

---

THE  
WEEKEND EDITION

*Brisbane Media Kit 2023*

---

---

THE  
WEEKEND EDITION

*Created for a sophisticated, digital savvy, urban audience and built on the philosophy Sleep in. Slow down. Enjoy., The Weekend Edition delivers Brisbane's local lifestyle news with a touch of global goodness.*

---

WE



# WHAT IS THE WEEKEND EDITION?

The Weekend Edition, published digitally every Thursday at 10:00 am, uncovers the best of Brisbane across food and drink, fashion, culture, people, trends and travel. All perfect for planning your weekend.

*The Weekend Edition covers off the areas of:*



*Food & Drink*



*Events*



*Shopping & Fashion*



*Design*



*Travel*



*Community & Arts*



*Interviews*



*Property*

*Plus our comprehensive Event Guide and The Stumble Guide – Brisbane's definitive lifestyle directory showcasing more than 3500 places to explore.*

---





# OUR AUDIENCE

Hard to reach with a hunger to enjoy Brisbane and its surrounds, The Weekend Edition audience **(144,370+)** is a sophisticated, discerning and aspirational community of engaged professionals with tremendous spending power.

*Data source: The Weekend Edition readers survey and Google Analytics 2022*

# OUR AUDIENCE STATS

## GENDER



80%

FEMALE



20%

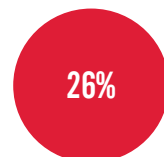
MALE

## AGES



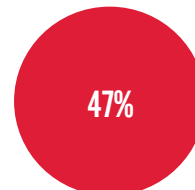
3%

18-24



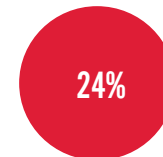
26%

25-34



47%

35-54



24%

55+

## DEMOGRAPHICS

58%

ARE MARRIED  
OR DEFACTO

69%

ARE HOME OWNERS

66%

HAVE NO CHILDREN  
AT HOME

34%

HAVE CHILDREN  
AT HOME

75%

HOLD PERMANENT  
EMPLOYMENT

53%

HAVE A HOUSEHOLD  
INCOME OF \$120,000  
OR MORE

65%

HAVE COMPLETED A  
BACHELOR DEGREE  
OR HIGHER

30%

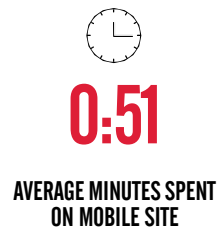
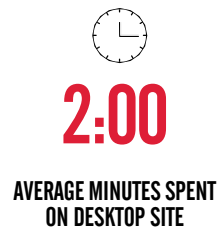
ARE INTERESTED IN  
FURTHER STUDY IN  
THE NEXT 12 MONTHS

Data source: The Weekend Edition readers and Google Analytics 2022



# THE WEEKEND EDITION TRAFFIC

The Weekend Edition fills a void in the digital marketplace in Brisbane for curated and credible lifestyle content.



**LOYAL READERS:**  
89% HAVE BEEN READING FOR MORE THAN ONE YEAR

Data source: The Weekend Edition readers, Google Analytics and Facebook and Instagram Audience Insights 2022

## ENEWS SUBSCRIBERS



Total

**25,009**

### NEWSLETTER SUBSCRIBERS



Tuesday

**9,985**

ACTIVE SUBSCRIBERS\*

**50.4%**

OPEN RATE

Thursday

**15,376**

ACTIVE SUBSCRIBERS\*

**49.9%**

OPEN RATE

Friday

**9,995**

ACTIVE SUBSCRIBERS\*

**50.0%**

OPEN RATE

*\*Active subscribers are high-engagement readers who open or click the majority of newsletters consistently*



