



Smart. Lively. Informative. Free

Welcome to InQueensland

InQueensland provides our state's only truly independent, high-quality news service – freely available to all Queenslanders.

We deliver balanced, thoughtful public interest journalism, created by some of the state's most respected writers across business, politics, arts and culture.

Our insightful, credible coverage reflects the issues and achievements that matter to every Queenslanders. No paywalls, no clickbait and no agendas.

With a rich, informative website, InQueensland also engages its readers via a daily email newsletter, sent directly to subscribers with a menu of the top stories affecting our state. It's the easiest way to stay in touch via web, mobile or tablet.



Peter Atkinson
Publisher

Publications

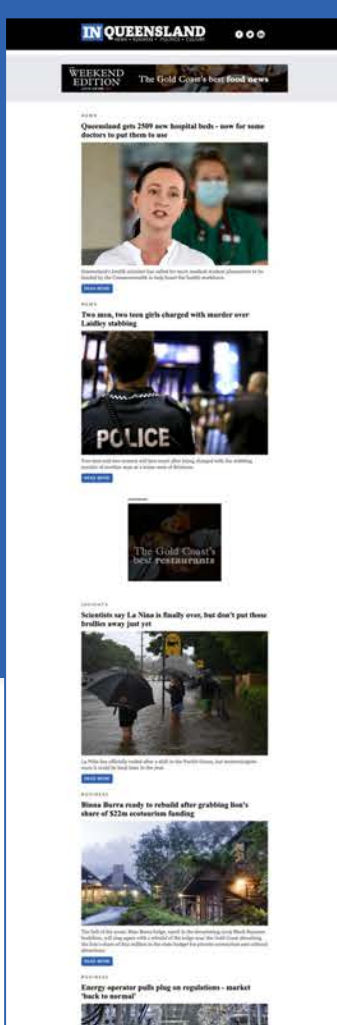
DAILY NEWS eDM

Midday Edition
Monday – Friday
12pm send

Update Edition
Monday – Friday
4pm send

Saturday Edition
8am send

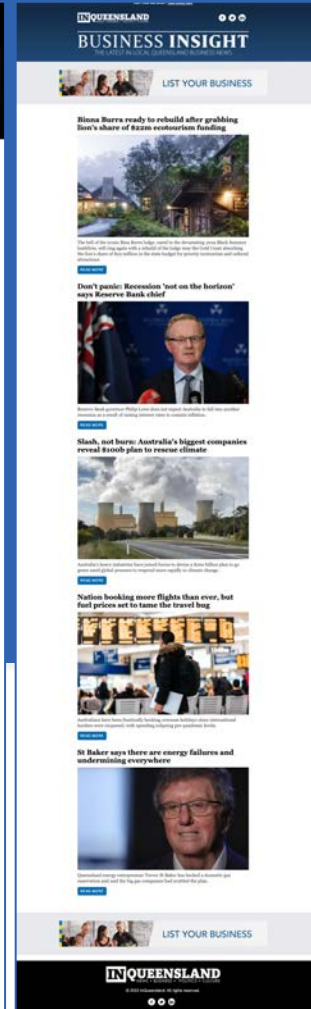
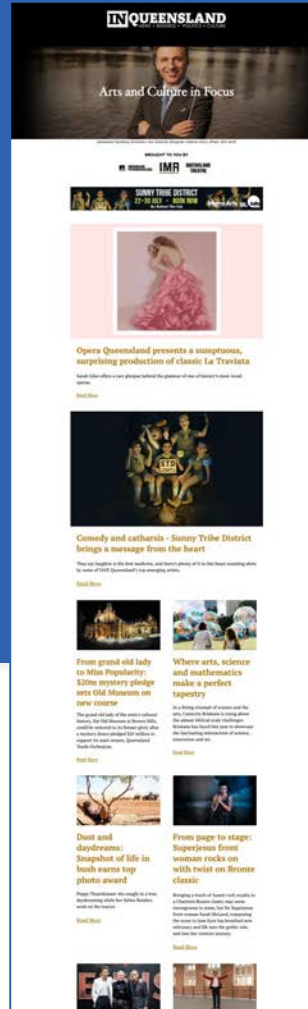
Sunday Reading
8am send



SPECIALTY eDMs

Business Insight
Last Monday of
each month
10am send

Arts and Culture In Focus
Last Thursday of
each month
10am send



BESPOKE eDMs

One-off or regular
Bespoke EDM
distributions to our
audience are available.
Each Bespoke EDM
focuses on a particular
topic or industry.



