
THE
WEEKEND EDITION

Gold Coast 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 the Gold Coast's local lifestyle news
with a touch of global goodness.*

WE



WHAT IS THE WEEKEND EDITION?

The Weekend Edition, published digitally every Thursday at 11:00 am, uncovers the best of Gold Coast 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 – Gold Coast's definitive lifestyle directory showcasing more than 3400 places to explore.



OUR AUDIENCE

Hard to reach with a hunger to enjoy the Gold Coast and its surrounds, The Weekend Edition audience (**127,932+**) is a sophisticated, discerning and aspirational community of engaged professionals with tremendous spending power.

Data source: Google Analytics 2022

OUR AUDIENCE STATS

GENDER



70%

FEMALE



30%

MALE

AGES

2%

18-24

18%

25-34

50%

35-54

30%

55+

DEMOGRAPHICS

57%

ARE MARRIED
OR DEFACTO

69%

ARE HOME OWNERS

64%

HAVE NO CHILDREN
AT HOME

36%

HAVE CHILDREN
AT HOME

70%

HOLD PERMANENT
EMPLOYMENT

46%

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

57%

HAVE COMPLETED A
BACHELOR DEGREE
OR HIGHER

29%

ARE INTERESTED IN
FURTHER STUDY IN
THE NEXT 12 MONTHS

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



THE WEEKEND EDITION TRAFFIC

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



LOYAL READERS:
73% HAVE BEEN READING FOR MORE THAN ONE YEAR

Data source: Google Analytics and MailChimp 2022

ENEWS SUBSCRIBERS



Total

15,410

NEWSLETTER SUBSCRIBERS



Thursday

9,650

ACTIVE
SUBSCRIBERS*

49.2%

OPEN RATE

Friday

9,313

ACTIVE
SUBSCRIBERS*

48.8%

OPEN RATE

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

OUR AUDIENCE STATS

EAT & DRINK



Lifestyle habits

70%

FREQUENT CAFES