# OUR AUDIENCE STATS

## EAT & DRINK



### Lifestyle habits

**71%**

FREQUENT CAFES  
WEEKLY

**53%**

FREQUENT MARKETS  
MONTHLY OR MORE OFTEN

**90%**

FREQUENT RESTAURANTS  
MONTHLY OR MORE OFTEN

**59%**

FREQUENT BARS  
MONTHLY OR MORE OFTEN



### Why they read *The Weekend Edition*

**33%**

VISIT TO DISCOVER THE LATEST  
CAFE/BAR/RESTAURANT OPENING NEWS  
OR TO VISIT THE STUMBLE GUIDE



### After browsing

**36%**

VISITED A CAFE/BAR/  
RESTAURANT COVERED

**54%**

VISITED AN  
ADVERTISER'S STORE,  
VENUE OR WEBSITE



**THE STUMBLE GUIDE AND FOOD & DRINK EQUATE TO  
53% OF THE WEEKEND EDITION'S TRAFFIC**

*Data source: The Weekend Edition readers survey and Google Analytics 2022*



# OUR AUDIENCE STATS

## EVENTS & ENTERTAINMENT

**47%** FREQUENT ART GALLERIES QUARTERLY OR MORE OFTEN

**59%** FREQUENT LIVE MUSIC EVENTS QUARTERLY OR MORE OFTEN

**47%** FREQUENT THEATRES QUARTERLY OR MORE OFTEN

**33%** FREQUENT SPORTING EVENTS QUARTERLY OR MORE OFTEN



*Why they read The Weekend Edition*

**26%**

VISIT TO USE OUR EVENT GUIDE AND DISCOVER THE LATEST EVENT NEWS

*After browsing*

**23%**

ATTENDED AN  
EVENT COVERED

**54%**

VISITED AN  
ADVERTISER'S STORE,  
VENUE OR WEBSITE

**22%**

RESEARCHED A  
TOPIC FURTHER



**THE EVENT GUIDE, EVENT NEWS & GIVEAWAYS EQUATE TO  
33% OF THE WEEKEND EDITION'S TRAFFIC**

*Data source: The Weekend Edition readers survey and Google Analytics 2022*





# OUR AUDIENCE STATS

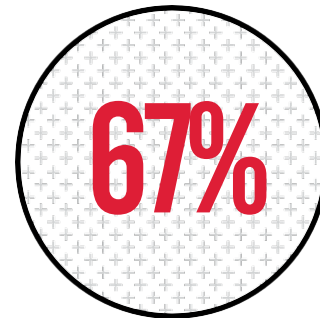
## PURCHASE BEHAVIOUR



SHOP ONLINE  
MONTHLY OR MORE



PURCHASE CLOTHING OR FASHION  
ACCESSORIES MONTHLY OR MORE



PURCHASE HOMEWARES  
QUARTERLY OR MORE



63%

ARE CAR OWNERS



25%

ARE BIKE OWNERS



29%

PLAN TO BUY A VEHICLE  
IN THE NEXT 12 MONTHS



69%

ARE HOMEOWNERS



19%

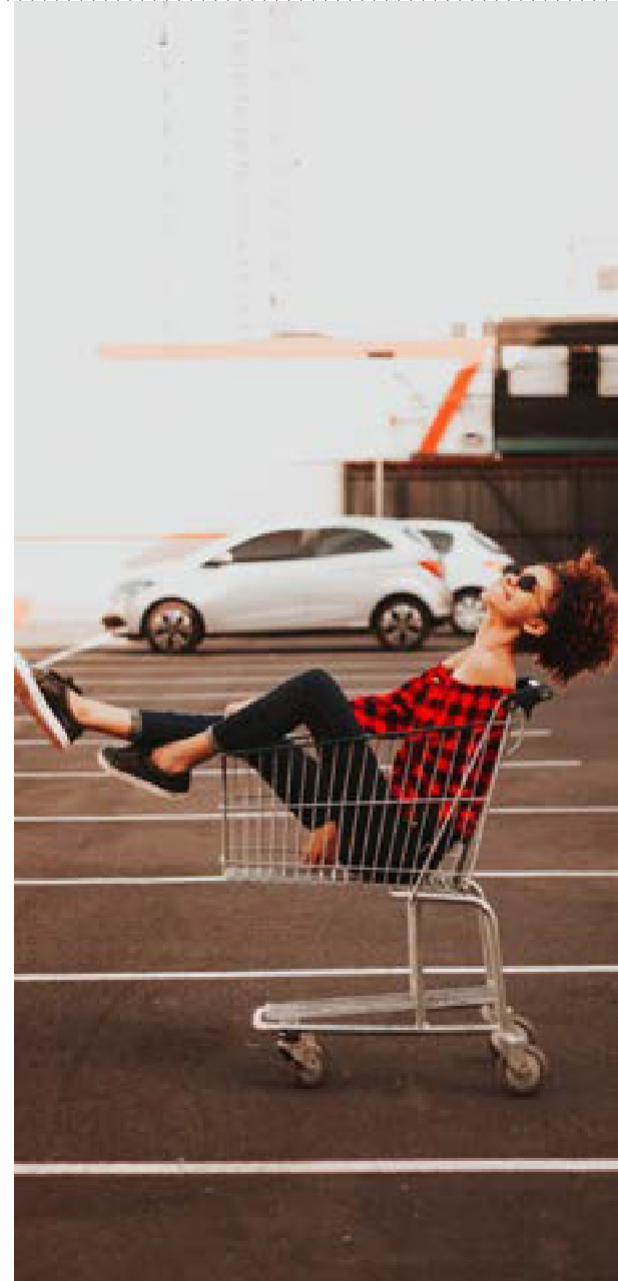
PLAN TO BUY A PROPERTY  
IN THE NEXT 12 MONTHS



