

THE road ahead



TRAVEL



LIFESTYLE



MOTORING



MEMBER ESSENTIALS

RACQ

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

LIFESTYLE MAGAZINE
MEDIA KIT 2012

road ahead

LIFESTYLE MAGAZINE MEDIA KIT



the road ahead

overview

RACQ is excited to present the new-look *The Road Ahead* magazine, Queensland's largest-circulating member publication reaching just under 1-million households. The highly visual, fresh and uncluttered environment showcases travel, lifestyle and motoring, and essential member information.

target market

Reaching over **1.6-million Queenslanders***, *The Road Ahead* magazine gets straight into the heart of highly desirable group of consumers who have a strong affinity for travel, lifestyle and motoring. The new sections to *The Road Ahead* magazine enable discerning advertisers to specifically target travel, lifestyle and motoring consumers. Tap into a combination of young professionals, couples, midlife households and baby-boomers through tailored marketing opportunities including preferred positions, special features, inserts, plus extensive and strategic digital-media solutions.

magazine circulation & frequency

899,570 copies are printed **bi-monthly**, in February, April, June, August, October, and December.



distribution

The Road Ahead magazine's unique offering is its pin-pointed distribution – no other 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 online magazine at www.roadahead.com.au.

*Source: Enhance management Sept 2009

REACHING MORE QUEENSLANDERS
THAN ANY OTHER PRINT MEDIUM



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section guide

travel

Celebrating travel. *The Road Ahead* aims to help readers explore places, ideas and trends that define global travel culture. Whether they are venturing close to home or overseas, whether their budget is limited or limitless, *The Road Ahead* reveals “secret” and “unspoiled” destinations in Queensland and around the world.

With highly informative editorial, stunning design and unique photography, the travel section is every person’s passport to an exciting world of travel.

lifestyle **NEW SECTION**

The Road Ahead surrounds the reader with refreshing ideas and directions that make their life a little easier. Covering Queensland identities, the home, health and wellbeing, technology and gadget updates, books, music and game reviews, plus the great events on offer around Queensland, *The Road Ahead* provides a unique array of informative, uplifting and engaging stories.

motoring

The Road Ahead offers the best of both worlds when it comes to motoring: unbiased, critical assessment of your next car by its award-winning team of experts, and their passionate devotion to cars, driving and the automotive industry. Every issue inspires, instructs and influences the curious mind, engaging them with breakthroughs on the latest advances in the automotive world.



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rate card

THE ROAD AHEAD MAGAZINE PROVIDES ADVERTISERS THE MOST COST-EFFECTIVE WAY TO REACH OVER **50%** OF ALL QUEENSLAND HOUSEHOLDS. NO OTHER MAGAZINE OFFERS THIS.

online opportunities

For further information on standalone digital advertising opportunities available on the *The Road Ahead Lifestyle* website and newsletters, contact your Account Manager or download the digital media kit at www.roadahead.com.au.

2012 print rates excl. gst

DISPLAY	DISPLAY	CASUAL	3 ISSUE BUY	6 ISSUE BUY
	DPS	\$33,471	\$31,786	\$30,122
	FULL PAGE	\$17,563	\$17,300	\$15,824
	HALF PAGE	\$9,030	\$8,575	\$8,129
	QTR PAGE	\$5,278	\$5,013	\$4,749

LOADINGS IFC 20%, OBC 30%, EGN (P15 OR PRIOR) 15%, SOLUS 15%, POSITIONAL REQUESTS 10%

INSERTS	INSERTS	CASUAL per 1000	3 ISSUE BUY per 1000	6 ISSUE BUY per 1000
	50,000 OR LESS	\$99	\$95	\$91
	TO 200,000	\$89	\$85	\$81
	TO 500,000	\$79	\$75	\$71
	FULL RUN	\$65	\$62	\$60

MINIMUM 5,000 INSERTS DELIVERY CENTRES MUST BE TAKEN. REFER TO SPECS FOR MAX WEIGHT AND SIZE REQUIREMENTS. REFER TO SEPERATE INSERT DOCUMENT FOR DELIVERY CENTRES.