Editorial Team



Peter Atkinson
Publisher



Craig Johnstone
Editor



David Fagan
Columnist



Jim Tucker
Columnist



Shane Rodgers
Columnist



Rebecca Levingston
Columnist



Madonna King
Columnist



John McCarthy
Business Editor



Michael Blucher
Sport and Business



Brad Cooper
Regional Specialist



Nance Haxton
Contributor

Audience profile

ONLINE AUDIENCE

Monthly unique audience

140,000

Monthly page views

397,000

Source: Nielsen Digital Media Ratings and Google Analytics, November 2022

DAILY NEWS EDM AUDIENCE

Open Rate

37%

Click Rate

7.9%

Active Database

34,000

Source: Campaign Monitor, January 2023

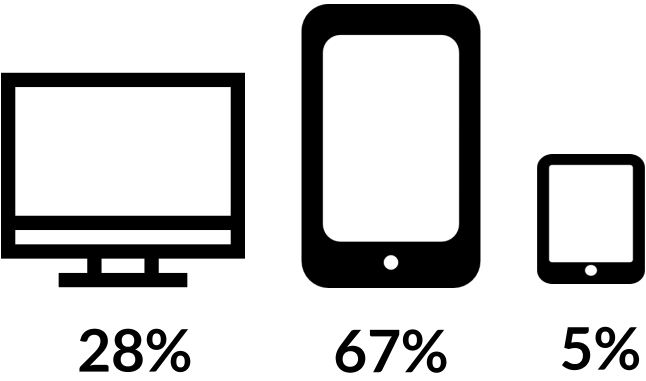
SOCIAL ENGAGEMENT

Total followers

9,215

Source: Facebook, LinkedIn, Twitter, January 2023

GROWING MOBILE AUDIENCE



Source: Google Analytics, November 2022 to January 2023



Source: Facebook, LinkedIn, Twitter, January 2023

Lifestyle Habits

53%

VISIT CAFÉS
WEEKLY

65%

VISIT RESTAURANTS
MONTHLY OR MORE OFTEN

37%

ATTEND THEATRE OR
CULTURE EVENTS
QUARTERLY OR MORE OFTEN

56%

TRAVEL WITHIN
QUEENSLAND QUARTERLY
OR MORE OFTEN

20%

TRAVEL INTERSTATE
QUARTERLY OR MORE
OFTEN

49%

INTEND TO TRAVEL
OVERSEAS IN THE NEXT
12 MONTHS

Purchase Behaviour

66%

SHOP ONLINE
MONTHLY OR
MORE OFTEN

27%

PURCHASE CLOTHING
OR ACCESSORIES
MONTHLY OR MORE
OFTEN

39%

PURCHASE HOMEWARES
QUARTERLY OR MORE OFTEN

60%

ARE CAR OWNERS

28%

INTEND TO PURCHASE
A VEHICLE IN THE NEXT
12 MONTHS

83%

ARE HOME OWNERS

15%

INTEND TO PURCHASE
PROPERTY IN THE
NEXT 12 MONTHS

52%

HAVE BOUGHT A
PRODUCT OR ACTED ON
ADS SEEN ON OUR SITE

Source: InQueensland Readers Survey 2022

Audience profile



Source: Nielsen Consumer and Media View, 2022 Survey 02 National Database

Queensland’s thought leaders go to InQueensland for up-to-date news, opinion, business, political, arts and culture coverage.