83%

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

Data source: The Weekend Edition readers survey 2022



# PARTNERSHIPS

The Weekend Edition works closely with partners to deliver compelling digital partnerships through a strategic mix of advertising, brand recognition, social media integration and editorial.

## *Partners*



## *Clients we work with*

*Treasury Brisbane / Westfield / Dexus / Queensland Government / Tourism Queensland / Hermès / QPAC / Hilton / Visit Sunshine Coast / Brisbane Economic Development Agency / West Village / Brisbane Quarter / Opera Queensland / State Library of Queensland*



# THE WEEKEND EDITION DESKTOP STANDARD AD PLACEMENTS

**LEADERBOARD** 728 x 90 (px)

**MREC**

300 x 250 (px)

**MINI REC**

300 x 125 (px)

**ARTICLE BANNER** 500 x 90 (px)

\* Article banner only appears within articles and on gateway pages.



# THE WEEKEND EDITION MOBILE STANDARD AD PLACEMENTS

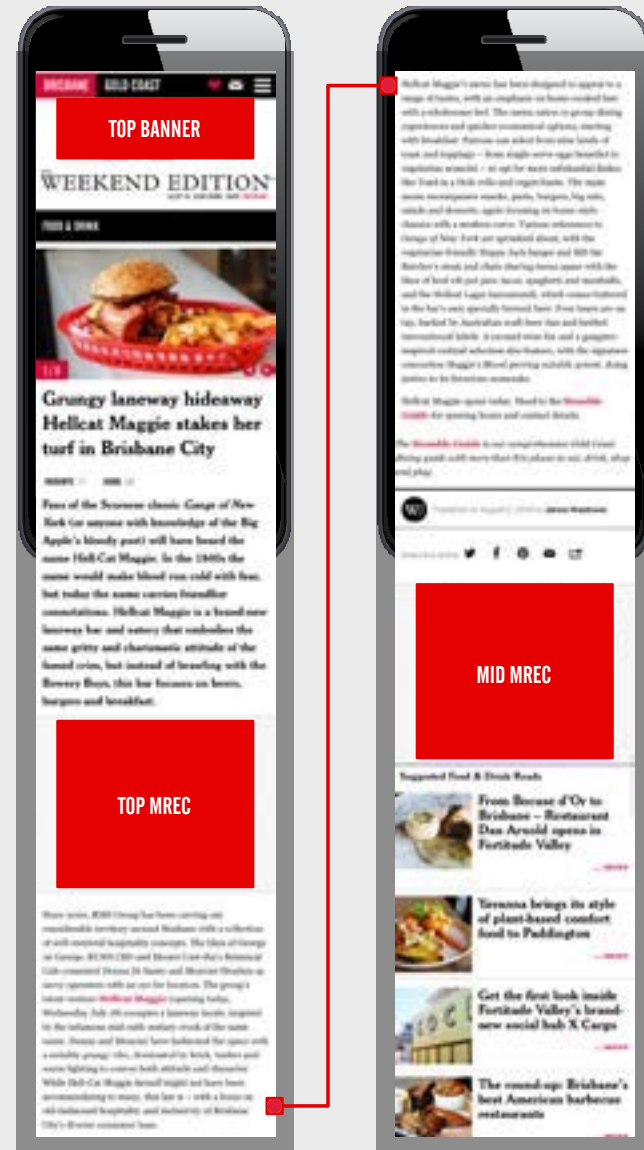
**TOP BANNER**  
300 x 90 (px)

