

THE roadahead.com.au



TRAVEL



LIFESTYLE



MOTORING



MEMBER ESSENTIALS

RACQ

QUEENSLAND'S PREMIER
MEMBERSHIP MAGAZINE
WWW.ROADAHEAD.COM.AU

DIGITAL MEDIA KIT 2010

THE [roadahead.com.au](http://www.roadahead.com.au)

DIGITAL MEDIA KIT



the road ahead lifestyle digital

welcome

In April 2009, RACQ is excited to launch *The Road Ahead Lifestyle* website, complementing Queensland's longest-running member publication *The Road Ahead*.

This unique lifestyle website, updated daily, will reach RACQ members and non-members through its wide selection of lifestyle categories targeting both male and female across all ages. Members will also have the choice of selecting from 12, targeted, niche-interest monthly newsletters. The highly visual, fresh and uncluttered environment of the new website and newsletters will showcase:

- Motoring
- Tech + Gadgets
- Travel
- Boating, Camping + Fishing
- Caravanning
- Green
- Food + Recipe
- Home + Garden
- Health + Wellbeing
- Events

audience

Promoted to over **1.6 million Queenslanders**, the digital media for *The Road Ahead* will reach straight into the heart of a highly desirable group of consumers who have a strong affinity for travel, lifestyle and motoring.

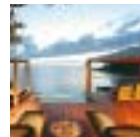
RACQ

QUEENSLAND'S PREMIER
MEMBERSHIP MAGAZINE
WWW.ROADAHEAD.COM.AU



racq digital media

newsletter categories



THE ROAD AHEAD The hero newsletter combining all categories.



MOTORING Put the pedal to the metal with the latest trends in motoring from Australia and around the globe.



TECH + GADGETS Whether it's computers, plasma screens, MP3s or gaming, stay switched on with the newest technology trends on offer.



TRAVEL QLD Discover the hidden gems of your own backyard with Queensland's best travel itineraries, must-see destinations and locals' secrets.



TRAVEL INTERNATIONAL Satisfy those itchy feet and explore what the rest of the world has to offer, from remote exotic islands and mountain treks to luxurious hotels and spas.



BOATING, CAMPING + FISHING Experience the best of the outdoors with the latest in boating, camping and fishing-trip ideas, trends and accessories.



CARAVANS + MOTORHOMES Ready to get on the road? Your guide to caravanning holidays, itineraries, servicing and accessories.



GREEN The latest in green trends and tips on how to make your lifestyle more eco-friendly in a few simple steps.



FOOD + RECIPE Whether its new recipes, picking fresh produce, cooking up a storm or discovering the best restaurants in Australia, enjoy this guide to everything.



EVENTS Keep up-to-date on the latest events, festival, concerts and much more. And be first to find out about special offers and deals.



HOME + GARDEN From decorating tips and renovation ideas to gardening techniques, make your house and garden beautiful without costing the earth.



HEALTH + WELLBEING From yoga at home, to dietary tips, exercise plans and healthy recipes, learn to take care of yourself from the inside out.

website promotion rates

THE ROAD AHEAD DIGITAL PROVIDES ADVERTISERS THE MOST FREQUENT AND COST-EFFECTIVE WAY TO TARGET QUEENSLANDERS.

NO OTHER MAGAZINE OFFERS THIS!

print opportunities

For further information on the exciting print advertising opportunities available in *The Road Ahead* magazine, contact your Account Manager or download the print media kit at www.roadahead.com.au.

January to March 2010 digital rates excl. gst

WEBSITE BANNERS	AV. PAGE VIEWS	RUN-OF-SITE LEADERBOARD	OPTION 1 SECTION BUY MREC	OPTION 2 SECTION BUY GATEWAY MREC + HALF PAGE DETAIL
		PER MTH \$	PER MTH \$	PER MTH \$
MASTHEAD (excl. home page)	72000	\$2160	-	-
BOTTOM	75000	\$750	-	-
HOME PAGE / GENERAL SITE TOP BANNER	28500	-	\$1430	\$1860
HOME PAGE / GENERAL SITE BOTTOM BANNER	28500	-	\$860	-
COMPETITION SECTION TOP BANNER	17000	-	\$940	\$1200
COMPETITION SECTION BOTTOM BANNER	17000	-	\$600	-
MOTORING/TECH + GADGETS/ECO TOP BANNER	6300	-	\$350	\$455
MOTORING/TECH + GADGETS/ECO BOTTOM BANNER	6300	-	\$220	-
TRAVEL/ CARAVANNING/OUTDOORS TOP BANNER	8900	-	\$490	\$640
TRAVEL/ CARAVANNING/OUTDOORS BOTTOM BANNER	8900	-	\$310	-
FOOD + RECIPE TOP BANNER	5000	-	\$280	\$365
FOOD + RECIPE BOTTOM BANNER	5000	-	\$180	-
HOME + GARDEN/ WELLBEING/EVENTS TOP BANNER	8900	-	\$490	\$640
HOME + GARDEN/ WELLBEING/EVENTS BOTTOM BANNER	8900	-	\$310	-

