

THE roadahead.com.au



TRAVEL



LIFESTYLE



MOTORING



MEMBER ESSENTIALS

RACQ

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

DIGITAL MEDIA KIT NOV 2011- JAN 2012



the road ahead lifestyle digital

welcome

In July 2010, RACQ launched the new-look *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:

- Road Ahead overview
- Motoring
- Tech + Gadgets
- Travel – drive and global
- Outdoors
- Caravanning
- Eco
- 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.

* Based on *The Road Ahead* magazine readership.

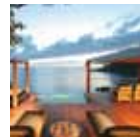
Source: Enhance Management Sept 09.





racq digital media

newsletter and website categories



THE ROAD AHEAD The hero newsletter combining all categories. (newsletter only)



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



COMPETITIONS From movie tickets to iPads and boats, users are spoiled with great competitions to enter each month. (website only)



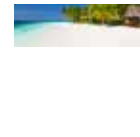
TECH + GADGETS Whether it's computers, plasma screens, MP3s or gaming, stay switched on with the newest technology trends on offer.



GALLERY From favourite photos and aspirational cars, the gallery invites users to interact. (website only)



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



GLOBAL TRAVEL 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.



OUTDOORS Experience the best of the outdoors with the latest in boating, camping and fishing-trip ideas, trends and accessories.



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



ECO 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 rates

November 2011 to January 2012 excl. gst

THE ROAD AHEAD WEBSITE PROVIDES ADVERTISERS:

- average 54,948 unique visitors every month
- 100% SOV for each ad position
- click through rates ranging up to 2.83%
- targeted advertising opportunities across niche online segments

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.

PLEASE NOTE: A 40% premium applies to Rich Media.

* Average rates based on past 3mths.

WEBSITE BANNERS		AVG PAGE IMPRESSIONS *	CPM RATE	RATE PER MTH \$	RATE (3 MTH BUY) PER MTH \$	WEEKLY BUY AVAILABLE
MASTHEAD LEADERBOARD RUN-OF-SITE		196,580	\$35	\$6,880	\$5,504	YES
BOTTOM LEADERBOARD RUN-OF-SITE		117,948	\$4	\$472	\$377	YES
TOP MREC RUN-OF-SITE		196,580	\$30	\$5,897	\$4,718	YES
HALF PAGE RUN-OF-SITE		157,264	\$50	\$3,145	\$2516	YES
LOWER MREC RUN-OF-SITE		157,264	\$10	\$3,145	\$2,516	YES
MINI-REC RUN-OF-SITE		117,948	\$15	\$1,769	\$1,415	YES
ARTICLE BANNER RUN-OF-SITE		196,580	\$30	\$5,897	\$4,718	YES
SPONSORED LINKS RUN-OF-SITE (BOLD HEADER+2 LINES TEXT)		196,580	\$3	\$590	\$472	YES
HOME PAGE / GENERAL SITE	TOP MREC OR ARTICLE BANNER	38,275	\$40	\$1,531	\$1,225	
	HALF PAGE	30,620	\$60	\$1,837	\$1,470	
	MINI-REC	22,965	\$20	\$459	\$367	
COMPETITION SECTION	TOP MREC OR ARTICLE BANNER	51,572	\$40	\$2,063	\$1,650	
	HALF PAGE	41,258	\$60	\$2,475	\$1,980	
	MINI-REC	30,943	\$20	\$619	\$495	
MOTORING/TECH + GADGETS/ECO	TOP MREC OR ARTICLE BANNER	9,897	\$40	\$396	\$317	
	HALF PAGE	7,918	\$60	\$475	\$380	
	MINI-REC	5,938	\$20	\$119	\$95	
TRAVEL/ CARAVANNING/OUTDOORS	TOP MREC OR ARTICLE BANNER	12,603	\$40	\$504	\$403	
	HALF PAGE	10,082	\$60	\$605	\$484	
	MINI-REC	7,562	\$20	\$151	\$121	
FOOD + RECIPE	TOP MREC OR ARTICLE BANNER	9,027	\$40	\$361	\$289	
	HALF PAGE	7,222	\$60	\$433	\$347	
	MINI-REC	5,146	\$20	\$108	\$87	
HOME + GARDEN/WELLBEING/EVENTS	TOP MREC OR ARTICLE BANNER	14,534	\$40	\$581	\$465	
	HALF PAGE	11,627	\$60	\$698	\$558	
	MINI-REC	8,720	\$20	\$174	\$140	
GALLERY	TOP MREC OR ARTICLE BANNER	3,720	\$40	\$149	\$119	
	HALF PAGE	2,976	\$60	\$179	\$143	
	MINI-REC	2,232	\$20	\$45	\$36	

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.

newsletter rates

THE ROAD AHEAD NEWSLETTERS PROVIDE ADVERTISERS:

- open rates ranging up to 39%
- 100% SOV for each ad position
- ad click through rates ranging up to 1.37%
- the highest subscriptions of any QLD lifestyle newsletters