**MREC**  
300 x 250 (px)

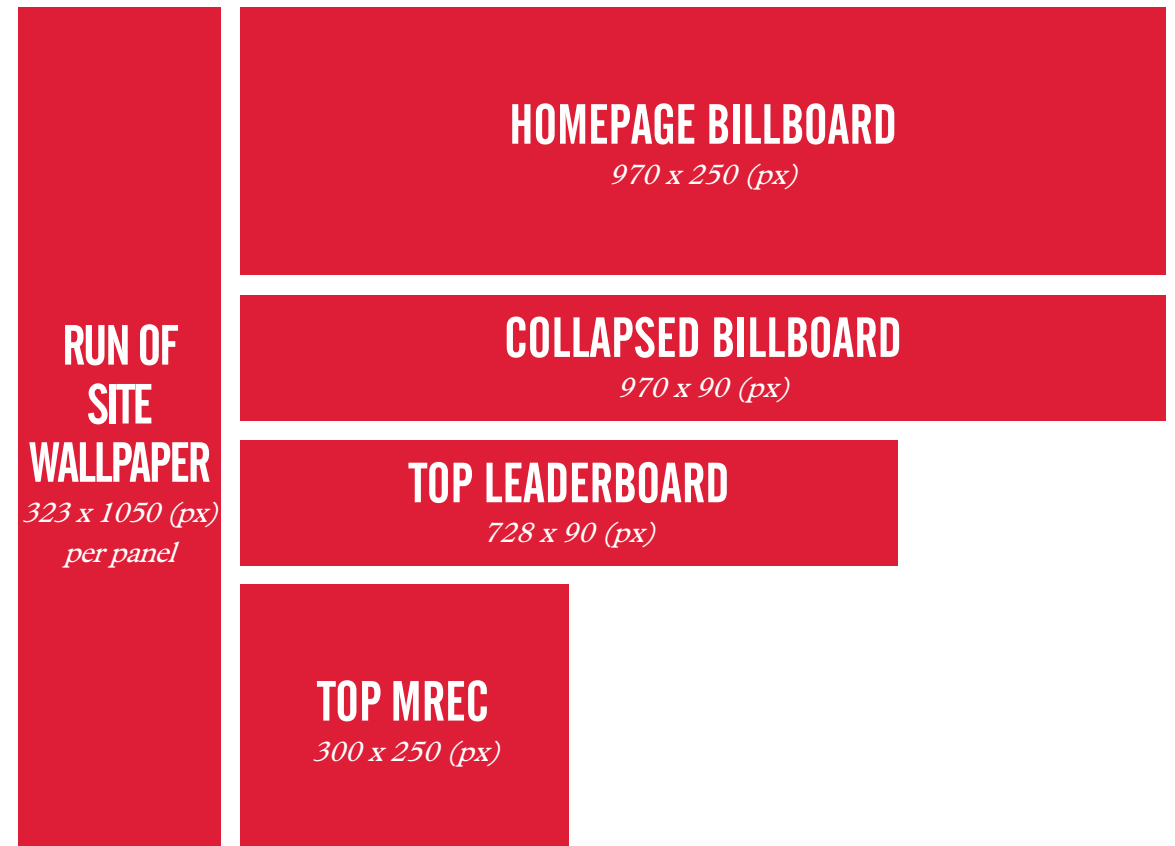
Note: Third MREC available on mobile gateway and article pages.

## High-impact mobile

Mobile homepage takeover (including top banner, top MREC and mid MREC) available – see rate card for costs.



# THE WEEKEND EDITION HIGH-IMPACT DESKTOP AD PLACEMENTS





# THE WEEKEND EDITION HIGH-IMPACT DESKTOP AD PLACEMENTS

## *Wallpapers*

Our most high-impact display placement. Wallpapers are run of site and are only visible on desktop and tablet devices. They run on every page at 100% SOV and scroll with the user – in other words, no matter what content readers are consuming, they will always see the wallpapers. Wallpapers are sold per day.

## *Homepage billboard (and collapsed billboard)*

The first thing readers see when they hit the homepage. The homepage billboard starts large, and then collapses to a super leaderboard (or collapsed billboard) that is fixed to the top of the screen as the reader scrolls through the page. These placements are only available on the homepage at 100% SOV for a one-week minimum buy.

## *Homepage Takeover*

Homepage takeovers see clients book every display advertising space on the homepage, including wallpapers, billboard, top, mid and bottom MREC, and top and bottom leaderboards. This is collectively the most high-impact booking on the site. Section takeovers (e.g. Food & Drink, Destination) are also available, excluding the homepage billboard.

