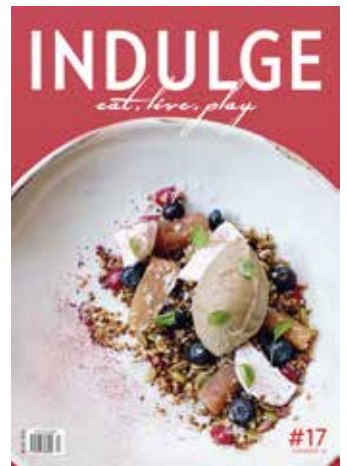
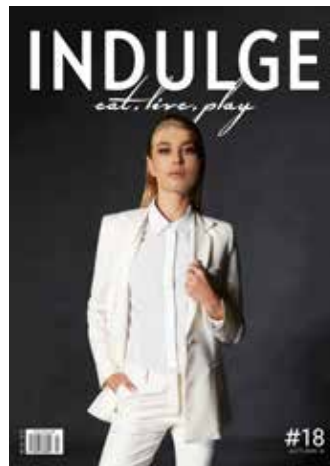
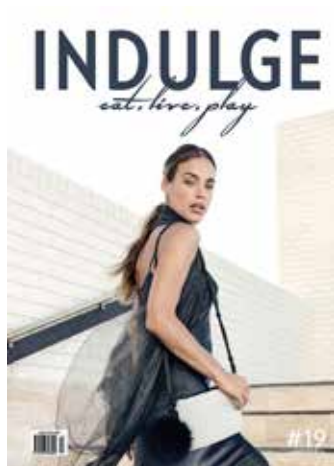


INDULGE

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MEDIA KIT



Download the media kit at
www.queenslandmagazines.com.au
PO Box 5924, West End QLD 4101
(07) 3844 4347

queenslandmagazines

About indulge.

Finally a magazine that showcases us. South East Queensland, and northern New South Wales: Noosa to Byron Bay and west to the hinterland and beyond. This is where we eat . live . play.

Indulge print editions are released four times a year (first week in November, February, May and August) and available by subscription (\$20 per year).

Our complementary online edition –

www.indulgemagazine.net – is updated daily with new content, and our free weekly eNews each Tuesday points to what's new.

Indulge (est. 2014) is published by Queensland Magazines, which has four other publications, The West End Magazine (est. 2010), Highlife Downs Living (est. 2004), The Prestige Property Magazine and F magazine (celebrating female success) all with strong reader loyalty in their respective marketplaces. www.queenslandmagazines.com.au



INDULGE

eat. live. play



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

“INDULGE ENCOMPASSES OUR ESTABLISHED AND EMERGENT URBAN AND REGIONAL FOOD CULTURE, PROFILING CREATIVE OPERATORS FROM Paddock to Plate. **[EAT.]**

INDULGE SHOWCASES HOW WE LIVE IN A MODERN WORLD, CHRONICLING CLASSIC AND CONTEMPORARY DESIGNS EXECUTED FOR EASE OF LIFESTYLE AND LUXURIOUS LIVING. **[LIVE.]**

INDULGE IS FUN, DRAWING INSPIRATION FROM SUBLIME WAYS WE INDULGE OUR LEISURE TIME, SOCIALLY, CULTURALLY AND EPICURIOUSLY. WE SHOWCASE EVENTS, FESTIVALS, SPORT, SHOPPING, SHOWS, TRAVEL AND MORE. **[PLAY.]**”

queenslandmagazines

AT A GLANCE

circulation

Sold through South East Queensland and Northern New South Wales in hotels, via subscription (\$20/year) and at events

cover price

\$5.50

frequency

- » Quarterly print magazine: Nov, Feb, May and Aug
- » eNews (Tuesdays) sign up here: www.indulgemagazine.net/subscribe
- » Daily updates – online magazine www.indulgemagazine.net

online

- » 310,617+ page views per year
- » 172,523+ online magazine readers/visitors per year

social media

9033+ social media reach

eNews

24,540+ each Tuesday

population / potential readership

One seventh of Australia's population. INDULGE's coverage area is focused on South East Queensland with a coverage area of approx 22,500 square kilometres and a population of more than 3 million people.