WEEKLY

56%

FREQUENT MARKETS
MONTHLY OR MORE OFTEN

89%

FREQUENT RESTAURANTS
MONTHLY OR MORE OFTEN

67%

FREQUENT BARS
MONTHLY OR MORE OFTEN



Why they read *The Weekend Edition*

26%

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



After browsing

33%

VISITED A CAFE/BAR/
RESTAURANT COVERED

56%

VISITED AN
ADVERTISER'S STORE,
VENUE OR WEBSITE



**THE STUMBLE GUIDE AND FOOD & DRINK EQUATE TO
54% OF THE WEEKEND EDITION'S TRAFFIC**

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

OUR AUDIENCE STATS

EVENTS & ENTERTAINMENT



Why they read The Weekend Edition

26%

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

After browsing

22%

ATTENDED AN
EVENT COVERED

56%

VISITED AN
ADVERTISER'S STORE,
VENUE OR WEBSITE

25%

RESEARCHED A
TOPIC FURTHER



**THE EVENT GUIDE, EVENT NEWS & GIVEAWAYS EQUATE TO
36% OF THE WEEKEND EDITION'S TRAFFIC**

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



OUR AUDIENCE STATS

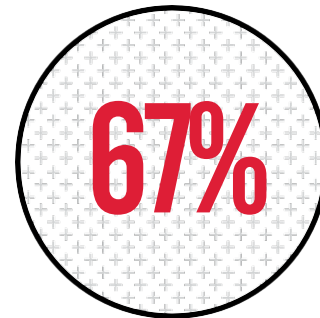
PURCHASE BEHAVIOUR



SHOP ONLINE
MONTHLY OR MORE



PURCHASE CLOTHING OR FASHION
ACCESSORIES MONTHLY OR MORE



PURCHASE HOMEWARES
QUARTERLY OR MORE



61%

ARE CAR OWNERS



26%

ARE BIKE OWNERS



29%

PLAN TO BUY A VEHICLE
IN THE NEXT 12 MONTHS



73%

ARE HOMEOWNERS



17%

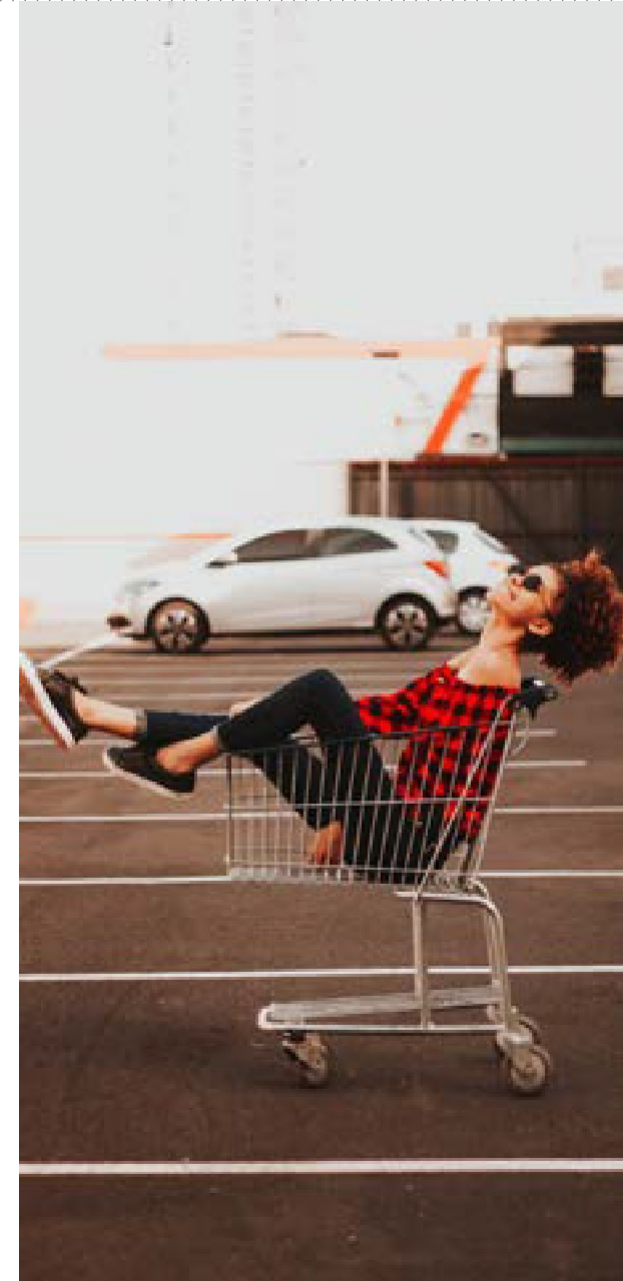
PLAN TO BUY A PROPERTY
IN THE NEXT 12 MONTHS



87%

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

THE STAR
GOLD COAST

Aviary
ROOFTOP BAR

G:link

Clients we work with

*Paradise Centre / Mulpha Group – Sanctuary Cove / Pacific Fair / JW Marriott / HOTA /
Tourism Queensland / Harbour Town / BLEACH* Festival / City of Gold Coast*



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)