CLASSIFIEDS	DISPLAY CLASSIFIEDS	CASUAL*	3 ISSUE BUY*	6 ISSUE BUY*
	MONO	\$122	\$116	\$109
	1 COLOUR	\$133.50	\$127	\$120
	2 COLOUR	\$144.50	\$137.50	\$130
	4 COLOUR	\$155.50	\$148	\$140

CLASSIFIEDS LINEAGE RATE \$29.00 PER LINE (MIN OF 5 LINES)
*PER COLUMN CM. MINIMUM 3CM.

EXTRAS	EXTRAS	CASUAL	3 ISSUE BUY	6 ISSUE BUY
	FLYSHEET BACK PAGE	P.O.A	P.O.A	P.O.A
	FLYSHEET COVER AD	\$18,035	\$16,247	\$14,413
	GATEFOLD	\$84,109	POA	POA
	TIP-INS	POA	POA	POA

print+digital package

BOOK THESE DIGITAL PACKAGES IN COMBINATION WITH PRINT ADVERTISING IN THE ROAD AHEAD TO INCREASE THE FREQUENCY OF YOUR MESSAGE AND ALSO RECEIVE THE FOLLOWING ADDED VALUE:

With ¼ page ad –

5% discount on digital advertising

With ½ page ad –

10% discount on digital advertising

With full page ad –

20% discount on digital advertising

(MAXIMUM DISCOUNT AVAILABLE 20%)

LIFESTYLE PACK Over 12,000 page views • Over 27,000 subscribers			
PACK	MEDIUM	BANNER LOCATION + POSITION	
LARGE PACK \$1428+	website	home + garden	top MREC
		health + wellbeing	top MREC
		events	top MREC
	enews	home + garden	top
		health + wellbeing	top
		food + recipe	top
SMALL PACK \$743+	website	home + garden	bottom MREC
		health + wellbeing	bottom MREC
		events	bottom MREC
	enews	home + garden	middle
		health + wellbeing	middle

MASS REACH PACK Over 102,000 page views • Over 180,000 subscribers			
PACK	MEDIUM	BANNER LOCATION + POSITION	
LARGE PACK \$8548+	website	run-of-site	masthead leaderboard
	enews	road ahead	top
SMALL PACK \$2140+	website	run-of-site	bottom leaderboard
	enews	road ahead	middle
EMAIL PACK \$4596+	enews	all enews	best possible

TRAVEL PACK Over 9,500 page views • Over 21,500 subscribers			
PACK	MEDIUM	BANNER LOCATION + POSITION	
LARGE PACK \$1263+	website	travel	top MREC
		caravanning	top MREC
		outdoors	top MREC
	enews	drive travel	top
		global travel	top
		caravanning	top
SMALL PACK \$776+	website	travel	bottom MREC
		caravanning	bottom MREC
		outdoors	bottom MREC
	enews	drive travel	middle
		global travel	middle

EVENTS PACK Over 26,000 page views • Over 8,000 subscribers			
PACK	MEDIUM	BANNER LOCATION + POSITION	
LARGE PACK \$2583+	website	competitions	top MREC
	enews	events	top
SMALL PACK \$1345+	website	competitions	middle MREC
	enews	events	middle

ACTION PACK Over 7,000 page views • Over 18,000 subscribers			
PACK	MEDIUM	BANNER LOCATION + POSITION	
LARGE PACK \$993+	website	motoring	top MREC
		tech + gadgets	top MREC
		eco	top MREC
	enews	motoring	top
		tech + gadgets	top
		eco	top
LARGE PACK \$993+	website	motoring	bottom MREC
		tech + gadgets	bottom MREC
		eco	bottom MREC
	enews	motoring	middle
		outdoors	middle

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publishing dates + deadlines