Magazine distribution.

Indulge Magazine is a high quality publication with a long shelf life. There are four issues per year. Each one is on news stands for three months. Indulge magazine, with its highly visually appealing, tactile presentation invites readers to keep and collect. Indulge subscribers are early adopters, business owners and opinion leaders. Our online magazine and weekly eNews with 24,540+ recipients, provides constant cross promotion for our print edition.

SUBSCRIPTIONS

Subscribers from around Queensland and interstate. Magazine subscriptions are a popular personal and corporate gift.

NETWORKING GROUPS AND EVENTS

Complimentary copies are gifted to guests at events in goodie bags and on tables. We seek new opportunities to sponsor events in this way, with the goal of reaching new audiences.

COFFEE SHOPS / WAITING ROOMS / RECEPTION AREAS

Single copies to restaurants, professional office reception areas, cafes, doctors surgeries and hairdressers / beauty salons – throughout SEQ and northern NSW = multiple readers per copy and longevity.

GIFT WITH PURCHASE

Our quality advertisers share the magazine with their customers as a valued gift with purchase. Cooking school participants receive Indulge as a gift.

HOTELS

In-room reading at selected hotels throughout the region.

ONLINE MAGAZINE AND eNEWS

Our online magazine www.indulgemagazine.net is complemented by a weekly eNews sent to more than 24,540+ subscribers each Tuesday.

READERSHIP/CIRCULATION

Print run is 5000 and readership is many multiples of this figure due to the distribution methods, high quality and long lifespan of the magazine. The magazine has developed a loyal following of subscribers and purchasers, like Queensland Magazines' other titles.

Complimentary copies of the current issue are distributed immediately into the marketplace to create omnipresence. Queensland Magazines readers frequently say they see our magazines everywhere. Their high quality stock and presentation ensure longevity for each edition.

Newsagency sales and subscriptions confirm the magazine's value, and complimentary distribution creates new audiences, extends awareness and targets new readers.

Complimentary copies are mailed to key community, business and opinion leaders.

Indulge magazine appeals to high end discerning readers but its content is inclusive and inspiring and has a strongly aspirational following of readers across ages and profile groups.

Reader Profile

INDULGE

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FAST FACTS (ANNUAL) GOOGLE ANALYTICS

- » 310,617+ pageviews
- » Print run of 20,000
- » 172,523+ visitors
- » 24,540+ weekly eNews subscribers
- » 9033+ social media followers (Facebook, Instagram, Twitter)

AVERAGE eNEWS PERFORMANCE PER WEEK*

Source: Mailchimp analytics

- » +5790 impressions
- » +1800 clicks
- » More than 1000 4+ Star Mailchimp influencers
- » On average \$1 buys 58 impressions

AVERAGE HOMEPAGE PERFORMANCE PER 3 MONTHS*

Source: Google analytics

- » +340,500 impressions over 3 months on average
- » +6082 clicks over 3 months on average
- » On average \$1 reaches 3405 people

AVERAGE SOCIAL MEDIA PERFORMANCE

Source: Facebook and Instagram analytics

- » +10,850 people reached week
- » +24,603 impressions per week
- » On average a shared Facebook post reaches +1250 people

