipment and services, directed to benefit the Gold Coast community.

With readers picking up Boat Gold Coast magazine voluntarily, our publication directs genuine prospective buyers to your ad page, driving them to visit your website. These prospective buyers are less likely to be time-wasters and are more focused on quality and delivery, rather than on the lowest price.

Our printed format physically puts your product information in the hands of real buyers.

- You sell your product directly to the local buyers.
- Our publication is a buyer's guide for trusted sources of quality marine products.
- Print media improve general brand awareness and showcase products and services.
- Our publication promotes your product launches and special events to boat owners, in tandem with our digital offering (website and social media).
- Our publication content leverages boat show attendance with product previews and announcements.
- Being direct-to-reader, the magazine increases traffic to your website by advertising to an active boat consumer demographic.

## WHO ADVERTISES:



# READER PROFILE

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.



PRINT RUN PER YEAR



72,000 (MINIMUM)

READERS PER COPY



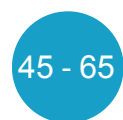
PER ISSUE READERSHIP 54,000

READERS



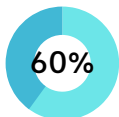
70% 30%

AVERAGE AGE



YEARS OLD

BOAT OWNERSHIP



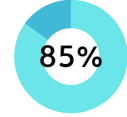
AVERAGE NET WORTH



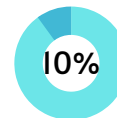
AVERAGE INCOME



OWN HOMES



OWN WATERFRONT PROPERTY



Average Boating Experience



32 years



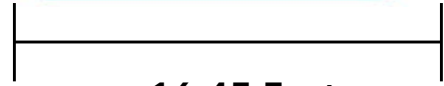
# THE BOATS

## AVERAGE BOAT OWNERSHIP



5 Years

## AVERAGE SIZE OF PRIMARY BOAT



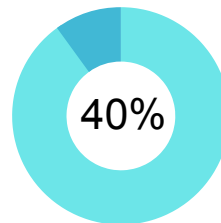
16-45 Feet

## AVERAGE VALUE OF PRIMARY BOAT OWNED



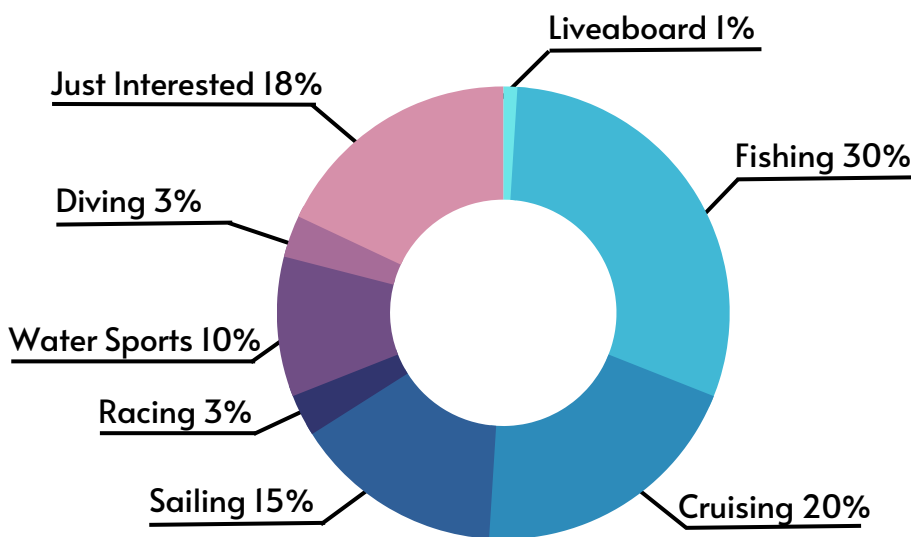
\* (Excluding Jet Ski)

## PRINT READERS BOAT OWNED OVER 32 FEET



\* Based on trends at top 200 participating distribution locations. (Excluding Jet Ski)

