

To Target Queensland's
Key Business Leaders...

Stack The Dice.

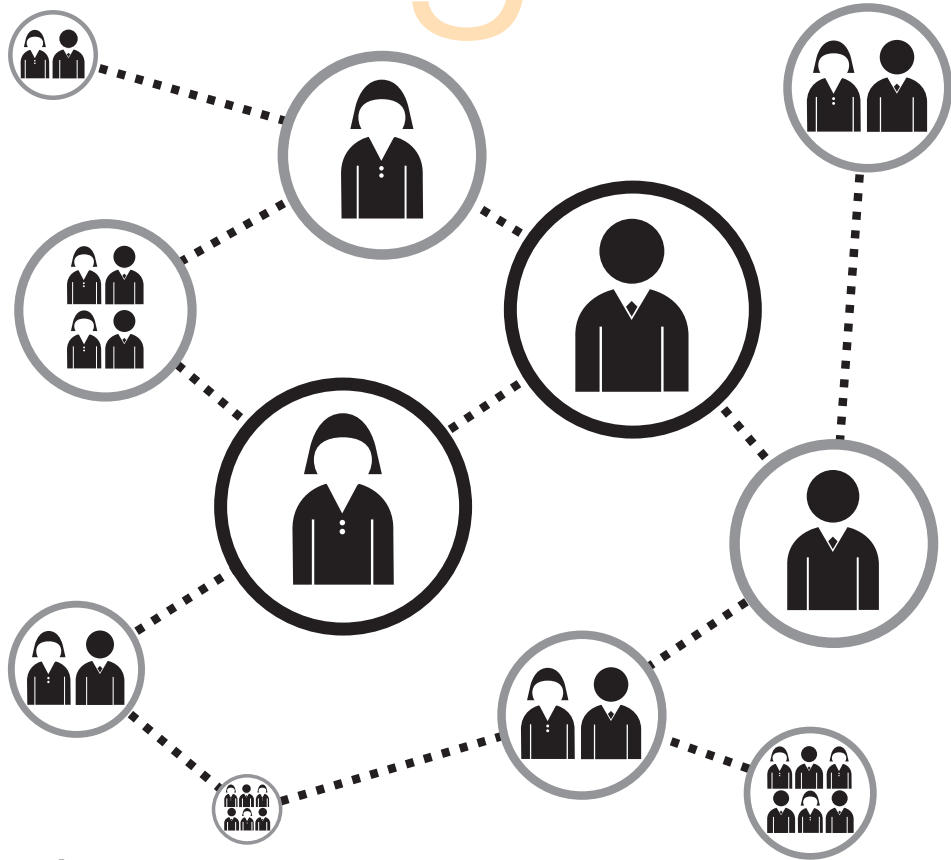


**media
kit** and
information

B U S I N E S S
ACUMEN
QUEENSLAND MAGAZINE

More than **90,000*** Key Business Professionals read **Business Acumen Queensland Magazine** every month!

targeted



Business Acumen readers are people just like you!

CEOs, General Managers, Business Owners, Managing Directors,
Marketing Managers, Sales Managers, Chief Financial Officers, Educators,
Purchasing Officers, Event Organisers and the key decision makers
in Government – Local, State and Federal.

informative

Every month, **Business Acumen Queensland Magazine** informs, challenges, provides practical information and news on Queensland's innovative companies, together with helpful business solutions and educative case studies.

relevant

Regular features every MONTH include the latest news in Media, Marketing & Advertising, **Companies on the Move**, People on the Move, **Better Business Technology**, Management, **Business Travel, Events and Tourism**, news from Queensland's Regional Centres, **Queensland's Growing Export Market**, a Better Business Case Study, **Innovation in Business**, an ASIC Update, **Training, Careers and Recruitment**, the latest on Property Development, Industrial and Commercial Property, **the Business Barometer**, and features on Queensland's Outstanding Business Leaders.



^ Source – Roy Morgan Business and Current Affairs Magazines Average Readership– 3.7 Readers per copy.

Advertising Rates

All prices quoted are exclusive of GST.

