

THE
west end
magazine



media kit
queenslandmagazines

ABOUT THE 4101

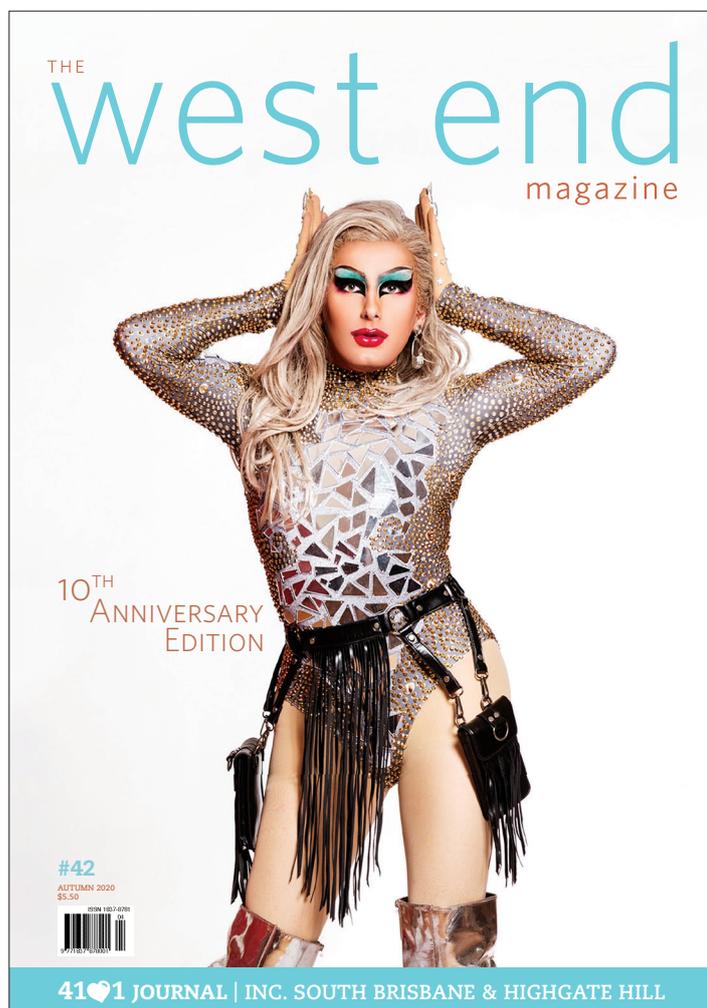
THE
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About The West End Magazine

The galleries, theatres, restaurants, markets and other cultural experiences in the South Bank precinct, the corporate presence in South Brisbane combined with the individually unique retail experiences, and the rich multiculturalism and sense of community of West End, make the 4101 suburbs a unique place to live and work. 4101 residents are authentic, educated, socially aware, worldly people. The suburbs' proud migrant communities coexist with a strong student and an evergrowing white collar professional population. Traditional Queenslanders and cottages stand alongside highrise apartment complexes. Residents of West End, South Bank, South Brisbane, Highgate Hill and Hill End are loyal to their community and environs, and often find themselves staying close to home for weekend and after hours entertainment and activities. West End and the South Bank precincts offer so much diversity that they find no need to venture farther afield! The area is also a magnet for visitors from throughout Brisbane and further afield.

www.queenslandmagazines.com.au

www.westendmagazine.com



Danielle Hughes Brown
Editor / Publisher / Founder
publisher@queenslandmagazines.com.au

The West End Magazine philosophy

The West End Magazine was created in April 2010 to reflect the evolving culture of the 4101 suburbs. The magazine is a high quality, glossy journal that holds a mirror up to the vibrant local lifestyle. The West End Magazine's words and images portray local people and groups doing fascinating things, in all facets of life, from artists to business people. In November 2012, our online magazine was created to broaden readers' experience and engagement with The West End Magazine via additional content and channels. Queensland Magazines, the magazine's publisher, has produced the beautiful Highlife downs living magazine on the Downs west of Brisbane since 2004 and launched INDULGE eat.live.play magazine in 2014, a lifestyle journal with a foodie focus specific to South East Queensland and northern New South Wales. We also publish two online magazines — The Prestige Property Magazine and F magazine (celebrating Australian female success).

