

QPRIDE: MEDIA KIT 2013

PUBLICATION DESCRIPTION

Now in its 21st year, Queensland Pride (QP) has established itself as the voice of Queensland's gay and lesbian community – a community only legally recognised a month prior to the title's launch in December 1990. With a readership of 27,700, we take you to the biggest audience of gay and lesbian Queenslanders, who come back every fortnight for a mix of features, news, community information, entertainment, and lifestyle.

WHAT'S UNIQUE ABOUT QP?

Proudly the state's longest-serving gay and lesbian community magazine, QP has amassed a rich history of progressive and timely stories that have spoken to an inter-generational cohort of intelligent and discerning readers. Complimented with an uncluttered yet visually sumptuous design, QP educates and engages a sophisticated, passionate reader that demands both quality and depth of coverage, and gets it!

**\$17
BILLION**

TOTAL DISPOSABLE INCOME OF AUSTRALIAN GAY AND LESBIANS

ABOUT GAY QUEENSLAND

Brisbane is known for its sunny weather, laid-back lifestyle and friendly locals. Gay and lesbian Brisbane enjoys a close-knit community, a strong creative and cultural scene, and a variety of long-standing inner-city venues that cater to a wide group of tastes. Some of the highlights of the Brisbane gay year are:

- The annual Brisbane Pride Festival
- The annual Queens Birthday Ball Awards
- Big Gay Day Street Party
- The Brisbane Queer Film Festival
- NEX: The Northern Exposure Bears Festival

Plus plenty of events and a varied entertainment and cultural selection throughout the inner city.



READERSHIP

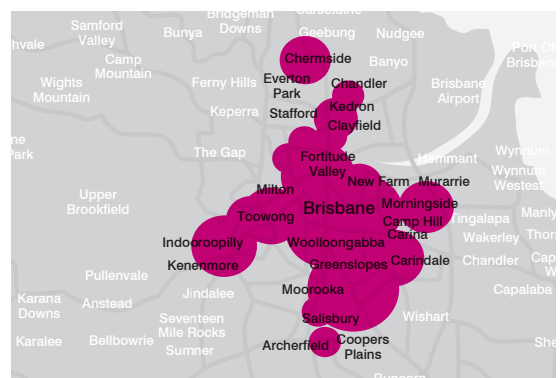
27,700
Fortnightly readership*

55,400
Monthly readership*

118,704
Monthly page impressions of GNN*

*Independent Publisher's Statement, February 2012.

BRISBANE DISTRIBUTION



READER PROFILE

IDENTITY

51% gay male
43% lesbian
6% bi/trans/queer

ECONOMIC

AB quintile
Professional
Top 20% income group

AGE

34% between 20 - 30
36% between 31 - 40
28% between 41 - 55

STATUS

Influential trendsetters
Taste-makers
Adventurous shoppers

COMMUNITY

Very community-oriented and connected to LGBT causes.

DEADLINES

Some publication dates and deadlines may vary at certain times of year.

Publication day (fortnightly)

Fridays

Booking & material deadline (prior)

Fridays 5pm

ADVERTISING RATES

DISPLAY ADVERTISING (ex GST)	\$
Double Page Spread	2550
Full Page Cover Position	2049
Full Page	1555
Half Page	976
Half Page Spread	1710
Quarter Page	584
Front Cover Strip	578
Eighth Page	350
Twelfth Page	206

DIRECTORY ADVERTISING (inc GST)	x1	x4	x10
1B	98	280	600
1A	60	180	320
Line Listing (Text Only)	45	110	220

EVO MEDIA ONLINE

GAYNEWSNETWORK.COM.AU OFFERS YOU A BETTER WAY TO DRIVE CONSUMERS ONLINE.

The gay and lesbian community do not always live in the inner suburbs of our capital cities, or the 'gay ghetto' as it is often called. With greater acceptance from mainstream society our community sometimes moves further afield, not only into suburbia but also into rural areas. GayNewsNetwork.com.au is the way for our community to get the latest news and information when they can't pick up a magazine.

Be sure you reach the entire gay and lesbian market, whether that be in the major cities of Australia or right across the country. GayNewsNetwork.com.au has over 118,704 page impressions per month, and is constantly growing. No other website in Australia informs and entertains the gay and lesbian community with so much, and it's all free.

ONLINE ADVERTISING (ex GST)	Size (pixels)	\$ (per 1000 imp)
Leaderboard	728w x 90h	80
Island	250w x 250h	20
Tower	300w x 600h	25

EMAIL NEWSLETTER (EDM)

Take ownership of the Gay News Network's online subscribers.

Our weekly email newsletter reaches around 20,000 active subscribers nationally.

For rates/bookings please contact your account manager or call 02 9360 8934.



NATIONAL PORTFOLIO



SUMMER

TOTAL READERSHIP 209,000⁺

pride

MONTHLY READERSHIP 55,400⁺
GAY & LESBIAN POPULATION 360,000[~]

sx

MONTHLY READERSHIP 206,266⁺
GAY & LESBIAN POPULATION 584,000[~]

MELBOURNE COMMUNITY VOICE

MONTHLY READERSHIP 176,800⁺
GAY & LESBIAN POPULATION 448,000[~]

blaze

MONTHLY READERSHIP 53,250⁺
GAY & LESBIAN POPULATION 128,000[~]

⁺ Independent Publisher's Statement, February 2012.
[~] Australian Bureau of Statistics, Regional Population Reports 2010-11.
[~] Common estimate of 80% of total pop as gay and lesbian.

EVO MEDIA

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