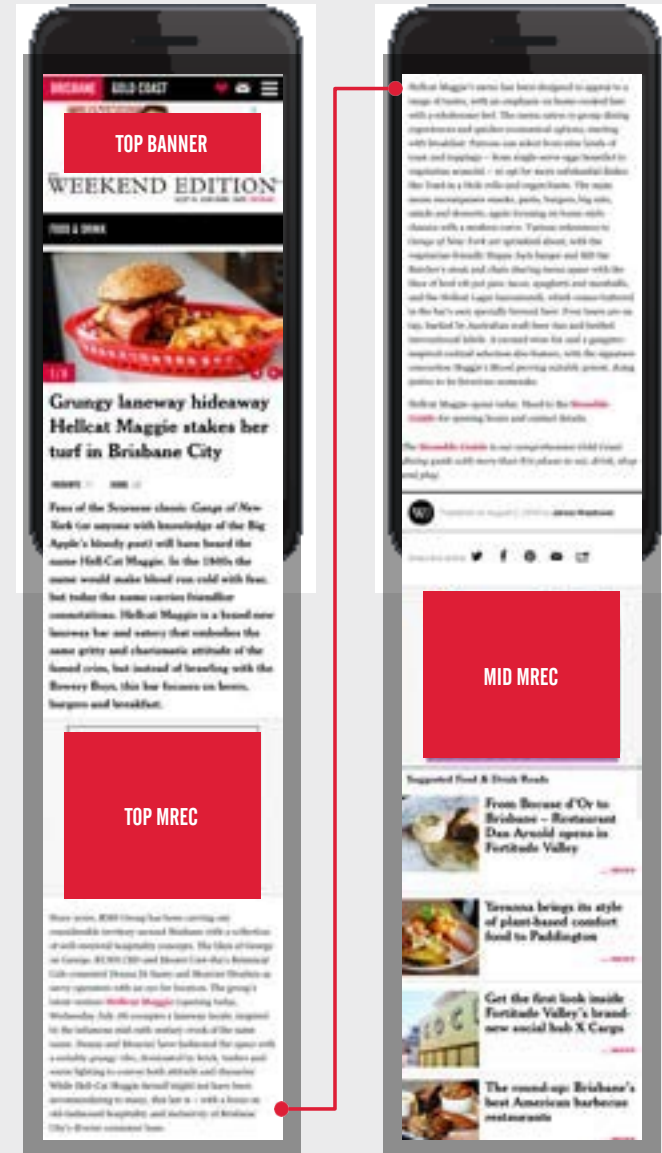
MREC

300 x 250 (px)

