

TROPICAL NORTH QUEENSLAND

TAKE ME HOME

profile

M A G I N E

www.profilemag.com.au

travelfile

**destinations
profiled**

LADIES AT
LUNCH

**topical issues discussed
over lunch**

mystyle

**fashion and
beauty advice**

WIN

loads of prizes

PROFILE STORIES

inspiring everyday people

SUPPORTING BUSINESS

local and corporate

LOCAL PEOPLE

living in your city

hello
**Tropical North
Queensland**

CORPORATE LIFESTYLE, BUSINESS, LOCAL PROFILE STORIES, FASHION AND LIFE ADVICE



A selection of recent Profile Magazine covers. We pride ourselves on our stunning, original, creative cover shoots, up-close and personal with the inspirational people that grace our covers.

ABOUT PROFILE MAGAZINE

- Profile Magazine is a high-quality publication dedicated to raising the profile of the local corporate community, in particular, women who are leading the way.
- Founded by Genine Howard in July 2008, today the Profile Magazine group boasts publications on the Sunshine Coast and in Tropical North Queensland (TNQ). Profile Magazine is a wholly-owned Queensland company with dedicated local teams in each of its markets.
- Designed with the look and feel of a national women's magazine but boasting local content, Profile Magazine seeks to inspire, to educate and to entertain its readers. And how does Profile Magazine achieve this? By placing a focus on local people – on their stories, their triumphs, their successes and their challenges. At the core of Profile Magazine is a desire to inspire the local business community – personally and professionally.
- Profile Magazine is an affordable advertising medium for businesses seeking to target the lucrative AB demographic.
- Published monthly, Profile Magazine is the best possible medium for lifestyle consumers with a discretionary income – decision makers who appreciate quality brands and services.

WHY PROFILE MAGAZINE?

Profile Magazine ... quality, inspiration, and a great read. That's the foundation of the Profile Magazine brand. And how is this relevant to our advertisers and our readers?

Why place your business and trust in Profile Magazine?

1. Quality look and feel.

Everything about Profile Magazine oozes quality – from the premium, full-colour paper stock (250gsm, gloss coated cover with 80gsm satin inside) and high quality photography, to the professional binding (all magazines are perfect bound), Profile prides itself on excellence. This commitment to quality ensures a high-end publication with a long shelf life.

2. A great read.

At the core of the Profile brand is its ability to inspire through quality editorial. Stories are on local people and their personal journeys, from heartbreaking tales of tragedy to the most inspiring, heart-warming tales of triumph and business success.

3. Our target market is your target market.

Profile Magazine primarily targets business women and men in the lucrative AB demographic (typically 25+ business owners, managers and professionals with an annual income in excess of \$50,000).

4. Targeted distribution network.

14,000 copies of Profile Magazine are distributed monthly – 168,000 annually – to cafes, restaurants, professional services, medical centres, retail outlets, beauty salons, gymnasiums and high-end boutiques. Profile Magazine goes wherever its readers go. A paid subscription service is also available.

5. Online community.

Profile Magazine not only boasts a dedicated magazine readership, but is dutifully followed in the online world, with multiple Facebook, Twitter, LinkedIn followers and an e-magazine database of 6,000, with an e-mag sent monthly.

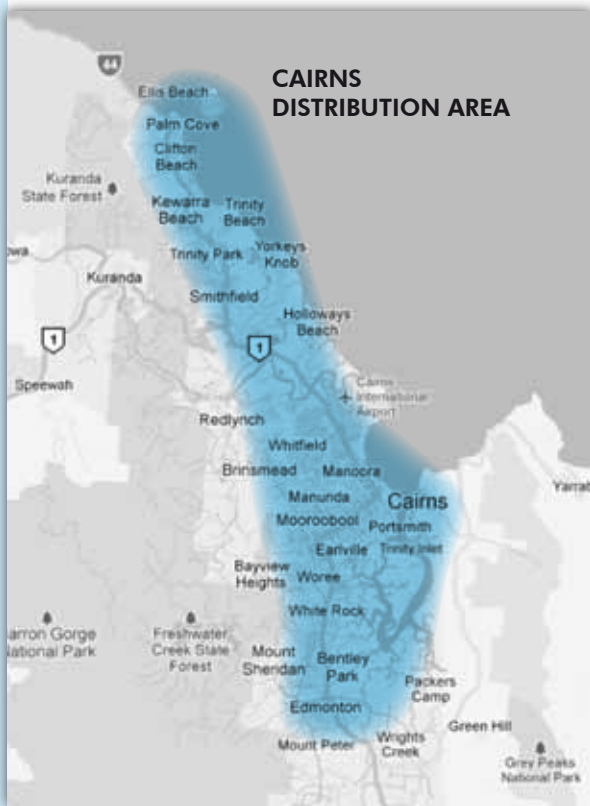
6. Magazine for our readers.