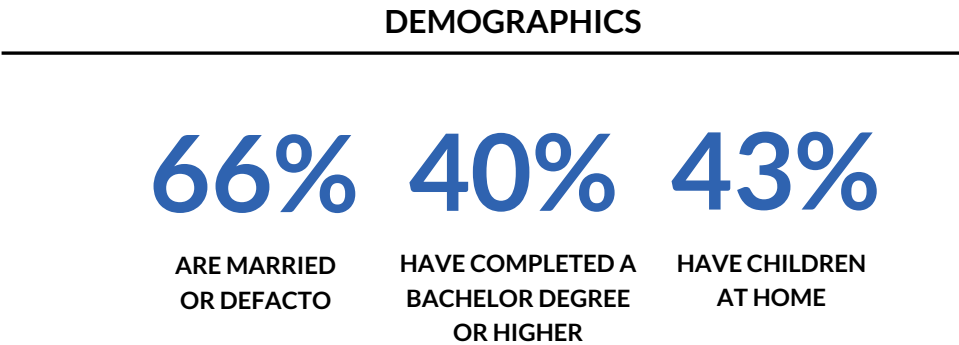
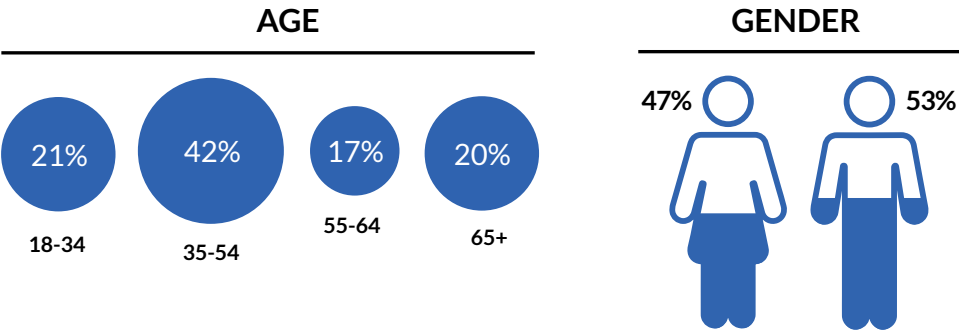
InQueensland readers are educated, sophisticated and digital-savvy, keen to engage with all that their state has to offer.

IN-MARKET SEGMENT

In market segments - our audiences are actively researching or looking to buy products and services in these segments.

- Real Estate
- Financial Services / Investment Services
- Autos & Vehicles / Motor Vehicles
- Employment
- Residential Properties
- Business Services
- Travel / Air Travel

Source: Google Analytics, April – June 2022



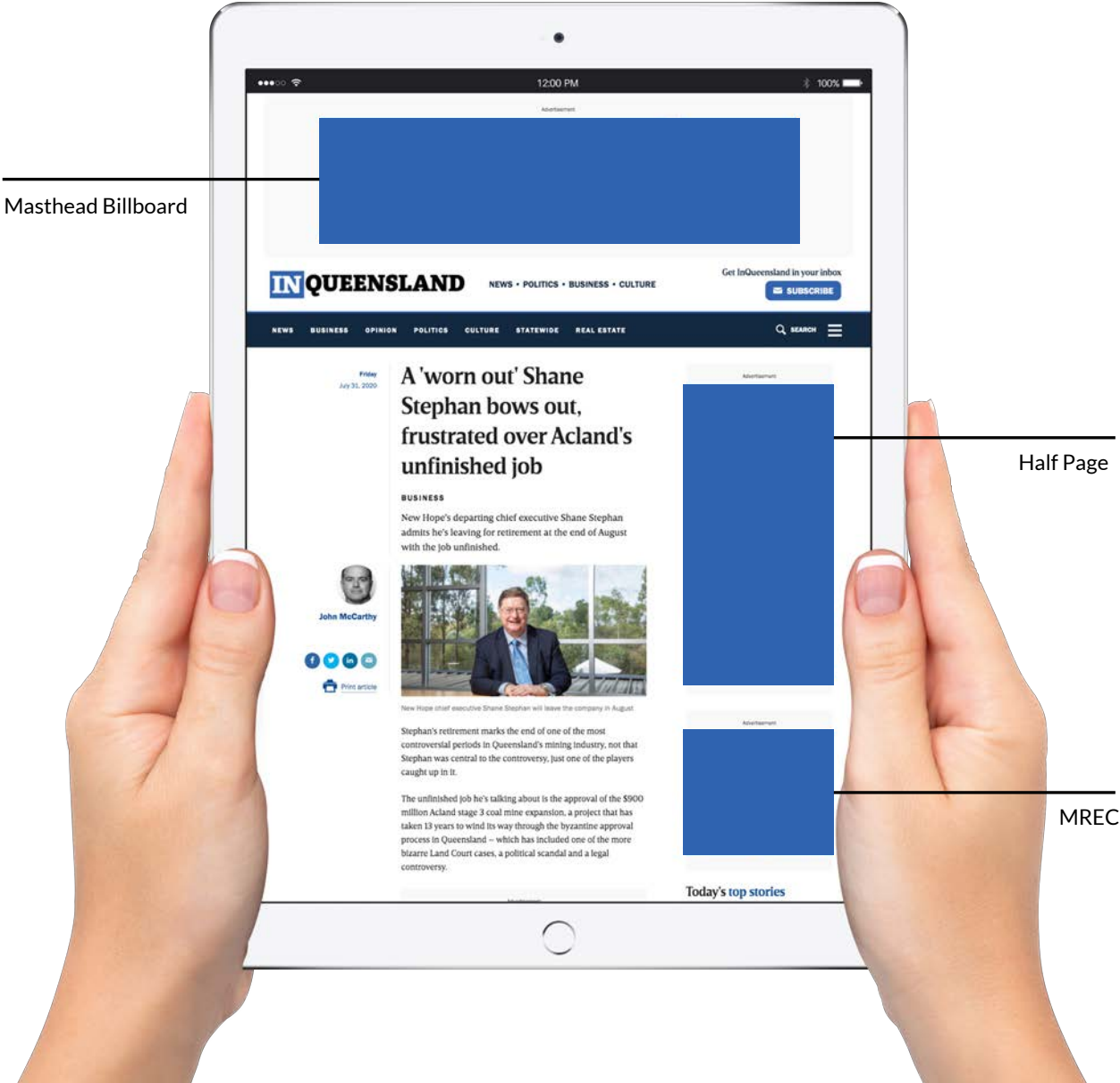
Source: Nielsen Consumer and Media View, 2022 Survey 02 National Database