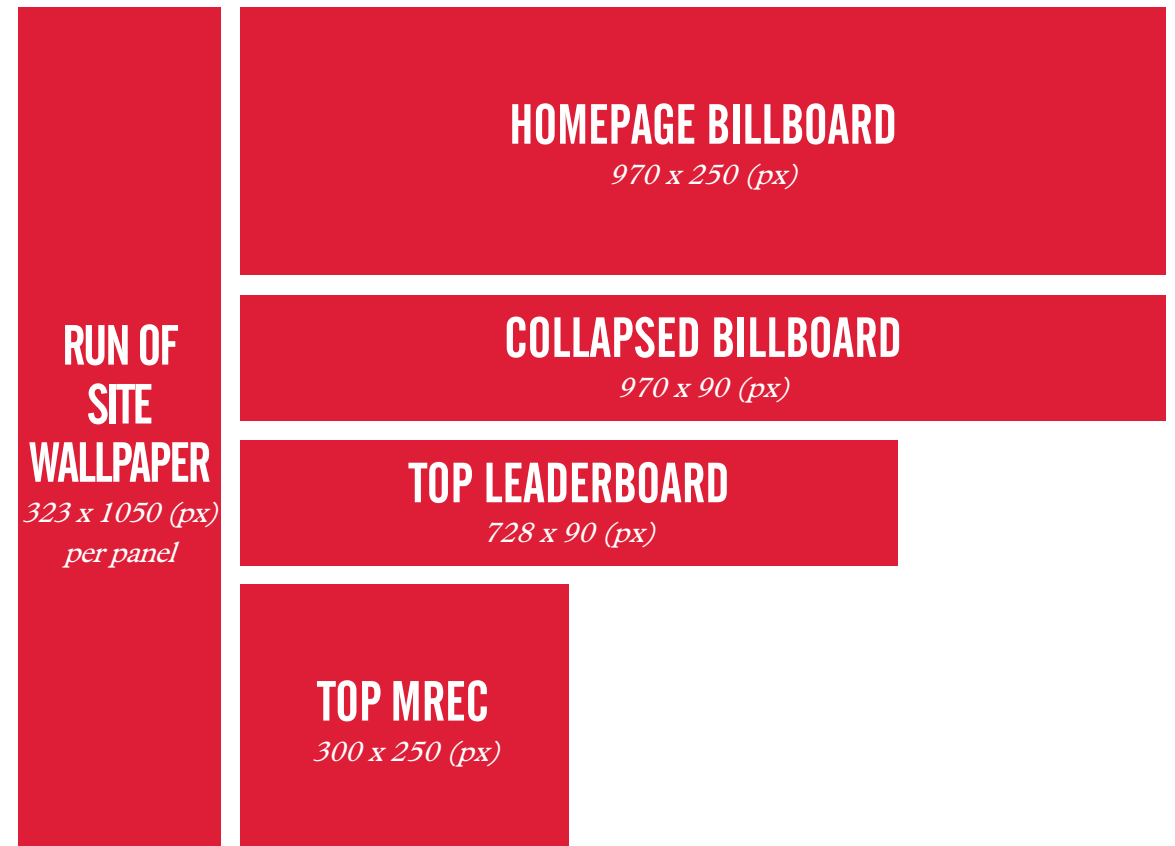
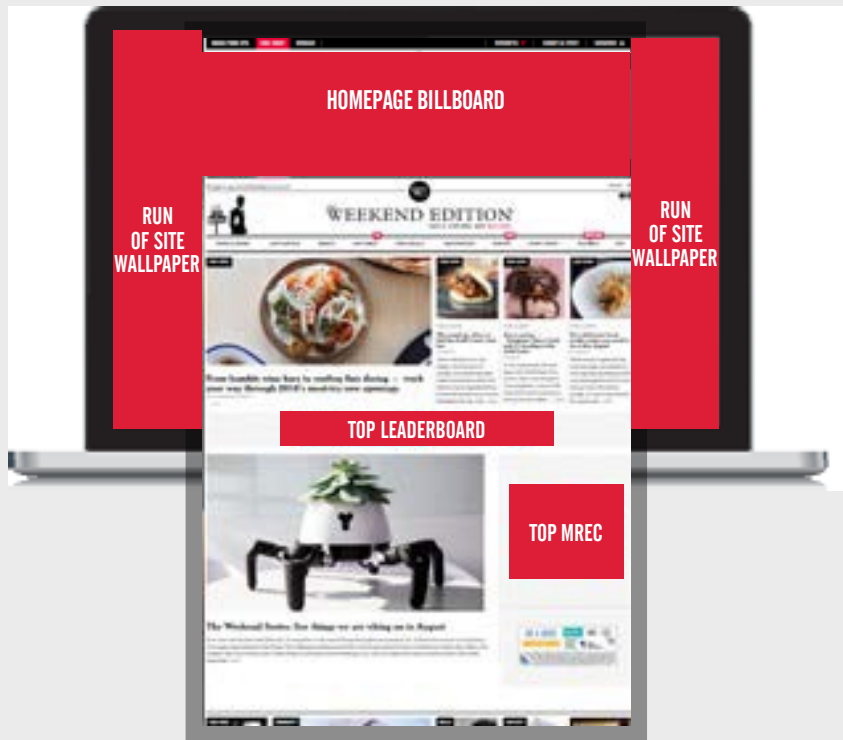
Note: Third MREC available on mobile gateway and article pages.