PLEASE NOTE: A 50% premium applies to Rich Media. Expanding creative is not accepted in launch period.

*excludes home page **positioned on section gateways only

enewsletter promotion rates

THE ROAD AHEAD DIGITAL PROVIDES ADVERTISERS THE MOST FREQUENT AND COST-EFFECTIVE WAY TO TARGET QUEENSLANDERS.

NO OTHER MAGAZINE OFFERS THIS!

January to March 2010 digital rates excl. gst

ENEWSLETTER BANNERS (x 3)	ACTIVE SUBSCRIPTIONS*	BUYOUT PER MTH \$
THE ROAD AHEAD	37,500	\$5000
FOOD + RECIPE	3800	\$570
HOME + GARDEN	3400	\$510
DRIVE TRAVEL	3200	\$495
HEALTH + WELLBEING	3100	\$465
EVENTS	3000	\$450
GLOBAL TRAVEL	2800	\$420
TECH + GADGETS	2600	\$390
OUTDOORS	2600	\$390
MOTORING	2300	\$345
CARAVANNING	2300	\$345
ECO	2400	\$360

* Active subscriptions as of 07 December, 2009.



tech specs

digital
advertising

SIZE	TRIM AREA (WxH)
LEADERBOARD	728 px x 90 px
MINI RECTANGLE	300 px x 125 px
MEDIUM RECTANGLE	300 px x 250 px
HALF PAGE	300 px x 600 px
ENEWS BANNER	500 px x 90 px

deadlines

Publish dates and deadlines - newsletters

ENEWS	MONTHLY PUBLISH DATE	MATERIAL DEADLINE
TECH + GADGET	2ND MONDAY	WEDNESDAY PRIOR
EVENTS	2ND WEDNESDAY	FRIDAY PRIOR
HOME + GARDEN	2ND FRIDAY	TUESDAY PRIOR
TRAVEL QLD	2ND SUNDAY	THURSDAY PRIOR
FOOD + RECIPE	3RD MONDAY	WEDNESDAY PRIOR
CARAVANNING	3RD WEDNESDAY	FRIDAY PRIOR
THE ROAD AHEAD	3RD FRIDAY	TUESDAY PRIOR
HEALTH + WELLBEING	3RD SUNDAY	THURSDAY PRIOR
MOTORING	4TH MONDAY	WEDNESDAY PRIOR
GREEN	4TH WEDNESDAY	FRIDAY PRIOR
OUTDOORS	4TH FRIDAY	TUESDAY PRIOR
TRAVEL INTERNATIONAL	4TH SUNDAY	THURSDAY PRIOR

THE **roadahead.com.au**

DIGITAL MEDIA KIT



contact

ADVERTISING CONTACTS

Digital advertising:

Cecilia Boughen – map digital

Ph (07) 3251 4908

Mob 0405 248 461

Email: cecilia@mapdigital.com.au

General display, classified display and inserts advertising:

Jeff Bygraves – Advertising Manager

Ph (07) 3872 8640

Fax (07) 3257 1863

Email: jeff.bygraves@racq.com.au

Classified lineage advertising:

Jenie Maloney

Ph (07) 3872 8653

Fax (07) 3257 1863

Email: jenie.maloney@racq.com.au

The Road Ahead Publishing Company Pty Ltd

ACN 009 716 465 ABN 72 009 716 465

PO Box 4, Springwood Qld 4127

RACQ

QUEENSLAND'S PREMIER
MEMBERSHIP MAGAZINE

WWW.ROADAHEAD.COM.AU