Advertising rates and specifications

Unit	Desktop (pixels)	Mobile (pixels)
Masthead Billboard	970w x 250h	320w x 50h
Masthead Leaderboard	728w x 90h	320w x 50h
Leaderboard	728w x 90h	320w x 50h
Medium Rectangle	300w x 250h	
Half Page	300w x 250h	

UNIT	AVG IMP/WEEK (100% SOV)	1-WEEK BUY	
		25% SOV	100% SOV
Masthead Billboard	30,600	\$306	\$1,224
Masthead Leaderboard	30,600	\$268	\$1,072
Leaderboard	37,134	\$232	\$928
Half Page	66,027	\$495	\$1,980
UNIT	AVG IMP/WEEK (100% SOV)	25% SOV	100% SOV
MREC	133,232	\$333	\$3,330
Homepage Takeover	20,535	N/A	\$1,232

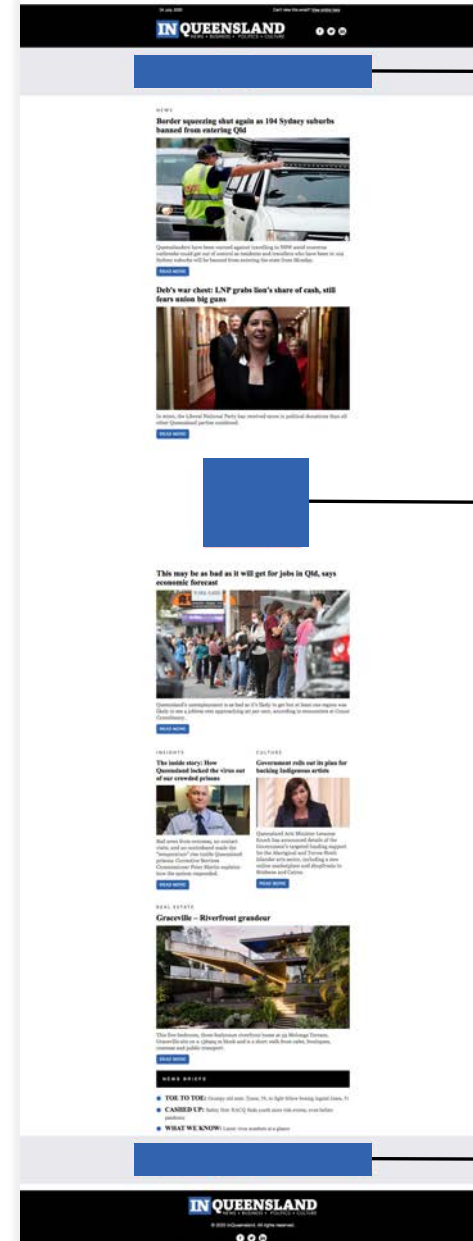
Placements subject to availability.
All rates exc. GST.
All components are commissionable.
Artwork is due 1 week prior to campaign commencement.