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

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

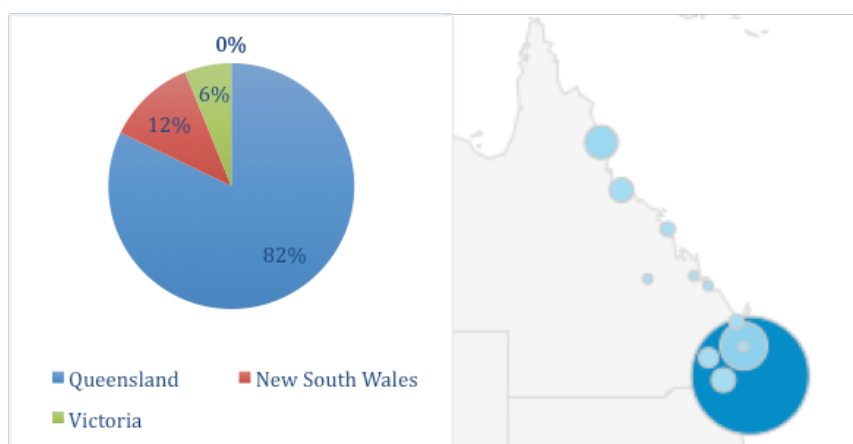
Reach – the number of people connected to.

INDULGE READER PROFILE

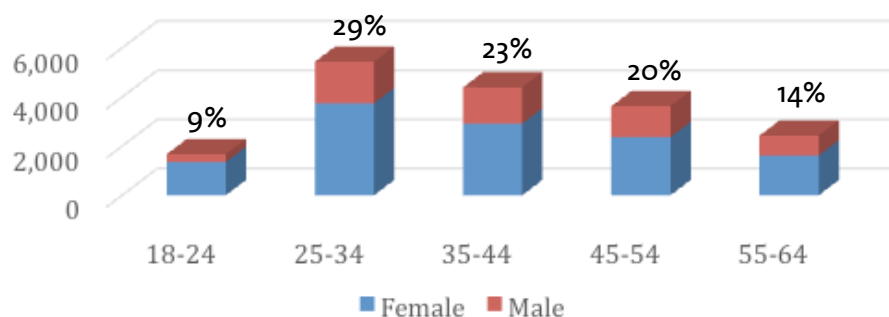
WHERE?

Source: Indulge Magazine subscribers

- » Indulge Magazines' audience is clustered in Brisbane, the Gold Coast and the Sunshine Coast.



INDULGE AGE AND GENDER BREAKDOWN



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

Source: Google analytics

WHO?

Source: Indulge Magazine readership surveys 2017

- » 50% of Indulgors own their own business
- » 75% Married or in de facto relationship, without children under 18
- » 90% own property
- » 50% dine out more than twice a week
- » 50% attend events and performances at least once a fortnight

Magazine channels.

queenslandmagazines



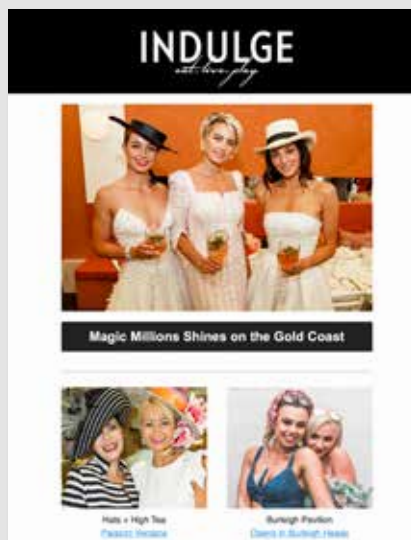
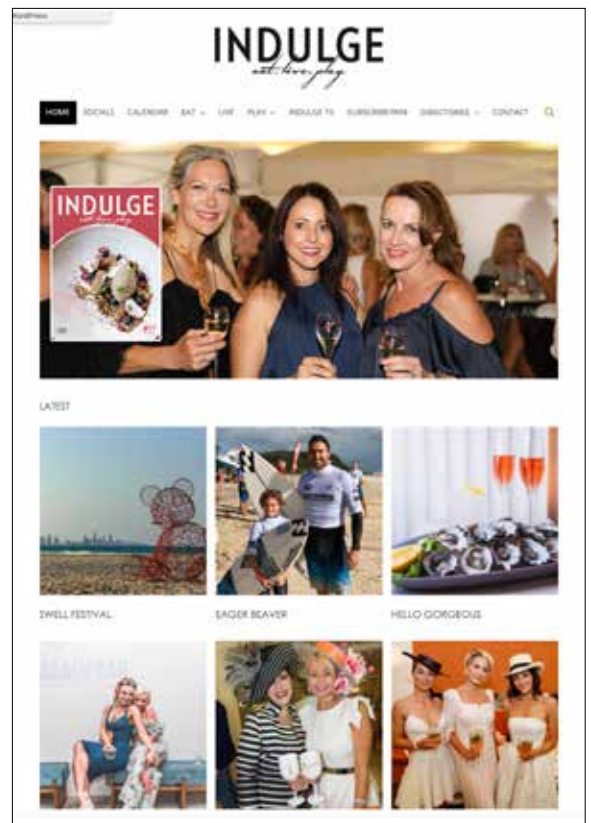
PRINTED MAGAZINE