November 2011 to January 2012 digital rates excl. gst

NEWSLETTER BANNERS (x 3)	TOTAL SUBSCRIPTIONS*	AVERAGE OPEN RATES**	BANNER RATE PER MTH \$	BUYOUT (3) PER MTH \$ - 20% discount
THE ROAD AHEAD	159,357	20.9%	\$1,668	\$4,672
EVENTS	31,871	32.6%	\$520	\$1,455
FOOD+RECIPE	19,847	34%	\$337	\$943
HOME+GARDEN	15,979	34%	\$273	\$763
DRIVE TRAVEL	16,259	34.7%	\$282	\$791
HEALTH+WELLBEING	14,922	31.8%	\$237	\$664
TECH+GADGETS	12,973	39%	\$255	\$713
OUTDOORS	12,500	33%	\$205	\$575
GLOBAL TRAVEL	18,232	32%	\$292	\$818
ECO	10,621	35%	\$185	\$517
CARAVANNING	10,621	35%	\$185	\$517
MOTORING	10,394	30%	\$157	\$440

* Average subscriptions based on past 3mths.

**Average open rate based on past 3mths.

PLEASE NOTE:

1. Rates based on avg open rates, not total subscriptions, at \$50CPM per banner,+gst.
2. 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.
3. 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.

SUBSCRIPTION GROWTH OF 35 – 40% OVER THE PAST YEAR.

advertising examples

MASTHEAD LEADERBOARD 728px x 90px

TOP MEDIUM RECTANGLE 300px x 250px

ARTICLE BANNER 500px x 90px

LOWER MREC 300px x 250px

HALF PAGE 300px x 600px

MINI REC 300px x 100px

SPONSORED LINK

BOTTOM LEADERBOARD 728px x 90px

WEBSITE



WEBSITE CONT.



ENEWSLETTER



NEWS BANNER 500 px x 90 px

- 3 banners per enews.
- Only top banner shown- middle and bottom banner positions not shown.

digital specs

The Road Ahead Lifestyle website offers an extensive range of advertising products to help connect advertisers with RACQ members and the general public. Whether you're looking for display advertising, rich media, video, sponsored links or email, The Road Ahead Lifestyle will have a product to match your specific needs.

THE ROAD AHEAD LIFESTYLE WEBSITE ADS FOLLOWS IAB STANDARDS.

Google DoubleClick for Publishers (DFP) is the system used to manage online advertising campaigns. It provides a wide range of statistics on impressions, clicks and conversions to help gauge the effectiveness of ads.

- should be submitted for trafficking 3 business days in advance in case of standard and 5 business days prior to launch date in case of rich media content
- if supplying flash (.swf) banners, we also require a backup format (e.g. animated .gif or static image) for web browsers with flash disabled and iPhone/iPad users.
- flash banners to have link embedded

PLEASE NOTE:

map digital can produce your advertisements for a nominal fee

ad unit	dimensions (pixels width by height)	gif	animated gif	Std Flash	Rich Flash	looping
leaderboard	728x90	25KB	35KB	35KB	100KB	continuous
mini rectangle	300x100	20KB	30KB	30KB	100KB	continuous
medium rectangle	300x250	25KB	35KB	35KB	100KB	continuous
half page	300x600	30KB	40KB	40KB	100KB	continuous
enewsletter banner	500x90	25KB	35KB*	N/A	N/A	N/A

* Please note. Outlook does not support animated gifs and will not show the animation. RACQ takes no responsibility for viewing problems associated with banners supplied in this type.

Please note creative materials:

- may only contain user initiated sound
- click through must open a new browser window
- must not contain program calls to another site or executable file

deadlines

Publish dates and deadlines - e-newsletters

ENEWS	MONTHLY PUBLISH DATE	MATERIAL DEADLINE
TECH + GADGETS	1ST MONDAY	WEDNESDAY PRIOR
OUTDOORS	1ST WEDNESDAY	FRIDAY PRIOR
HOME + GARDEN	1ST FRIDAY	TUESDAY PRIOR
THE ROAD AHEAD	2ND MONDAY	WEDNESDAY PRIOR
FOOD + RECIPE	2ND WEDNESDAY	FRIDAY PRIOR
CARAVANNING	2ND FRIDAY	TUESDAY PRIOR
DRIVE TRAVEL	3RD MONDAY	WEDNESDAY PRIOR
HEALTH + WELLBEING	3RD WEDNESDAY	FRIDAY PRIOR
MOTORING	3RD FRIDAY	TUESDAY PRIOR
ECO	4TH MONDAY	WEDNESDAY PRIOR
EVENTS	4TH WEDNESDAY	FRIDAY PRIOR
GLOBAL TRAVEL	4TH FRIDAY	TUESDAY PRIOR

THE roadahead.com.au

DIGITAL MEDIA KIT



contact

ADVERTISING CONTACTS

Digital advertising:

Kara Ciampi - Digital Account Manager

Ph (07) 3251 4908

Mob 0411 805 667

Email: advertising@mapdigital.com.au

Magazine and inserts advertising:

Kelley Wiseman - Advertising Manager

Ph (07) 3872 8640

Fax (07) 3257 1863

Email: kelley.wiseman@racq.com.au

Magazine Classified 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

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