Advertising rates

	SUBSCRIBERS	AVG. OPEN RATE
MON-FRI MIDDAY EDM	34,000	36%
MON-FRI 4:00 PM EDM		
SATURDAY EDM		
SUNDAY EDM		

DAILY NEWS EDM	
ONE ISSUE BUY OUT	\$1,835
FIVE ISSUE BUY OUT	\$1,100



Top Leaderboard

Medium Rectangle
300px x 250px

Bottom Leaderboard
728px x 90px

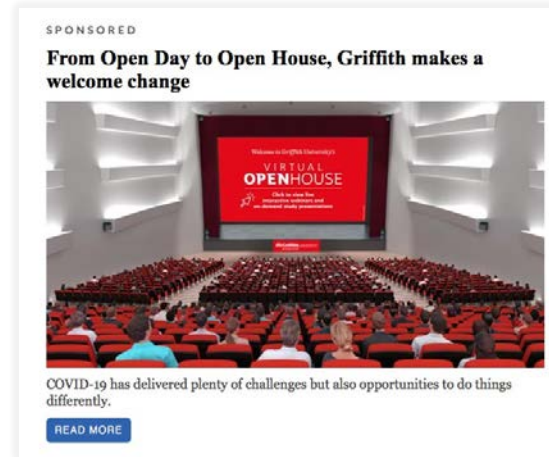
Bespoke opportunities

SPONSORED CONTENT

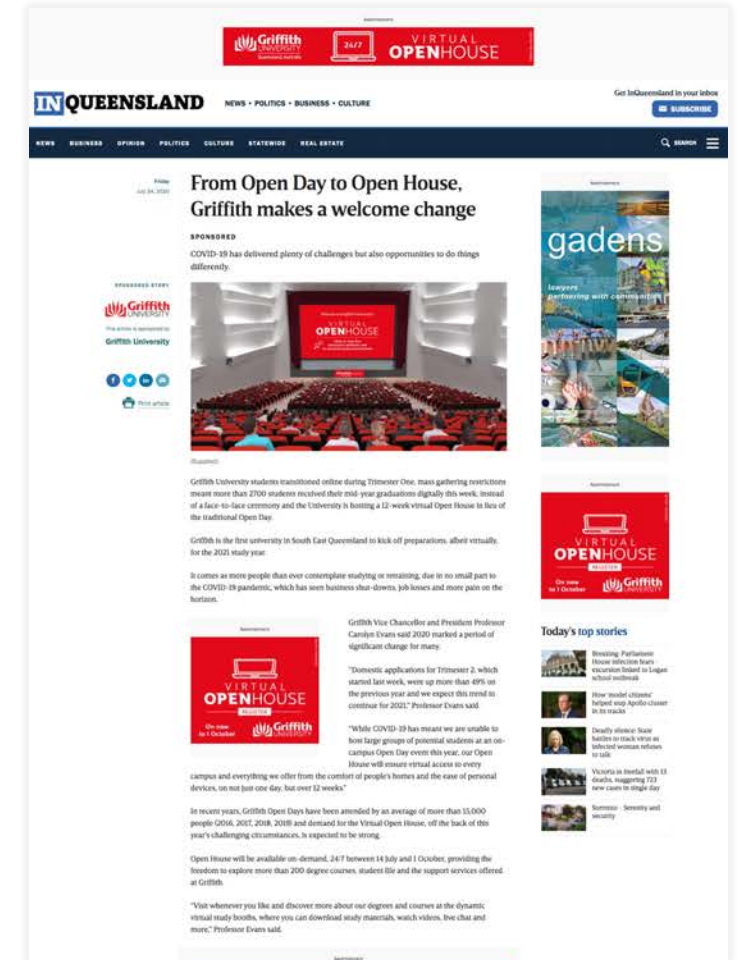
Relevant and engaging content is an effective way to connect with your target audience. InQueensland has a team of expert journalists who can create tailored content to your specific product or brand message. Sponsored editorial content is shared across our digital platforms including our daily news eDM, onsite, and our specialty eDM's to:

- Amplify your story
- Position your brand within a credible news channel
- Support your advertising
- Stimulate a response
- InQueensland readers spend on average more than 2 minutes reading sponsored content

1 x Editorial Piece 400-500 words	1 x Editorial Piece 400-500 words	1 x Real Estate Editorial Up to 500 words
INQ Written / Brand Approved Onsite + Daily EDM	Brand Written / INQ Approved Onsite + Daily EDM	Brand Written / INQ Approved Onsite + Daily EDM Includes 10-12 images, logo inclusion, agent headshot and link to property
\$2,000 + GST	\$1,500 + GST	\$2,000+ GST



Sponsored content included in daily news EDM



Sponsored content editorial 400-500 words

Bespoke opportunities

BESPOKE SOLUS EDM

Engage directly with InQueensland's readers utilising a dedicated EDM. There are limited opportunities to this exclusive offering each month. Engage directly with InQueensland's readers through a dedicated EDM. These EDMs are perfect for promoting special offers and events, or showcasing a broad range of brand content. There are limited opportunities to this exclusive offering each month.