Established as a high quality lifestyle journal, Indulge brings you edgy editorial in an elegant environment, designed with understated ease. The printed magazine is published quarterly and is available for purchase via subscription. Loyal subscribers collect editions due to the magazine's timeless content and because it makes a beautiful centrepiece on coffee tables.

ONLINE MAGAZINE

www.indulgemagazine.net

To satiate readers' cravings for all things Eat, Live, Play between our printed editions, the Indulge online magazine is the place to log on for on-trend updates anytime. Readers can enjoy daily updates in each section with blogs, reviews on places to eat, stories, socials, plus a calendar of major entertainment, festivals and more. The easy-to-navigate design gives readers easy access to social media and subscription pages so they can always be connected.



eNEWS

Readers can stay updated on what's new and what's hot via Indulge's eNews each Tuesday. The beautifully-designed free weekly email is a round up of everything new on the online magazine with highlights on stories, recipes, reviews, socials and upcoming events. The eNews is a much loved link for readers, bringing stories to their fingertips and directing them to the latest content on the online magazine.



SOCIAL MEDIA

Indulge 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. Our social media networks, readers can stay connected and join in the conversation, participate in competitions and interact with others.



INDULGE-TV

Switch on Indulge-TV via the YouTube channel to see a variety of eat, live and play 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 to come in the magazine.

Promo- tion ads.

INDULGE MAGAZINE OFFERS CATEGORY SHOWCASES, WITH SPECIALISED PROMOTIONS WITHIN THE EAT, LIVE AND PLAY SECTIONS. EDITORIAL STYLE ADVERTISING PROMOTIONS APPEAR IN EVERY EDITION IN VARIOUS SIZES. RUN-OF-BOOK BRANDED AD SPACES ARE ALSO AVAILABLE WITHIN EACH SECTION. OTHER ADVERTISING OPTIONS INCLUDE WHAT'S HOT, PRODUCT PROFILES AND DIRECTORY SPACE.

FOR MORE INFORMATION PLEASE CONTACT DANIELLE HUGHES BROWN: MARKETING@QUEENSLANDMAGAZINES.COM.AU OR PHONE (07) 3844 4347



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PLAY

- » PLACES TO STAY
- » EVENTS
- » SHOP + GIFTS
- » THEATRE + ARTS
- » HAIR & BEAUTY
- » TRAVEL
- » SPORT
- » GALLERIES
- » AUTO