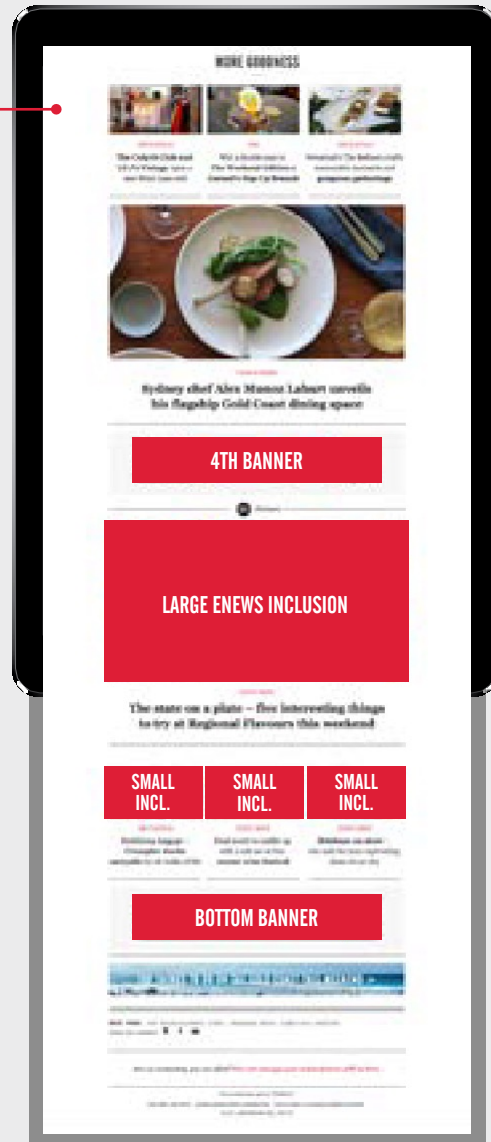
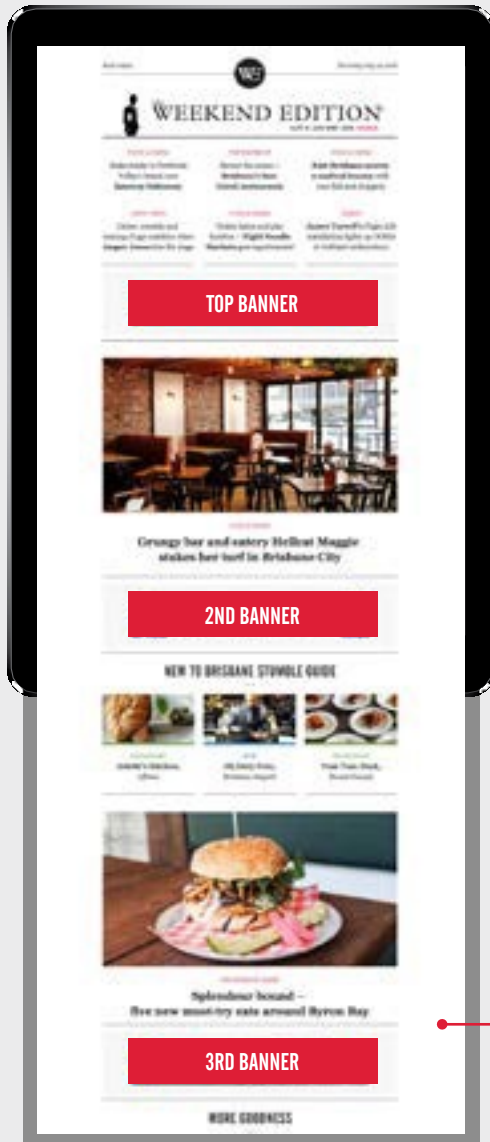


# PAVEMENT WHISPERS — TUESDAY ENEWSLETTER

Pavement Whispers sends at 10:30 am each Tuesday, featuring bite-sized teasers on upcoming openings around town. This article is consistently in our top articles of the week and the enewsletter has the highest open rate across The Weekend Edition's suite. There is only one coveted ad spot in this enewsletter (which also has the highest click-through rate)  
– hurry, it sells quickly!

**SOLUS ENEWS BANNER**  
*500x 90 (px)*





# THE WEEKEND HEADLINES – THURSDAY ENEWSLETTER

The Weekend Headlines sends at 10:00 am each Thursday and is our main newsletter rounding up the week's top stories. This newsletter is the original and has the largest number of subscribers.