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MAGAZINE DISTRIBUTION

THE
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magazine

AT A GLANCE

ANNUAL PRINT RUN 20,000

- » 1100 mailed to businesses + subscribers per edition
- » 1000 to local families via schools / kindies
- » 2000 apartments 4101
- » 900 hotels and events

FREQUENCY

- » Quarterly print magazine
- » In market middle of:
 - October - (Spring)
 - January - (Summer)
 - April - (Autumn)
 - July - (Winter)

COVER PRICE

\$5.50

SUBSCRIPTION

\$20 per year

ONLINE MAGAZINE

www.westendmagazine.com

- » 334,241+ online magazine pageviews per year
- » 150,296+ online magazine readers/visitors per year
- » Updated daily

eNEWS

Emailed out to 22,430+ readers each Wednesday

SOCIAL MEDIA

- » Instagram: @westendmagazine
- » Facebook: /westendmagazine
- » Twitter: @westendmagazine

FOLLOWERS

11,094+ social media reach

ABOUT THE WEST END MAGAZINE

The West End Magazine is the true essence of a niche magazine with a high quality format, stunning imagery and engaging local content. This timeless journal beautifully captures the unique culture and local characters and the magazine is proudly collected and showcased in homes on coffee tables and in businesses, cafes and waiting rooms across the 4101 and beyond.

Established in 2010, The West End Magazine reflects the evolving culture, diversity and unique colour of the 4101 suburbs of West End, South Bank, South Brisbane, Highgate Hill and Woolloongabba and has grown to become a much-loved and coveted read for the 4101 peninsula and beyond. Our readers and followers are culturally savvy, urban professionals, 4101 locals and 4101 lovers. We work closely with our readers, local businesses and local organisations to continually evolve the magazine's unique style and content which draws readers and followers who live, work and love the 4101, from both inside and outside the postcode.

PRINTED MAGAZINE

The West End Magazine print magazine is delivered to 4101 families via schools and kindergartens, as well as being distributed to hotels and apartments, mailed to local businesses and subscribers, and available by subscription throughout Brisbane and beyond.

SUBSCRIPTIONS

Subscriptions can be arranged via our website for just \$20 per year.
www.westendmagazine.com/subscribe

EVENTS

Complimentary copies are gifted to guests at events and we continually seek new and unique sponsorship opportunities to reach new audiences.

HOTELS

Copies of The West End Magazine are provided for the rooms at Emporium South Bank, Rydges South Bank, Mantra South Bank, Novotel South Bank, The Capitol Apartments, West End Central Apartments, Brisbane 1 and Brisbane Casino Towers.

ONLINE MAGAZINE

www.westendmagazine.com

Our readers and followers want to engage with the magazine in between printed editions and the online magazine which is easily and conveniently accessed, has expanded editorial content, socials pictorials, comprehensive calendar of events, competitions and much more. The online magazine has more than 291,361+ page views each year and is continuing to grow all the time.

eNEWS

The eNews is emailed each Wednesday and has a high open rate of around 20% which is well above the industry standard. Our readers want to immerse themselves in the 4101 and crave information on everything 4101.

READER PROFILE

THE west end magazine

FAST FACTS (ANNUAL) GOOGLE ANALYTICS

- » 334,241+ pageviews
- » Print run of 20,000
- » 150,296+ visitors
- » 22,430+ weekly eNews subscribers
- » 11,235+ Social media followers (Facebook, Instagram, Twitter)

AVERAGE EDM PERFORMANCE PER WEEK*

Source: Mailchimp analytics

- » +4500 impressions
- » +2140 clicks
- » More than 950 4+ Star Mailchimp influencers
- » On average \$1 buys 45 impressions

AVERAGE HOMEPAGE PERFORMANCE PER 3 MONTHS*

Source: Google analytics

- » +380,000 impressions over 3 months on average
- » +6600 clicks over 3 months on average
- » On average \$1 reaches 3,800 people

AVERAGE SOCIAL MEDIA PERFORMANCE

Source: Facebook and Instagram analytics

- » +9550 people reached per week
- » +29,500 impressions per week
- » On average a shared Facebook post reaches +1000 people

Impressions - number of times your image was loaded on a screen.

Clicks - number of times a web element is interacted with.

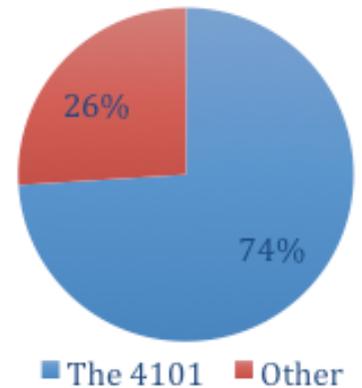
Reach - the number of people connected to.