LIVE

- » HOMEWARES
- » GARDENS
- » DESIGNERS
- » TRADES
- » DEVELOPERS
- » PROPERTY
- » ARCHITECTS
- » GALLERIES

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EAT

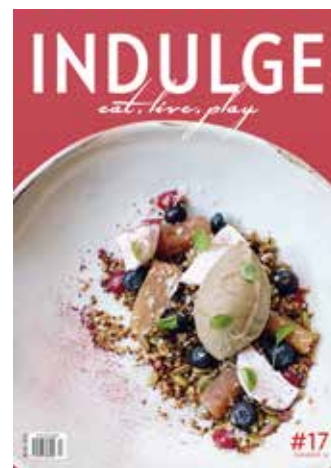
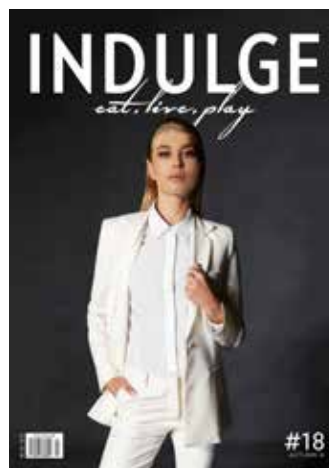
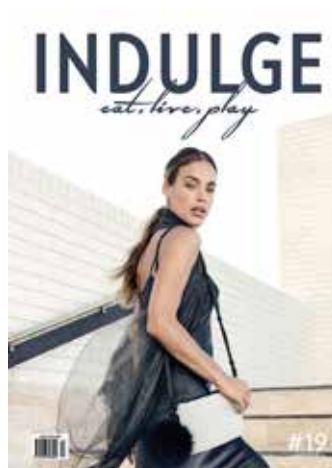
- » RESTAURANTS
- » CAFES + COFFEE
- » BARS + CLUBS
- » FOOD STORES
- » GROCERS
- » MARKETS
- » COOKING SCHOOLS
- » PRODUCERS



OTHER

- » BRANDED ADS
- » EVENTS SPREADS
- » DIRECTORY ADS
- » PRECINCT FEATURES





Promotion Categories

- Eat+Drink • Home+Garden
• Wedding • Mind+Body • Shop+Style • Travel
• 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 other titles (The West End Magazine, HIGHLIFE Downs Living, The Prestige Property Magazine and F Magazine) to broaden your reach. Liftover rates are available.



We invite you to appear in Indulge Magazine

**Targeted Regional Reach 225,951+
readers in print and online**

INDULGE magazine, launched in Spring 2014, showcases the latest and greatest places to eat.live.play from Noosa to Byron and beyond. 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 310,271+,
Branded Online Magazine Ad (per month),
Directory Listing, Directory Profile
\$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

Enquiries: Danielle Hughes Brown - (07) 3844 4347 | marketing@queenslandmagazines.com.au

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

Advertising rates.



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.indulgemagazine.net)	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 eNews 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 4347 | marketing@queenslandmagazines.com.au

INDULGE

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

Gourmet Hampers.

Looking for a unique gift for someone special? Spoil them with a Harrow and Finch Fine Hamper full of their favourite products from the Granite Belt and support regional businesses. Orders over \$50 will be delivered free of charge to Brisbane residences and businesses. Order your memorable gift today.
Harrow and Finch Fine Hampers | 0421 108 331
hampers@harrowandfinch.com.au
www.harrowandfinch.com.au



INDULGE

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	875mm(w) x 90mm(h)	+desgin fee \$65+GST
1/4 page ad	875mm(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	875mm(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

Booking details.

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 Indulge magazine specifications with attached printout (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@queenslandmagazines.com.au by deadline. Advertising layouts produced by Indulge 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.

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.

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 the correct discount.

PAYMENT TERMS

Space bookings authorise Indulge 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 Indulge magazine's bank account or PayPal account (surcharges apply) by the due date / on sale date. 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 or approving their booking form. Surcharges may apply to accounts outstanding after 30 days.

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DEADLINES

Distribution Dates (on sale first week)

Issue #21 Winter 20	May 2020
Issue #22 Spring 20	Aug 2020
Issue #23 Summer 20	Nov 2020
Issue #24 Autumn 21	Feb 2021

Booking & Advertising Signoff Deadline

Issue #21 Winter 20	Mar 30, 2020
Issue #22 Spring 20	Jun 30, 2020
Issue #23 Summer 20	Sep 30, 2020
Issue #24 Autumn 21	Dec 30, 2021

Editorial Deadlines

Issue #21 Winter 20	Mar 15, 2020
Issue #22 Spring 20	Jun 15, 2020
Issue #23 Summer 20	Sep 15, 2020
Issue #24 Autumn 21	Dec 15, 2021