

# MEDIA KIT 2021

# PACE

HARNESS RACING IN QUEENSLAND

## THE MAGAZINE PUBLISHING COMPANY

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# WELCOME TO PACE



## TESTIMONIALS

*"Burwood Stud have been long time advertisers and we will continue to support the PACE Magazine as we understand the important role the publication plays amongst Queensland's leading owners, trainers and breeders."*

*- Noel & Chris Denning,  
Owners of Burwood Stud  
and HRQ Hall of Fame  
Inductees*



Harness racing in Queensland has had a long and illustrious history dating back to the 1880s. In 1968, when night harness racing commenced, the sport really took off in Queensland. Racing Queensland's goal is to further develop the standard of harness racing in Queensland, adding to the already imposing record set by our champion horses since the inception of the sport in this state. Queensland's harness racing industry is made up of approximately 400 harness trainers and drivers, nearly 200 stable hands and more than 2600 owners and syndicates, and *PACE* Magazine is the magazine they rely on for vital industry information.

In addition to our printed magazine we also distribute a digital version of the magazine to 1,215 readers; our digital magazine on average achieves page views of 28,780 per issue.



# AD RATES 2021

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Double page spread	\$1,495	\$1,420	\$1,345	\$1,270
Full page	\$850	\$810	\$765	\$720
Half page	\$485	\$465	\$440	\$415
Third page	\$415	\$390	\$370	\$350
Quarter page	\$285	\$270	\$255	\$240

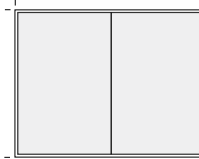
PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Outside back cover	\$1,020	\$970	\$920	\$920
Inside front cover double page spread	\$1,640	\$1,560	\$1,410	\$1,330
Other preferred positions	+10%			

INSERTS	CASUAL
One page (2 sides)	\$624
Two page (4 sides)	\$760

Maximum size for inserts: H 297mm X W 210mm



# AD DIMENSIONS



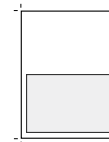
### DOUBLE PAGE SPREAD

**TRIM SIZE:**  
**H 297mm x W 420mm**  
 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)



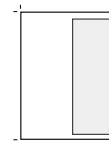
### FULL PAGE

**TRIM SIZE:**  
**H 297mm x W 210mm**  
 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)



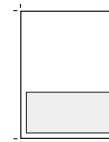
### HALF PAGE HORIZONTAL

**H 130mm x W 184mm**  
 no bleed required



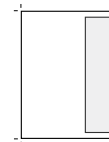
### HALF PAGE VERTICAL

**H 275mm x W 90mm**  
 no bleed required



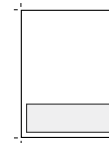
### THIRD PAGE HORIZONTAL

**H 85mm x W 184mm**  
 no bleed required



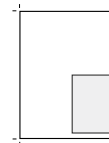
### THIRD PAGE VERTICAL

**H 275mm x W 60mm**  
 no bleed required



### QUARTER PAGE HORIZONTAL

**H 65mm x W 184mm**  
 no bleed required



### QUARTER PAGE VERTICAL

**H 130mm x W 90mm**  
 no bleed required

# DEADLINES

ISSUE	DEADLINE
FEBRUARY	JAN 11
MARCH	FEB 8
APRIL	MAR 8
MAY	APR 7
JUNE	MAY 7
JULY	JUN 7
AUGUST	JUL 7
SEPTEMBER	AUG 6
OCTOBER	SEP 7
NOVEMBER	OCT 7
DECEMBER	NOV 8
JANUARY '22	DEC 3