While publications can easily fall into the trap of becoming a magazine for their advertisers, Profile Magazine prides itself on its commitment to its readers. If a magazine is liked by its readers, it will ultimately work for its advertisers.

7. Our readers love magazines.

The research says it all – per capita, Australia is one of the biggest consumers of magazines. Advertisers can easily focus their message on key consumer segments via magazines, without the wastage that can occur in other media. In fact, magazine ads motivate people to shop and excel at driving consumers. And of course, women dominate magazine readership.

OUR DISTRIBUTION



TNQ Profile Magazine is distributed throughout Cairns, the Northern Beaches and Port Douglas.

Each month we deliver 14,000 magazines to the local market, 9,000 alone are home delivered and 5,000 are dropped to high profile delivery points including ...

- Cafes, restaurants and bars
- Retail outlets
- Health and beauty outlets
- Professional services
- Entertainment venues
- Hotels and apartments
- Schools
- Real estate outlets
- Events and functions



ADVERTISING RATES

rates per issue (excludes gst)	12 issues	6 issues	casual	ad size
double page spread (before contents)	2490	2590	3100	420mm w x 275mm h + 5mm bleed
outside back cover	2475	2585	3000	210mm w x 275mm h + 5mm bleed
inside front and back cover	1850	1920	2300	as above
full page	1375	1430	1700	as above
half page	745	770	935	horizontal: 181mm w x 126mm h vertical: 88mm w x 256mm h
quarter page vertical	495	525	615	88 mm w x 126mm h
quarter page horizontal	550	575	685	181mm w x 61mm h
full page business promotion			1600	editorial layout

design service

Artwork can be arranged for a fee of **\$90 + gst per hour**.

Artwork fees are waived for bookings of three issues or more. If you are supplying artwork, please supply a 300 dpi cmyk pdf.

Note photography can also be arranged for your advertisement (at an additional cost).

loadings

- Guaranteed to be located in early general news (before the cover story) +15 %.
- Guaranteed position (any page after the cover story) +10%.
- Two magazine and three magazine buy available – please discuss with your advertising consultant.

a note from the founder ...



GENINE HOWARD
PUBLISHER / GROUP MANAGING DIRECTOR

In July 2008, the very first issue of Profile Magazine hit the streets of the Sunshine Coast, to incredibly positive feedback. Today, the magazine has become an institution on the Coast, with a devoted fan-base of readers and clients. This year we also welcomed TNQ Profile Magazine into the family. I'm proud of the role Profile Magazine plays in inspiring and educating local business women (and men) through our quality editorial.

Profile Magazine is about people – our people. We share their heartbreak and celebrate in their successes, each and every month.

In realising that the majority of lifestyle decisions are made by women, and that women dominate magazine readership, Profile Magazine primarily targets a female audience. Women's buying authority goes beyond traditional purchases like clothing, furnishings and food – women are buying property, choosing financial and technological services, directing major household purchases and dictating which motor vehicle the family drives.

I'm incredibly proud of Profile Magazine and I'm excited by the potential for the Profile Magazine group. This year, I welcomed new business partners and together we are in expansion mode – what an exciting time for our privately owned company. We thank you for your support of Profile Magazine.

Genine

TESTIMONIALS

Head to www.profilemag.com.au for more client and reader testimonials.

“Regular advertising in Profile Magazine has raised my professional and personal profile within this community considerably. I am proud to be associated with such a reputable and respected business magazine that has quickly become the business woman’s bible of the Sunshine Coast. Thank you to Genine and her staff for their continued support and encouragement for myself and my business.”

Natalie McIvor, Enlightened Goddesses,
www.enlightenedgoddesses.com

“Just wanted to say thank you for the article you printed on Linda. Her profile has taken off from there. In fact, the advertising she has been doing with you has been far more effective than any property magazine that we have tried.”

Matt Ireland, Principal, Mortgage Choice
matt.ireland@mortgagechoice.com.au

“Saw your first issue of Profile Magazine at a coffee shop this week and I thought it was fantastic!! The format and glossiness were very appealing. Your article on Nicky Swan was quite thought-provoking. All the best for future success with the mag.”

Barbara
TNQ Profile Magazine reader

CONTACT

advertising

info@profilemag.com.au

editorial

tnqeditorial@profilemag.com.au

design and production

design@profilemag.com.au

Head office (Sunshine Coast)

Phone: 07 5451 0669

Fax: 07 5475 4405

Mail: PO Box 1065, Cotton Tree, QLD 4558

group managing director

Genine Howard - genine@profilemag.com.au
0409 555 955

group general manager


Hamish Rose - hamish@profilemag.com.au
0401 393 194

group editor-in-chief

Alli Grant - alli@profilemag.com.au
0408 020 189

www.profilemag.com.au

 visit us on facebook.com/profilemag

 follow us on twitter.com/profilemag