



style

Tropical North
Queensland

Magazine Media Profile

TNQ Style Magazine is the definitive lifestyle publication for the Tropical North.

In circulation since 2002, TNQ Style is the region's largest free full color bi-annual magazine with 100,000 copies distributed each year through North Queensland's retailers, restaurants, cafes, hotels + tourist bureaus. The magazine has a unique concept + circulation. It is produced in a joint association with *Arrivals+Departures* magazine, therefore each issue of "Style" is also reproduced in full in *Arrivals+Departures* twice a year.

The magazine's content + design provokes the essence of the tropical north + explores all the best the region has to offer including restaurants, shops, tours and even local property.

TNQ Style's 6 month life span + variety of distribution options guarantees advertisers year round market access + exceptional value for money.

DATE OF RELEASE:

November '09
(reproduced in *Arrivals+Departures* Magazine Nov / Dec '09)

CIRCULATION: 50,000 copies

READERSHIP: 400,000 readers

OUR READERS: TNQ Style readers are in the highly sought after AB demographic. They are primarily high income earning domestic and international travelers, with time on their hands for a leisurely read, and a keen interest in the best the region has to offer.

www.arrivalsanddepartures.com.au



Rates + Specifications

Display Advertising	1 Issue	2 Issues
Inside Font Cover	\$4,750	\$7,500
Page 1	\$4,750	\$7,500
Front DPS	\$7,250	\$12,500
Outside Back Cover	\$6,000	\$10,000
Inside Back Cover	\$4,500	\$7,000
Full Page	\$4,000	\$6,000
Half Page	\$2,750	\$3,500

NOTE: The above rates do not include GST. GST of 10% will be added to the above rates with invoicing. Graphic design support at \$200 per hour.

For all other information please refer to *Arrivals+Departures* Media Kit.

Specifications

Full page

Type area: 282mm(d) X 190mm(w)
Trim size: 302mm(d) X 230mm(w)
Bleed size: 308mm(d) X 236mm(w)

Half page horizontal

Trim size: 151mm(d) X 230mm(w)
Bleed size: 157mm(d) X 236mm(w)

Double page spread

Type are: 282mm(d) X 440mm(w)
Trim size: 302mm(d) X 460mm(w)
Bleed size: 308mm(d) X 466mm(w)

Half page vertical

Trim size: 302mm(d) X 236mm(w)
Bleed size: 308mm(d) X 120mm(w)

Material Requirements

Apple Macintosh Compatible Software: all Creative Suite CS3 progs, including Indesign CS3, Photoshop CS3, Illustriator CS3 and Acrobat 8.0 Pro.

Supply digital on CD, FTP Upload or Email as High Res (300dpi) file including formats JPG, TIF, EPS, PSD and PDF.

Please Send All Material To:

Arrivals+Departures

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