## READER PROFILE INTERESTS



- **Participating Distribution Outlets ~ 550 business locations**
- **Fixed Stands Locations ~ 95 (magazines placed on counter top or instore shelf)**

# MAJOR DISTRIBUTION OUTLETS

- Marinas
- Boat Dealers/ Brokers
- Chandlery/ Tackle Stores
- Waterfront Locations/ Cafés /Markets/ Shopping Centres
- Real Estate
- Car Dealers

# MAJOR DISTRIBUTION LOCATION

- Sanctuary Cove/ Hope Island
- Paradise Point/ Runaway Bay
- Manly To Redlands Bay
- Brisbane To Newport/ Scarborough
- Southport/ Main Beach
- Coomera/ Oxenford
- Jacobs Well



## OUR PUBLICATION DATES & FOCUS

### JANUARY - MARCH 2023

The boat owners are aboard and have time to read the magazine. We see an increase in magazine uptake at marinas and on the islands of Broadwater and Moreton Bay.

### APRIL - JUNE 2023

SCIBS Special Feature Issue. We attempt to deliver the majority of our magazine to distribution points before the boat show, so advertisers can encourage readers to visit the show and view the boats on offer. There are also magazines inside the show at self-serve stands.

### JULY - SEPTEMBER 2023

The post-SCIBS issue is most significant as follow-through marketing to attract those in buying mode and to reassure prospective buyers that they are buying the right brand.

### OCTOBER - DECEMBER 2023

This magazine has many immediate sales results as the buyers want a boat prior to summer holidays.

# BOAT GOLD COAST ONLINE

Our online content is available via [issuu.com/boatgoldcoast](http://issuu.com/boatgoldcoast), website and e-news, and social media.

## BOATGOLDCOAST.COM

Our website is for the benefit and convenience of the boating community, readily available on any device and any browser.

It is easy to use for additional information about boating in Queensland.

The website attracts readers of our print edition who can search for additional information and articles, as well as listings of our advertisers' products and services.

## E-NEWS

Readers subscribe to Boat Gold Coast e-news to receive a direct email from us that include announcements on the release of the latest edition of the magazine, and relevant stories and news. The direct email prompts subscribers to pick up the print magazine and visit the website. Promotions of businesses, products or services in our e-news is only by special arrangement; if interested, please contact us.

## SOCIAL MEDIA

Boat Gold Coast is on Facebook and Instagram as a means to engage with the digital community. We use these media to share and interact with community members' posts and stories that are relevant to our readers. We use social media to inform viewers of our presence primarily to drive the online community to our print magazine editions.



Website Unique Visits Per Year: 99,600

Return Visitors: 13%

Online Magazine Reads:

68,000 [www.issuu.com/boatgoldcoast](http://www.issuu.com/boatgoldcoast)

E-Newsletter: 5,000

Average open rate: 40% per email

Estimated Annual Readership: 300,000+

## Boat Gold Coast Magazine – Online Advertising Package

The online search engine is an effective and affordable approach to advertising your business. This technology has transformed how buyers make their purchase choices, especially when considering specialised products and professional services. If your business is listed in a well-promoted industry-specific search listing, your chances of winning a client will notably increase.

Boat Gold Coast Magazine offers a range of unique online advertising options to help promote your business. For as little as \$1.65 per day, you can have an online presence that is stimulated by our magazine print media advertising, original editorial content, e-newsletters, blogs, social media and trade show campaigns.