Advertising deadlines 2012

EDITION	BOOKINGS, COPY, CANCELLATIONS	COMPLETE MATERIAL	INSERT DELIVERY	DELIVERY COMMENCES
FEBRUARY / MARCH	THURSDAY DECEMBER 15	MONDAY JANUARY 9	THURSDAY JANUARY 19	FRIDAY FEBRUARY 3
APRIL / MAY	WEDNESDAY FEBRUARY 15	TUESDAY MARCH 6	FRIDAY MARCH 16	WEDNESDAY APRIL 4
JUNE / JULY	MONDAY APRIL 16	FRIDAY MAY 4	FRIDAY MAY 18	MONDAY JUNE 4
AUGUST / SEPTEMBER	FRIDAY JUNE 15	FRIDAY JULY 6	WEDNESDAY JULY 18	THURSDAY AUGUST 2
OCTOBER / NOVEMBER	THURSDAY AUGUST 16	THURSDAY SEPTEMBER 6	MONDAY SEPTEMBER 17	THURSDAY OCTOBER 4
DECEMBER / JANUARY	MONDAY OCTOBER 15	MONDAY NOVEMBER 5	FRIDAY NOVEMBER 16	MONDAY DECEMBER 3

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tech specs

display advertising ad sizes

SIZE	TRIM AREA (HxW)	LIVE IMAGE AREA (HxW)	BLEED
QUARTER PAGE	125.5 mm x 92.5 mm	N/A	N/A
QUARTER PAGE strip	60 mm x 190mm	N/A	N/A
HALF PAGE horizontal	125.5 mm x 190 mm	N/A	N/A
HALF PAGE vertical	256 mm x 92.5 mm	N/A	N/A
FULL PAGE	276 mm x 210 mm	256 mm x 190 mm	plus 5 mm on all sides
DOUBLE-PAGE SPREAD	276 mm x 420 mm	256 mm x 400 mm	plus 5 mm on all sides

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.



tech specs

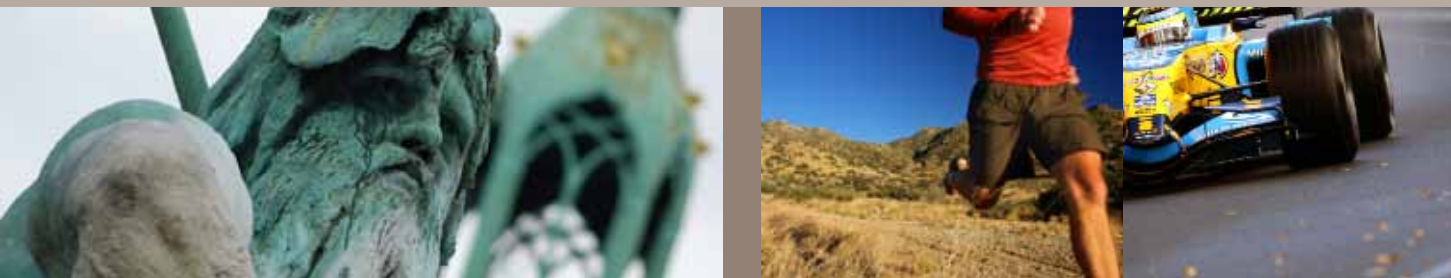
classified advertising + inserts

classified advertising

ONE COLUMN	TWO COLUMN	THREE COLUMN	FOUR COLUMN	FIVE COLUMN
35 mm	73.75 mm	112.5 mm	151.25 mm	190 mm

inserts

MINIMUM NUMBER	MINIMUM PAPER WEIGHT	MINIMUM SIZE	MAXIMUM SIZE
5,000	115 gsm	148 spine mm x 75 mm	265 spine mm x 200 mm



material requirements

COMPLETE MATERIAL

Platform: Mac

Preferred lodgement:

- Email (under 10MB) to *The Road Ahead*.
- Digital files can be supplied direct on CD.

Format: High-resolution, press-optimised PDF or EPS.

Images: CMYK or greyscale as TIFF, JPEG or EPS. Image resolution 300 dpi at final size.

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

These are opened on the strict understanding that payment will be made not more than 30 days from the date of the invoice. Failure to comply with these terms could result in cancellation of the account.

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contact

ADVERTISING CONTACTS

General display, classified display and inserts advertising:

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