High-impact mobile

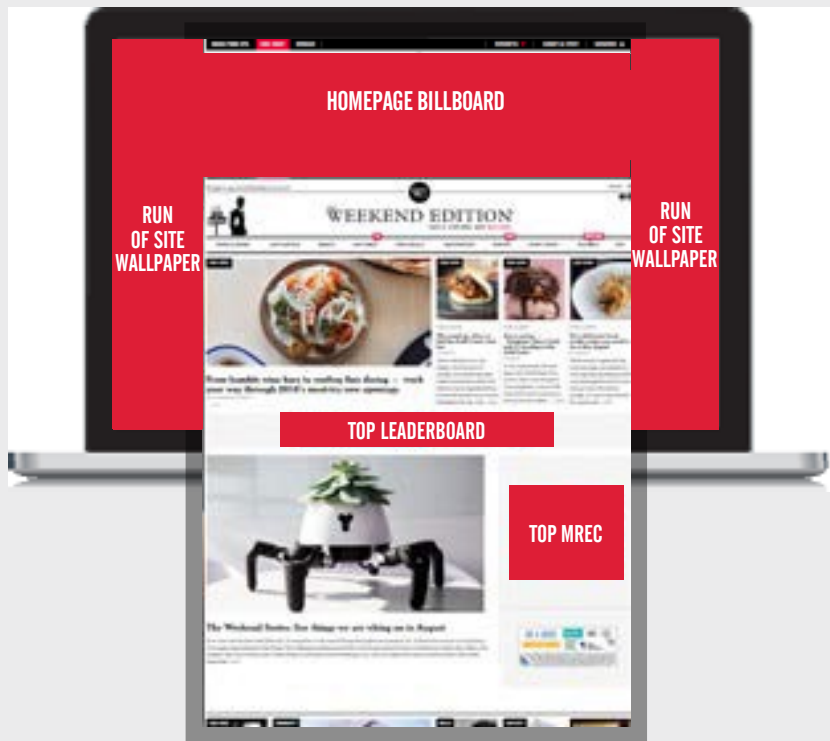
Mobile homepage takeover (including top banner, top MREC and mid MREC) available – see rate card for costs.



THE WEEKEND EDITION HIGH-IMPACT DESKTOP AD PLACEMENTS



THE WEEKEND EDITION HIGH-IMPACT DESKTOP AD PLACEMENTS



Wallpapers

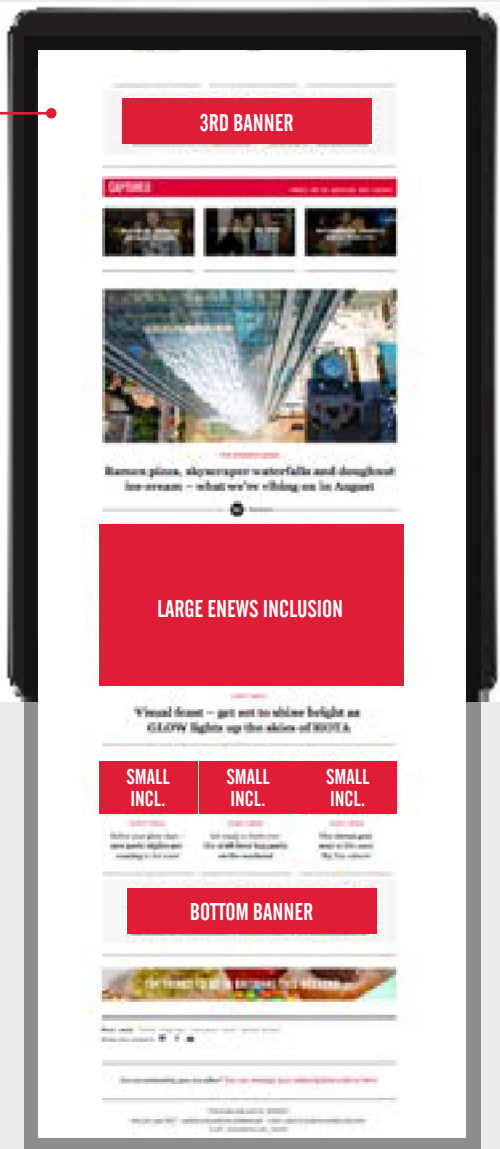
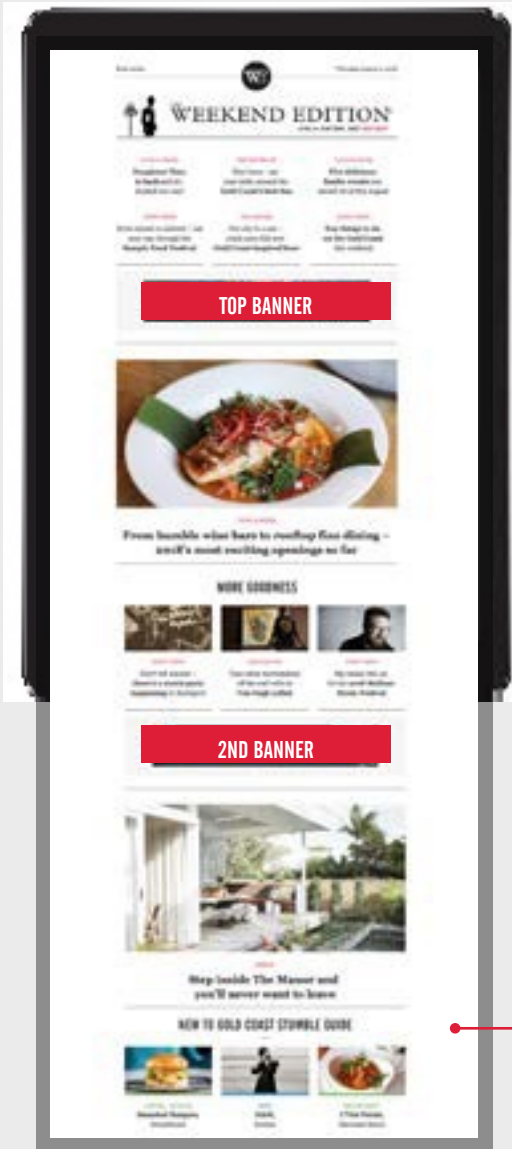
Our most high-impact display placement. Wallpapers are run of site and are only visible on desktop and tablet devices. They run on every page at 100% SOV and scroll with the user – in other words, no matter what content readers are consuming, they will always see the wallpapers. Wallpapers are sold per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