### BUSINESS DIRECTORY

Find listings for: <input type="text"/>		Find Listings	DIRECTORY
Search By State			
Accessories	Charter, Hire, Holidays	Insurance	Solar & Electric
Anchors	Cleaning & Detailing	Interior Design & Decor	Sound Systems
Antifouling	Clothing & Footwear	Jet Ski & PWC	Storage Boats & Caravans, General
Batteries, Generators	Clubs-Boating, Fishing, Skiing, Rescue	Kayaks, Canoes, SUP	Sunglasses
Boat Sales - Commercial	Covers, Canopies, Upholstery	Legal	Superyachts Sales & Service
Boat Sales - over 8m	Davits, Cranes	Lighting	Surveyors
Boat Sales - 6m	Decking & Floor Coverings	Marinas, Shipyards, Moorings	Tanks & Pumps
Boat Sales - upto 6m	Desalination, Watermakers	Painting & Spraying	Tourism, Hotels & Destinations
Boat Share	Electricians	Pontoon, Jeties, Lifts, Docks	Trailers Sales & Service
Books, Magazines, Charts	Electronics, Computers	Propellers	Training, Licensing & Education
Bow Thrusters	Engine Inboard Sales & Service	Real Estate	Transport Interstate & International
Builders, Shipwrights, Project Managers	Engine Outboard Sales & Service	Refrigeration, Plumbing, Air-con	Tyres
Business Marketing	Fabrication, Engineering	Restaurants & Wine	Underwater Maintenance
Camping, Outdoors	Fibreless Repair & Supplies	Safety Equipment	Water Purification Systems
Car Accessories	Finance	Sailmakers & Rigging	Watersports Equipment
Car Sales & 4x4	Fishing & Tackle Stores	Scuba Diving	Waterways & Canal Services
Caravan, Campers, RV's	Fuel	Shows & Exhibitions	Wholesalers & Distributors
Chandleries & Supplies	Government, Organisations	Signs, Stickers & Graphics	Windcreens & Windows

# Website Traffic – Monthly Example



## Business Directory Listing

The Boat Gold Coast Magazine Business Directory is the most comprehensive and up-to-date online marine industry and outdoor leisure business directory for all states of Australia.

The Business Directory utilises an extensive, easy-to-browse category listing of 72 products & services, with quick keyword and business name searches, and geographic area searches.

Your business listing will include multiple photos, business logo, website link, address, phone number, email address, description of the business activities, and detailed business profile

With your own Business Directory listing, you can tell buyers the history of your business, outline your service capabilities, detail special offers, link to your website, and describe your product and services with photos.

## Rates: Business Directory Only

- 3-months period - \$250 per quarter year
- 6-months period - \$200 per quarter year
- 12-months period - \$150 per quarter year

*(\*Pricing Plus GST, Invoiced Quarterly)*

## Online Banner Advertising



You can reach out to our readers and online visitors by creating a Banner Ad that uses pictures and rich media to get the point across. Our large Banner Ad size (300 x 250 pixels) makes it very easy to execute a professional-looking ad campaign. The online Business Directory listing is included in the online Banner Advertising package. By clicking on your Banner Ad, prospective customers will be redirected to your website.

## Rates: Banner Ad & Business Directory Package

- 3-months period - \$495 per quarter year
- 6-months period - \$395 per quarter year
- 12-months period - \$295 per quarter year

*(Artwork design fee \$50)*

*(\*Pricing Plus GST, Invoiced Quarterly)*

## OUR STORIES

The Boat Gold Coast magazine writing style is as laid back as the Gold Coast lifestyle. We encourage stories that are of local interest and, if appropriate, may include an experience-related angle (personal experience of the writer or of the interviewee). Human interest stories are always inspiring and are written in a way that the reader can relate or empathize with the subject matter. News stories affecting boating and Gold Coast waterways are important aspects of the magazine, so the information is written intelligently and objectively. We encourage analysis of local issues and opinions based on credible research. Contributions of stories focused on technical aspects of boating are written by experts in the relevant field.



Articles about boats are only a small portion of our subject matter and are written by our boating/fishing/sailing experts. The other articles in the magazine are, among many others, reviews, feature stories and personality profiles, uses and safety on the waterways, local community news, social updates, opinion pieces, interviews, tourism, lifestyle and travel stories. The scope of a story is boundless.