DISPLAY ADVERTISING RATES

	CASUAL	3 ISSUES 7.5% DISCOUNT PER INSERTION	5 ISSUES 10% DISCOUNT PER INSERTION	10+ ISSUES 20% DISCOUNT PER INSERTION
Quarter page	\$1,125	\$1,040	\$1,012	\$900
Third page	\$1,650	\$1,526	\$1,485	\$1,320
Half page	\$2,480	\$2,294	\$2,232	\$1,984
Full page	\$3,960	\$3,663	\$3,564	\$3,168
Double page	\$7,530	\$6,965	\$6,777	\$6,024

PREFERRED POSITION LOADING

Available for display ad sizes only.

Inside front cover	20%	Contents page	20%
Inside back cover	20%	Editors page	10%
Outside back cover	20%	Centre page spread	10%
Early right hand pages	10%		

BUSINESS TRAVEL SECTION RATES

Please note these ads are strictly set in a preformatted vertical template. Please see specifications below.

	CASUAL	3 ISSUES 7.5% DISCOUNT PER INSERTION	5 ISSUES 10% DISCOUNT PER INSERTION	10+ ISSUES 20% DISCOUNT PER INSERTION
Sixth page	\$500	\$462	\$450	\$400
Third page	\$865	\$800	\$778	\$692

BUSINESS TRAVEL & EVENTS SPECIFICATIONS

1/3rd of a page (vertical)

One or more images, text and logo.
One contact number, email and web address.
Max. word count 125 words.

1/6th of a page (vertical)

One image, text and logo.
One contact number, email and web address.
Max. word count 104 words.

Send word documents, logos and jpg images to:
ads@businessacumen.biz

Mechanical Specifications

DISPLAY ADVERTISING SIZES

MATERIAL SIZE	TRIM SIZE (H X W mm)	BLEED (H X W mm)	TYPE AREA LIVE TYPE (H X W mm)
Full page*	297 x 210	307 x 220	264.5 x 175
Half page	130 x 175	N/A	N/A
Third page vertical	264.5 x 55	N/A	N/A
Third page horizontal	85 x 175	N/A	N/A
Quarter page	58 x 175	N/A	N/A

*Full page ads to have 5mm bleed and 12mm offset trim marks.

FILE FORMAT SPECIFICATIONS

- n Ads to be supplied as high-res PDF, Photoshop – Tiff, EPS or high-res JPEG files.
 - n All PDF files must have all fonts embedded. Images to be 300dpi and CMYK.
 - n Adobe Indesign CS and CS2 PDF files must be saved as X1a-2001 Acrobat 4 compatible.
 - n Include a printer's proof with all material.
 - n Computer system – Macintosh OSX Tiger.
- Any changes required to be made to incorrectly supplied files will be charged to the client.

Magazine Inserts

DL – A4 38c* per insert.

^ Price will vary if it is oversized and/or exceeds standard weight criteria.

Graphic design service available – POA.

Insert cancellations must be received and confirmed in writing one week prior to advertising material deadline.



Business Acumen Queensland Magazine

readers are typically in the occupational Groups A and B with incomes in excess of \$80k per annum.

With high disposable incomes, these affluent key decision makers have considerable investments, purchase premium lifestyle products and services, entertain and indulge.

Any advertiser wishing to communicate with this desirable market sector can do so very cost effectively with a consistent campaign that will help build a relationship.



E-Newsletter

	CASUAL	3 ISSUES 7.5% DISCOUNT PER INSERTION	5 ISSUES 10% DISCOUNT PER INSERTION	10+ ISSUES 20% DISCOUNT PER INSERTION
Space A 238 pixels wide x 120 pixels deep	\$410	\$379	\$369	\$328
Space B 238 pixels wide x 120 pixels deep	\$410	\$379	\$369	\$328
Space C 135 pixels wide x 295 pixels deep	\$410	\$379	\$369	\$328
Space D 135 pixels wide x 135 pixels deep	\$273	\$252	\$246	\$218
Space E 135 pixels wide x 135 pixels deep	\$273	\$252	\$246	\$218

- n All files must be supplied as RGB and saved in JPEG format at the correct size of the ad space booked. Any alterations to artwork will incur an additional artwork charge.

Send JPEGs to:
ads@businessacumen.biz

contact us

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