THE WEST END MAGAZINE READER PROFILE

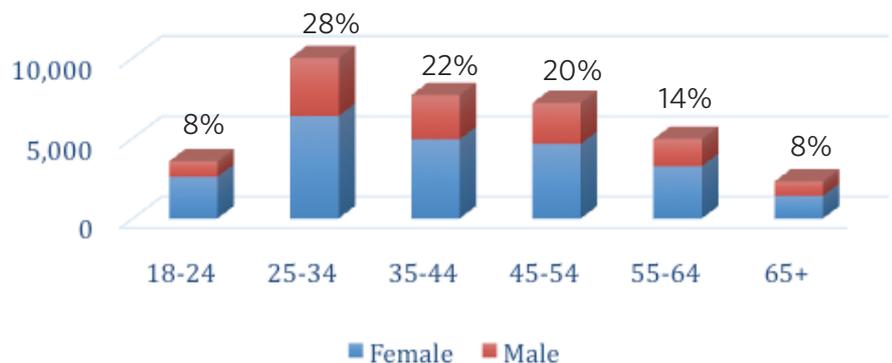
WHERE?

Source: The West End Magazine subscribers

- » The West End Magazine is centred around Brisbane's cultural heart in the 4101



THE WEST END MAGAZINE AGE AND GENDER BREAKDOWN



| Rank | Demographic Interest |
|------|-----------------------------|
| 1 | Entertainment & Events News |
| 2 | Travel |
| 3 | Books |
| 4 | Movies |
| 5 | Green Living |
| 6 | Music |
| 7 | Art & Theatre |
| 8 | Food & Dining |
| 9 | Socials & Photography |
| 10 | Health & Fitness |

Source: Google analytics

WHO?

Source: The West End Magazine readership surveys 2017

- » 65% of readers keep The West End Magazine for more than a year
- » 74% live in the West End
- » 60% are between 25 and 54 years old, without children
- » 50% eat out at least once a week
- » Food & Restaurants, Arts & Events, Fashion & Shopping are West Enders top interests

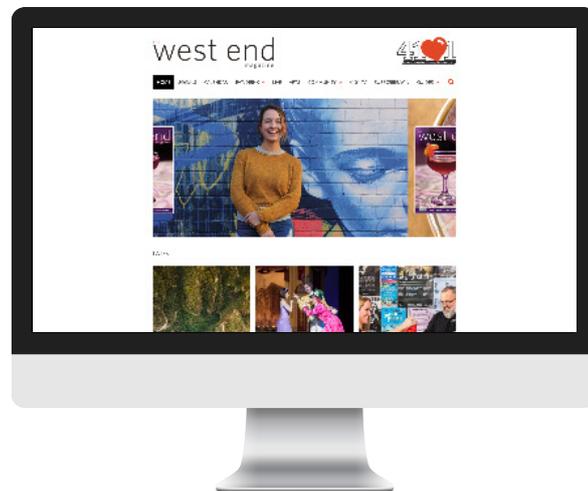
MAGAZINE CHANNELS

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PRINTED MAGAZINE

The magazine is a high quality, glossy journal that holds a mirror up to the vibrant local lifestyle. The printed magazine is published quarterly and delivered free in the 4101 and is also available for purchase via subscription or at newsagents Brisbane wide. Loyal subscribers collect editions due to the magazine's timeless content, and proudly display them on coffee tables.



ONLINE MAGAZINE

www.westendmagazine.com

Our readers and followers crave information on the area. The online magazine allows them to catch up with everything happening in 4101 in between our quarterly printed editions of the magazine. Our online magazine has more than 334,241+ page views per year and you will find everything that's in the printed magazine, plus much more, updated daily. Extra social photos, an event calendar, stories, blogs, business directories and new features are being added all the time.



SOCIAL MEDIA

The West End Magazine keeps in touch with followers across social media, on Facebook, Twitter and Instagram. These platforms provide readers with updates on the online magazine as soon as stories are posted. Via our social media networks, readers can stay connected and join in the conversation, participate in competitions and interact with others.