THE WEEKEND HEADLINES — THURSDAY ENEWSLETTER

The Weekend Headlines sends at 11:00 am each Thursday and is our only newsletter rounding up the week's top stories.

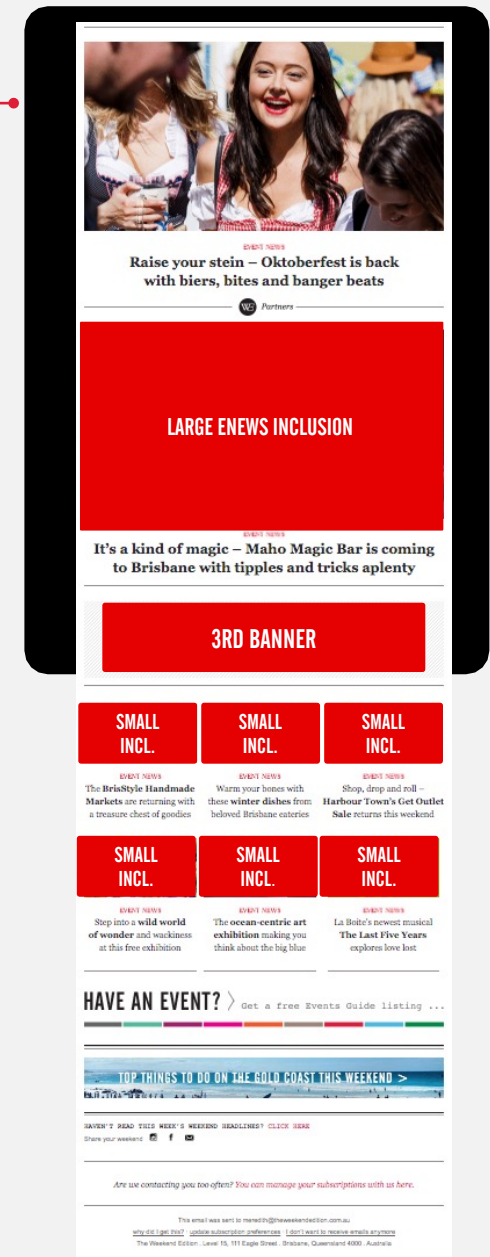
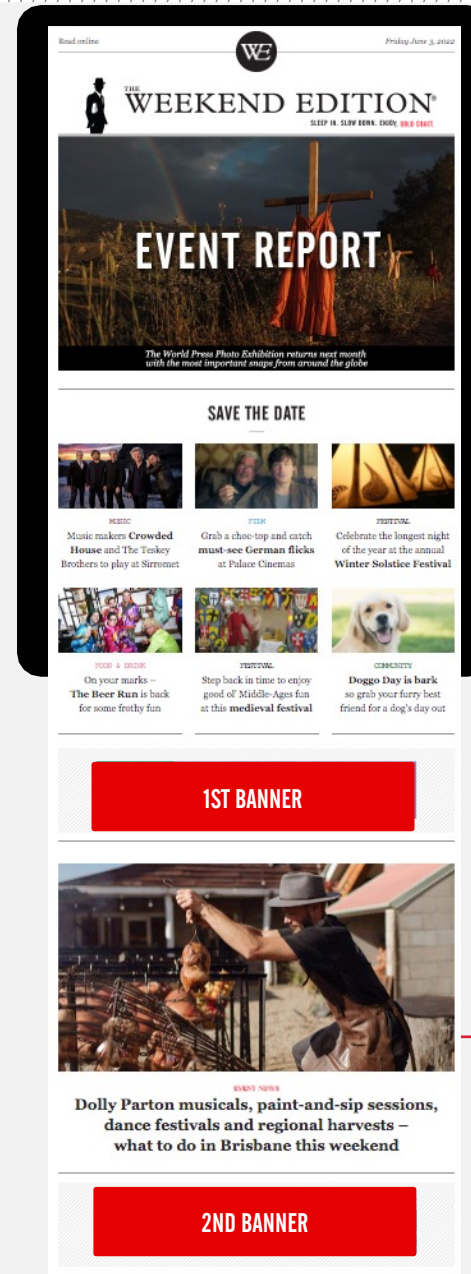
BANNER
500 x 90 (px)