Boat Gold Coast is an independent publication and does not endorse specific products, services and establishments. No story endorsing one specific product, service or establishment shall be accepted for publication, unless it is paid advertorial material.

## EDITORIAL STYLE:

- Advertorials are 700 words long (3-5 Photos)
- Feature stories are 1300 words long (5-10 Photos)

## BOAT FEATURE

Our feature stories inform and entertain our readers on the most interesting and useful trends and destinations in boating. The products, personalities and unique stories that bring the boating lifestyle vividly to life for our readers are the essence of the Boat Gold Coast magazine experience.

## BOAT NEWS

Is the place to find news of interest from the Australian boating industry.

## BOAT REVIEW

A buyer's guide that covers product release and updates on new boats, useful new gear and great deals.

## BOAT PROTOCOL

Highlights the intersection of boating interests and government regulation and compliance; explanations on rules of the road, navigation tips, maneuverings, chart plotting, DIY repairs and upgrades; safety tips to prevent boat damage and personal injury.



## BOAT ENVIRONMENT

Advocate for environmental protection and conservation of the Gold Coast waterways. The broadwater, oceans, rivers, creeks, estuaries, dams, fish populations, wildlife, mangroves and shorelines are just some of our concerns.

## BOAT ANGLER

Features the reality of sports fishing, including advice from leading fishing experts, photos, fishing gear reviews, hot spots and new techniques to help hook that big one.

## BOAT TECHNOLOGY

Previews new gadgets to check out. We all want the latest and greatest marine electronics on our boats, such as new technologies and equipment recently introduced to the marine industry.

## BOAT JOURNEY

Is all about cruising. From big boats to speed boats, exciting travel time and enchanting destinations, we explore the best ways to spend your time on the water, where to go and how to get there comfortably.

## BOAT SAIL

Is full of beautiful pictures and instructive material on all aspects of sailing. Whether it be cruising or racing, we provide opinions on design, boat tests, fast-growing technology, sailing technique, local news and competition results.

## BOAT LIFESTYLE

Stories of real people who are living the boating lifestyle, where they share their personal choices for boats, their experiences, their learnings, and sometimes, their tips and tricks for those who are interested to know about the lifestyle they have chosen.

## BOAT EVENTS

We compile a list of upcoming races, competitions, meet-ups, picnics, cruises, industry trade shows, seminars, training, parties and tours. Find an event that captures your family's interest and enhances your Gold Coast boating life.

## Advertising Rate Card 2023

\* Pricing subject to 10% GST

	<u>Single Issue</u>	<u>Two Issue</u>	<u>Four Issue</u>
Sixth Page Services Box H150 x W78 mm	695	595	495
Eighth Page Horizontal Strip H75 x W120mm	900	750	600
Quarter Page Box H150 x W120 mm	1150	950	800
Quarter Page Horizontal Strip H75 x W245 mm	1250	1100	950
Half Page Horizontal H150 x W245 mm	1400	1200	1000
Full Page H345 x W275 mm	2000	1800	1600
Double Page Spread H345 x W550 mm	3000	2750	2500
Online Business Directory Listing	250	200	150
Online Directory & Banner Ad Package	495	395	295

\* Online advertising package includes rotating banner display advert with a link to advertisers directory company profile.

\* Online banner ad artwork may be included on request - size 300 x 250 pixels.

\* When providing your own print ad artwork, please send file as high resolution PRESS quality PDF, 300 dpi, CMYK file.

\* Only full page print ads require a 5mm bleed around all sides.

\* Additional print ad artwork design and editorial services are chargeable.

## Terms and Conditions

### Scope of Agreement

- 1) Under these terms and conditions, "Publisher" refers to Competitive Brands Pty. Ltd. and "Advertiser" refers to the persons, companies, agencies or other entities placing advertising with Publisher.
- 2) These terms and conditions apply to all advertisements, including print, digital, insertions, and other media.
- 3) These terms and conditions are deemed incorporated in every advertising agreement between Publisher and Advertiser. Placing an advertisement with Publisher constitutes the acceptance by Advertiser of these terms and conditions.