4101-TV

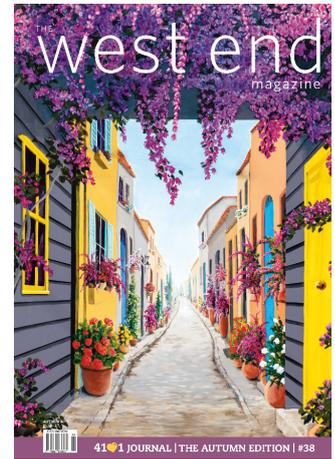
Switch on 4101-TV via the YouTube channel to see a variety of features all in living colour. The edgy videos produced on a regular basis give readers exclusive interviews, behind the scenes insights and a glimpse of what's happening in the 4101.



eNEWS

The eNews currently has 22,430+ recipients every Wednesday. Readers subscribe to our free weekly eNews and be the first to find out what is happening next in 4101, the cultural epicentre of Brisbane.

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Promotion Categories

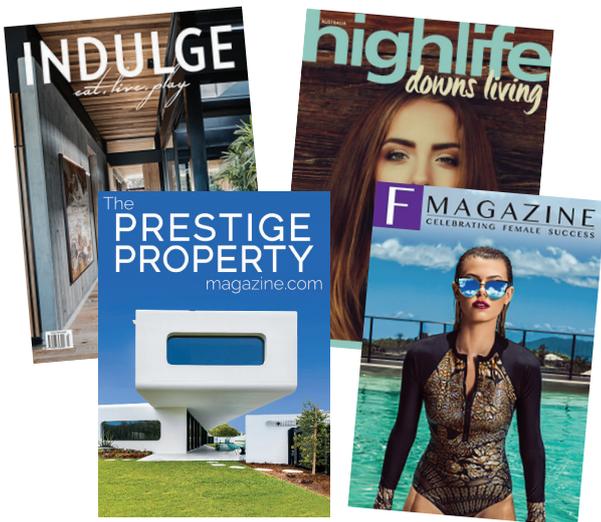
- Eat+Drink • Home+Garden • Body+Mind
 • Shop+Style • The Traveller
 • Business+Property • Education
 • Events • Precincts

Campaign discounts are available.

- 5% discount for 6 months
- 10% discount for 12 months

We also invite you to consider advertising in our two other titles (INDULGE eat.live.play, HIGHLIFE Living Downs, Prestige Property and F magazine) to broaden your reach.

Liftover rates are available.



We invite you to appear in The West End Magazine

Targeted Local Reach 255,179+ readers in print and online

The West End Magazine is on sale for 3 months at newsagents throughout greater Brisbane, and mailed to thousands of key contacts and subscribers. Book your space now for the opportunity increase sales by promoting your business to our discerning audience. We invite you to participate in one of our themed editorial-style promotions or to book a branded space.

Editorial-Style Ad or Branded Ads with Supplied Art *

- Directory in print plus online (*Branded only*) - \$275 +GST
- 1/6 Page in Print and Online - \$400 +GST
- 1/4p in print plus online - \$650 +GST
- 1/3p in print plus online - \$875 +GST
- 1/2p in print plus online - \$1090 +GST
- Full page in print plus online - \$1900 +GST
- Double page spread in print plus online - \$3400 +GST

Add Branded eNews Ad (per week),
Annual Page Views 334,241+,
Branded Online Magazine Ad (per month),
Priority Listing, Profile Page \$100 +GST (each) per quarter, **Advertorial Profile Page**
 (stays in story feed) \$100 +GST

* Artwork fee applies for branded ads to be built by us.

BOOK NOW

Enquires: Danielle Hughes Brown - (07) 3844 4588 | marketing@queenslandmagazines.com.au

www.westendmagazine.com | Visit our media kit for full branded advertising rate card - www.queenslandmagazines.com.au