EVENT REPORT — FRIDAY ENEWSLETTER

Event Report sends at 11:00 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	55,232	\$121	\$483	\$483	\$1,353
Bottom leaderboard ROS	55,936	\$70	\$280	\$280	\$783
Top MREC ROS	54,976	\$155	\$618	\$618	\$1,732
Middle MREC ROS	46,608	\$87	\$350	\$350	\$979
Bottom MREC ROS	52,480	\$66	\$262	\$262	\$735
Article banner	53,728	\$67	\$269	\$269	\$752 (not on all pages)

MOBILE					
Top Banner	83,536	\$157	\$627	\$627	\$1,754
1st MREC	80,208	\$301	\$1,203	\$1,203	\$3,369
2nd MREC	76,208	\$191	\$762	\$762	\$2,134
3rd MREC	85,584	\$160	\$642	\$642	\$1,797

CUSTOM	AVG IMP/WK	SUN	MON	TUES	WED	THURS	FRI	SAT
Site wallpaper	3,156	\$598	\$593	\$524	\$623	\$1,392	\$186	\$502
Homepage billboard (collapses to super leaderboard)	811	\$203 (week buy only)						
Homepage takeover	2,040	\$355 per week						

RATE CARD CONDITIONS:

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

1. Rich Media is to be served by approved third parties.
2. Ads running outside of our standard Monday to Sunday week will incur a 10%.
3. Minimum spend \$500 + GST.
4. All rates are GST exclusive

THE WEEKEND EDITION

ENEWS RATE CARD

ENEWS

Top banner	\$475
2nd banner	\$427
3rd banner	\$380
4th banner	\$356
Large enews inclusion	\$950
Small enews inclusion	\$427

COMPETITION INC. SOLUS EBLAST

Published Monday or Wednesday, the competition is promoted via:

- Gold Coast website – desktop & mobile
- Solus eblast to 9,650 active subscribers, 49.2% open rate
- Facebook post reaching forecasted minimum of 2,000 followers
- RATE: \$2,600 + prize*

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

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2. All rates are GST exclusive

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Total

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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,

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