- Sent on your day of choice at 9:00 am, subject to availability
- Customised with client colours and logos
- Small solus includes 1 x image space (can be an animated gif) and 1 x content piece
- Large solus can include multiple images, video and multiple links to articles/content
- Includes click-through link to client website/special offer/buy tickets link
- Built by InQueensland Media with client approval


38,700 SUBSCRIBERS


35.6% OPEN RATE

Small solus – \$2000 + GST

Large solus – \$5000 + GST

Source: Campaign Monitor, January 2023


SPONSORED




Brisbane lights up in a blaze of colour this September with Brisbane Festival!

From the river to rooftops and parklands to theatres, celebrate Brisbane city in a blaze of colour at this year's Brisbane Festival.

From 2 to 24 September, immerse yourself in this boldly Brisbane festival with more than 580 theatre, music and arts performances that enliven, inspire, delight and disrupt!

[EXPLORE THE FESTIVAL](#)

Festival Highlights




Jessica Mauboy
2 September

Festival Opening Night lights up when one of Australia's most celebrated and loved entertainers, multiple ARIA Award winning R&B pop artist, songwriter and actress Jessica Mauboy takes to the stage. This incredible performance will read as an anthology of all her smash hits.

South Bank Piazza, BOQ Festival Garden

[BOOK NOW](#)



Brisbane's Art Boat
2 – 24 September

The float away hit of Brisbane Festival 2021 is back! Experience the city's most unique on-water bar and performance program bedecked in a stunning installation by renowned visual artist, Lindy Lee.

Departs from Northshore Brisbane and South Bank

[FIND OUT MORE](#)

Partnerships



**Success comes from working
together in partnership**

We understand the importance of strategic partnerships.

We are looking to partner with like-minded organisations with shared goals and objectives and a commitment for a value-based relationship. InQueensland has a highly engaged and targeted audience across multiple categories who choose to hear from us via our different channels and at different times. Speak to us today about your objectives and we can develop a custom partnership proposal tailored to your specific needs.

Our current partners include:

- Gadens
- Queensland Futures Institute
- Committee for Brisbane
- City of Gold Coast
- Brisbane City Council
- Chamber of Commerce and Industry Queensland

Deadlines & bookings

WEBSITE ARTWORK SPECIFICATIONS

- PNG, GIF, JPG, HTML/HTML 5, Third Party Vendor Tags ("clicktag")
- RGB format
- Embedded video must be set to autoplay/mute
- No flash
- Maximum file size 1MB

RICH MEDIA

- Supply a backup .gif with all flash ads
- Supply on site click tags in one .txt file
- Creatives must be supplied as 72 PPI

HTML ADVERTISEMENTS

- All HTML5 assets to be hosted externally
- Supply creative in individual ZIP files per creative size
- Recommended length is 15-30 seconds or less
- Clickthrough link must be properly implemented in the code
- Video file must be under 1MB

JW PLAYER

- Ad unit size: 300h x 250w (px)
- Video ratio: 16:9 or 4:3
- Recommended length is 40 seconds or less
- Clickthrough link when clicked
- Video will play automatically and be muted automatically, with the option to turn sound on
- Video file must be under 200MB

CREATIVE DEADLINES

Standard Creative (including third party vendor tags) must be submitted 5 working days prior to go-live date for the Website and 4 working days prior for the EDM. Rich Media (including third party vendor tags) must be submitted 7 working days prior to go-live date.

EDM ARTWORK SPECIFICATIONS

- Static PNG or JPG only
- Tracking URLs accepted (clicks only)
- No dynamic javascript
- Maximum file size 1MB
- Static image (JPG or PNG) to be supplied with associated click tag for the date/s the campaign is booked to run on the EDM.
- Creatives must be supplied as 72 PPI.



Contacts



Do you want to engage with InQueensland Media in a partnership across our publication or events?

Talk to the InQueensland team.

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SOCIAL MEDIA