**BANNER**

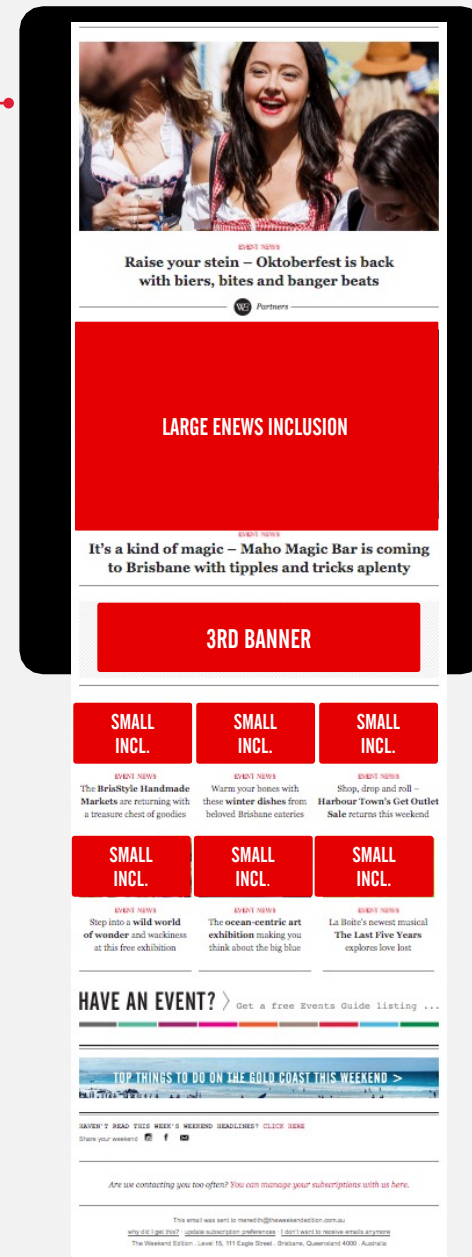
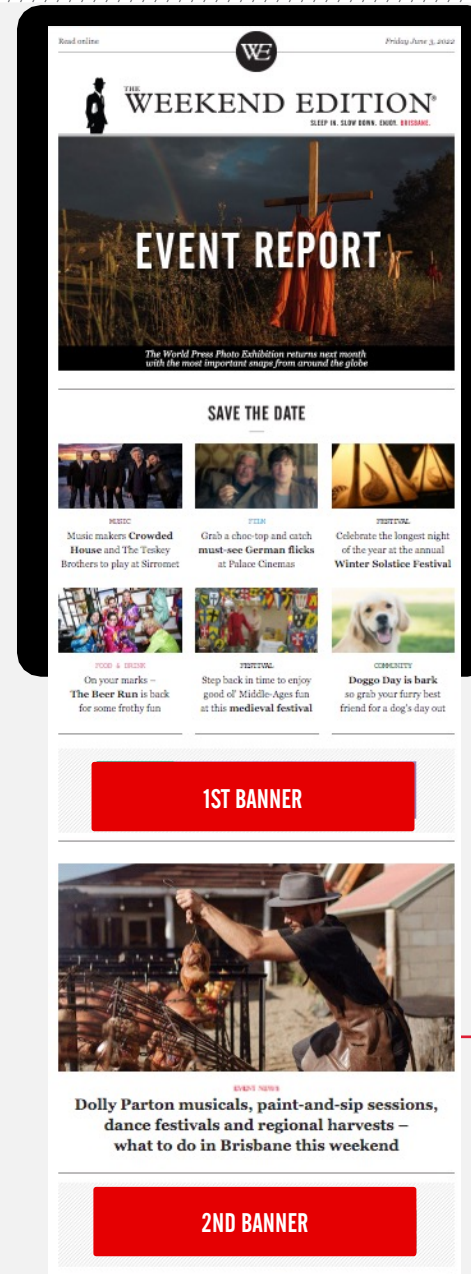
500 x 90 (px)

# EVENT REPORT — FRIDAY ENEWSLETTER

Event Report sends at 10:00 am each Friday and wraps up the top events for the coming weekend, plus recently announced events to save the date for. This newsletter is ideal for promoting upcoming events or complementary activities (e.g. transport, dining, accommodation, shopping).