ADVERTISING RATES

THE west end magazine

| Space Option | Print Size | Print + online guide | 5% Discount 6 months / 2 inserts | 10% Discount 12 months / 4 inserts | 15% Discount 6+ inserts in 12 months | Branded +Design | +Photos |
|---|--|----------------------|----------------------------------|------------------------------------|--------------------------------------|-----------------|------------|
| Branded Ad - Artwork supplied by you the client or we can design ad for an extra fee. (See Branded+Design column) Editorial Style Ad - Artwork designed by us at no cost but does not include logos. | | | | | | | |
| Double page spread | 420mm(w) x 297mm(h) + online guide | \$3400 +GST | \$3230 +GST | \$3060 +GST | \$2890 +GST | \$250 +GST | \$100 +GST |
| Full page | 210mm(w) x 297mm(h) + online guide | \$1900 +GST | \$1805 +GST | \$1710 +GST | \$1615 +GST | \$180 +GST | \$100 +GST |
| 1/2 page vertical | 87.5mm(w) x 267mm(h) + online guide | \$1090 +GST | \$1035.50 +GST | \$981 +GST | \$926.50 +GST | \$110 +GST | \$75 +GST |
| 1/2 page horizontal | 175mm(w) x 133mm(h) + online guide | \$1090 +GST | \$1035.50 +GST | \$981 +GST | \$926.50 +GST | \$110 +GST | \$75 +GST |
| 1/3 page (horizontal only) | 175mm(w) x 89mm(h) + online guide | \$875 +GST | \$831.25 +GST | \$787.50 +GST | \$743.75 +GST | \$95 +GST | \$75 +GST |
| 1/4 page (portrait only) | 87.5mm(w) x 133mm(h) + online guide | \$650 +GST | \$617.50 +GST | \$585 +GST | \$552.50 +GST | \$80 +GST | \$75 +GST |
| 1/6 page | 87.5mm(w) x 90mm(h) + online guide | \$400 +GST | \$380 +GST | \$360 +GST | \$340 +GST | \$65 +GST | \$75 +GST |
| Directory ad (1/12 page branded only) | 55mm(w) x 58mm(h) + online guide | \$275 +GST | \$261.25 +GST | \$247.50 +GST | \$233.75 +GST | \$25 +GST | \$75 +GST |

| Online Magazine + eNews (www.westendmagazine.com) | Size | 1 Week | 1 Month | 3months | 6months | 12months | Design |
|---|----------------------------|------------|------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|
| Homepage Ad (branded) | 300px x 175px | \$50 +GST | \$100 +GST p/m | \$290 +GST | \$570 +GST | \$1080 +GST | \$25 +GST |
| Priority Listing in guide | One module | N/A | \$100 +GST p/m | \$290 +GST | \$570 +GST | \$1080 +GST | N/A |
| eNews Ad (branded) | 300px x 175px | \$100 +GST | \$380 +GST (4 inserts) | \$1080 +GST (12 inserts) | \$2210 +GST (26 inserts) | \$4160 +GST (52 inserts) | \$25 +GST |
| Profile page (linked from priority listings) | One page advertorial | N/A | N/A | \$290 +GST | \$570 +GST | \$1080 +GST | Supplied 300 words + images |
| Online promotion (in story feed) | 300 words maximum + images | \$200 +GST | N/A | N/A | N/A | N/A | Supplied 300 words + images |

* Please note artwork fee of \$25 + GST if you would like us to build your EDM or Homepage online branded ad.

Positional Loading

Premium early placement 10% positional load (double page spreads and full pages only)

Outside back cover \$2600 +GST. Inside back cover \$2300+GST. All placements subject to availability.

For further information contact:

Danielle Hughes Brown - (07) 3844 4588 | marketing@queenslandmagazines.com.au

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THE WEST END

Editorial Style Ad

This style of ad is designed by us at no extra cost and the formatting and layout is at our discretion to keep within our style guide. You, the client, supply us with an image and some words, then we design it. This style of ad contains no branding which means, no logos, no icons including no social media icons.

Sizes

| | | |
|--------------|-----------|------------|
| 1/6 page ad | 25 words | 1 image |
| 1/4 page ad | 40 words | 1 image |
| 1/3 page ad | 50 words | 1-2 images |
| 1/2 page ad | 70 words | 1-4 images |
| Full page ad | 100 words | 1-6 images |

- ✗ No logos
- ✗ No icons
- ✗ No social media
- ✗ No choice of font or formatting



A Slice of Greece in Brisbane

Odyssey Taverna - The Greek Club

The new winter menu has officially launched at the Odyssey Taverna + Café + Bar located at Brisbane's iconic Greek Club. Warm up with hearty authentic mains, indulge in meze and cocktails or try a bit of everything with a 4 course Greek banquet to share. With live music weekends, on-site parking and generous serve of Greek hospitality, the Odyssey Taverna is Brisbane's best Greek.

Open Mon to Sat 11.30am to 3pm & 5.30pm til late, Sun 11.30am to 4pm
 (07) 3844 1166 | 29 Edmondstone St, South Brisbane
www.thegreekclub.com.au

THE WEST END

Branded Style Ad

This style of ad is designed and supplied by you the client as finished artwork at the correct specifications required. You can have it look however you like and include logos, branding, as many images as you like and wording.