### Rights and Obligations of the Parties

- 4) Advertiser represents and warrants to Publisher that it has the full right and authority to enter into this agreement, and all advertisements provided by Advertiser for publication under this agreement do not infringe copyright, trademark, personal privacy, proprietary or any other third-party rights, or violate any other laws. Advertiser shall not hold Publisher liable for losses, costs, damages, claims, suits, or other proceedings associated with or attributed to any violation of such representation and warranty.
- 5) All advertisements are subject to review and approval by Publisher, including but not limited to content, subject matter, insertion date, and placement, in accordance with standards acceptable to Publisher. However, Publisher is not responsible for reviewing advertisements for quality or accuracy.
- 6) Publisher may require Advertiser to revise, edit or otherwise modify the advertisement, including but not limited to adding the word "advertisement", "an information supplement", or a similar title over, under or alongside any advertisement.
- 7) Publisher reserves the right to reject, cancel, omit, discontinue, decline to publish or suspend any advertisement for any reason whatsoever in its sole discretion, without liability or penalty to Publisher, and without need of notice to the Advertiser. By way of example, the Publisher in its sole discretion may: i) Decline to publish any advertisement that advocates a political or social agenda; ii) decline to publish any advertisement that promotes illegal products or services.
- 8) Advertiser is solely responsible for ensuring the advertisement (e.g. copy and materials) is received by Publisher on the deadlines specified. Publisher cannot guarantee color quality or corrections on any material received past the due date for submission of artwork. Publisher is not responsible for returning advertising material to Advertiser.
- 9) Any advertising material published in printed format may be used by Publisher in the electronic and online formats of the publication for the duration of the current issue in which the original material is printed.

### Payment Conditions

- 10) (a) **An invoice account will be issued by the Publisher upon signing of the booking form and the terms and conditions, which is payable within 7 days. All advertising orders must be paid, in full, prior to the advertising deadline.**  
(b) On advertising orders where credit terms are granted by Publisher, accounts are due and payable within 30 days from invoice date. Any late payment shall bear interest at the annual rate of fifteen percent (15%) or the maximum rate allowed by law, accruing as of the first day Advertiser received notice from Publisher that such payment became overdue. Failure to comply with credit terms may result in the withdrawal of credit privileges.
- 11) Advertising placement is not guaranteed until the advertising order is paid in full. Earliest paid adverts will receive priority placement.
- 12) Publisher will provide electronic invoices and electronic images of the applicable published advertisement pages. However, printed invoices may be issued upon request.

### Cancellation Policy

- 13) Advertiser may cancel an advertising order prior to the advertising deadline.
- 14) The Advertiser shall incur a cancellation charge of 50 per cent of the invoice amount for advertising orders cancelled by Advertiser after the specified deadline.

### Limited Liabilities

- 15) Publisher accepts no responsibility for loss of profit or any type of damages whatsoever. Publisher expressly disclaims all warranties, representations and conditions of any kind, express or implied, to the fullest extent permitted by law.
- 16) Advertiser agrees that Publisher's liability will be limited as follows: (i) for errors or omissions in the reproduction or delivery of an advertisement, to the amount paid for the space actually occupied by that portion of the advertisement on which the error occurred; and (ii) for failure to insert an advertisement, to the amount actually received by Publisher for the insertion of that advertisement.
- 17) If either party waives or modifies any term or condition of this agreement, such action will not void, waive or change any other term or condition, nor will the waiver by either party of any default by the other constitute the present or future waiver of any other default covered under these terms and conditions.
- 18) This agreement will be governed and construed in accordance with the applicable laws of the State of Queensland and the laws of Australia.

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Company:** \_\_\_\_\_