**BANNER**

500 x 90 (px)





# THE WEEKEND EDITION

## WEBSITE RATE CARD

DESKTOP / TABLET	AVG IMP/MTH (100% SOV)	1-WEEK BUY		4-WEEK BUY	
		25% SOV	100% SOV	25% SOV	100% SOV (30% discount)
Top leaderboard ROS	152,720	\$334	\$1,336	\$1,336	\$3,742
Bottom leaderboard ROS	144,288	\$180	\$721	\$721	\$2,020
Top MREC ROS	145,296	\$409	\$1,635	\$1,635	\$4,577
Middle MREC ROS#	146,320	\$274	\$1,097	\$1,097	\$3,073
Bottom MREC ROS#	133,904	\$167	\$670	\$670	\$1,875 (not on all pages)
Article banner	136,128	\$170	\$681	\$681	\$1,906 (not on all pages)

MOBILE					
Top banner	181,840	\$341	\$1,362	\$1,362	\$3,814
1st MREC	174,128	\$718	\$2,872	\$2,872	\$8,042
2nd MREC	168,784	\$422	\$1,690	\$1,690	\$4,732
3rd MREC	160,816	\$302	\$1,208	\$1,208	\$3,383

# Middle and bottom MREC upgrades to half pages – additional 50% to above rates. Only possible at 100% SOV.

CUSTOM	AVG IMP/WK	SUN	MON	TUES	WED	THURS	FRI	SAT
Site wallpaper	53,888	\$1,062	\$1,232	\$1,886	\$1,479	\$2,096	\$1,911	\$1,062
Homepage billboard (collapses to super leaderboard)	1,378	\$345 (week buy only)						
Homepage takeover	9,154	\$1,830.80 per week						
Design takeover	5,211	\$1,043 per week						
Event Guide takeover	43,826	\$8,766 per week						
Stumble Guide takeover	51,313	\$10,263 per week						

### RATE CARD CONDITIONS:

Web ads run Monday 12:00 am to Sunday 11:59 pm except wallpapers that run daily from 10:00am

1. Rich Media is available on The Weekend Edition and carries a 50% loading on standard rates. Rich Media is to be served by approved third parties.
2. Ads running outside of our standard Sunday to Saturday week will incur a 10% loading.
3. Minimum spend \$500 + GST.
4. All rates are GST exclusive

# THE WEEKEND EDITION

## ENEWS RATE CARD

ENEWS	TUESDAY	THURSDAY	FRIDAY
Top banner	\$503	\$767	\$500
2nd banner	–	\$690	\$450
3rd banner	–	\$613	\$400
4th banner	–	\$575	\$375
5th banner	–	\$460	\$300
Large enews inclusion	–	\$1,534	\$1,050
Small enews inclusion	–	\$690	\$450

### COMPETITION INC. SOLUS EBLAST

Published Monday or Wednesday, the competition is promoted via:

- Brisbane website – desktop & mobile
- Solus eblast to 15,367 active subscribers
- Facebook post reaching up to 4,000 followers

RATE: \$3,700 + prize\*

\* Prize min. value \$500 (all competitions subject to editor's discretion)

### RATE CARD CONDITIONS:

1. Minimum spend \$500 + GST.
2. All rates are GST exclusive

### ENEWS SUBSCRIBERS

WE

Total

25,009

### NEWSLETTER SUBSCRIBERS

Tuesday

9,985

ACTIVE SUBSCRIBERS\*

50.4%

OPEN RATE

Thursday

15,376

ACTIVE SUBSCRIBERS\*

49.9%

OPEN RATE

Friday

9,995

ACTIVE SUBSCRIBERS\*

50.0%

OPEN RATE

\*Active subscribers are high-engagement readers who open or click the majority of enewsletters consistently

# THANK YOU

We appreciate you taking the time to consider The Weekend Edition. Please do not hesitate to contact us with any questions, otherwise I look forward to discussing opportunities with you soon.

---

**SLEEP IN. SLOW DOWN. ENJOY.**

---

Kind regards,

*Meredith McLean*  
*Senior Digital Account Manager*

**e** [meredith@theweekendedition.com.au](mailto:meredith@theweekendedition.com.au)  
**m** +61 439 383 799

*Chrisanthi Demos*  
*Managing Editor*

**e** [chrisanthi@theweekendedition.com.au](mailto:chrisanthi@theweekendedition.com.au)  
**m** +61 439 871 650







[THEWEEKENDEDITION.COM.AU](http://THEWEEKENDEDITION.COM.AU)