If you require your branded ad to be designed by us, it will incur an extra design fee. (See price below)

SIZES

| | | |
|------------------------|----------------------|-----------------------|
| Directory ad | 55mm(w) x 58mm(h) | +desgin fee \$25+GST |
| 1/6 page ad | 87.5mm(w) x 90mm(h) | +desgin fee \$65+GST |
| 1/4 page ad | 87.5mm(w) x 133mm(h) | +desgin fee \$80+GST |
| 1/3 page ad | 175mm(w) x 89mm(h) | +desgin fee \$95+GST |
| 1/2 page ad vertical | 87.5mm(w) x 267mm(h) | +desgin fee \$110+GST |
| 1/2 page ad horizontal | 175mm(w) x 133mm(h) | +desgin fee \$110+GST |
| Full page ad | 210mm(w) x 297mm(h) | +desgin fee \$180+GST |
| Double page ad | 420mm(w) x 297mm(h) | +desgin fee \$250+GST |

- ✓ Logos
- ✓ Icons
- ✓ Social media
- ✓ Choice of font and formatting



ODYSSEY TAVERNA + CAFE + BAR

BOOKINGS

(07) 3844 1166
www.thegreekclub.com.au

VISIT US

The Greek Club
 29 Edmondstone St, Sth Brisbane

BOOKING DETAILS

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Please note magazines are mailed to businesses and subscribers during the week prior to the on sale date. Deadlines and specifications may be changed at any time by the publisher.

DISCOUNTS

- » 10% discount for booking four consecutive issues (full-year campaign)
- » 5% discount for booking of two consecutive issues (six-month campaign)
- » 15% discounts for eight or more inserts across any Queensland Magazines print titles in a 12-month period. Queensland Magazines publications include: Indulge Magazine, The West End Magazine and Highlife Downs Living Magazine
- » 20% discount for 12 editions in 12 months

CREATIVE

(SUPPLYING MATERIAL / ARTWORK)

Material to be supplied as finished art (in TIFF, EPS or high res PDF) on disk, dropbox or by email (designer@queenslandmagazines.com.au) to The West End Magazine specifications within media kit (no charge for art supplied by client or their agency). Production rates (listed with advertising rates on previous page) apply for ads created by Indulge magazine designer. Supply must be via email or dropbox. File must be print ready PDFs with a 5mm bleed. Artwork to be emailed to designer@designer@queenslandmagazines.com.au by deadline. Advertising layouts produced by The West End Magazine are copyright and may not be used in other publications. Photographs taken by our photographers are copyright and are not to be used elsewhere.

Release fees may be negotiated for use of images elsewhere, at the discretion of the photographer, who maybe contacted via the magazine.

CANCELLATIONS

Cancellations must be made, in writing, one month prior to distribution date. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and will entitle the Publisher to charge as if the relevant advertisement were published without any cancellation having been received. Space cannot be cancelled after deadline. Incomplete campaign cancellations will be re-charged at correct discount.

PAYMENT TERMS

Space bookings authorise The West End Magazine to publish, subject to the terms and conditions outlined, the client's advertising requirements. Should further production services be required an additional charge will be incurred. Payment may be made by cash, cheque, money order or direct deposit to The West End Magazine's bank account or PayPal account (surcharges apply). Details on request to office@queenslandmagazines.com.au. Where credit card details are supplied payment will be processed on the first day of on-sale period. Payment for each edition's advertising must be made by distribution date as listed in the table to the right. Accounts will be issued when each magazine goes to print. Online advertising is to be paid for in advance. Clients should check accounts contact details at the time of signing their booking form. Surcharges may apply to accounts outstanding after 30 days.

DEADLINES

Distribution Dates (on sale first week)

| | |
|------------------------|----------|
| Issue 43 - Winter 2020 | Jul 2020 |
| Issue 44 - Spring 2020 | Oct 2020 |
| Issue 45 - Summer 2020 | Jan 2021 |
| Issue 46 - Autumn 2021 | Apr 2021 |

Advertising Material & Signoff Deadline

| | |
|------------------------|--------------|
| Issue 43 - Winter 2020 | May 30, 2020 |
| Issue 44 - Spring 2020 | Aug 30, 2020 |
| Issue 45 - Summer 2020 | Nov 30, 2020 |
| Issue 46 - Autumn 2021 | Feb 28, 2021 |

Editorial Deadlines

| | |
|------------------------|--------------|
| Issue 43 - Winter 2020 | Apr 30, 2020 |
| Issue 44 - Spring 2020 | Jul 30, 2020 |
| Issue 45 - Summer 2020 | Oct 30, 2020 |
| Issue 46 - Autumn 2020 | Jan 30, 2021 |