



Media kit 2026

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

Profile

Harness racing in Queensland has 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* is the magazine they rely on for vital industry information.



PACE is produced monthly, with 750 print copies distributed to all licensed trainers, drivers, race clubs as well as a high number of breeders and owners.

Printed Magazine (per issue)

750 COPIES 
mailed direct

Digital Magazine (per issue)

2,208 DIGITAL READERS 

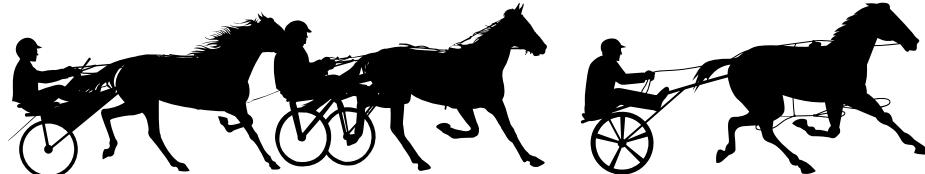
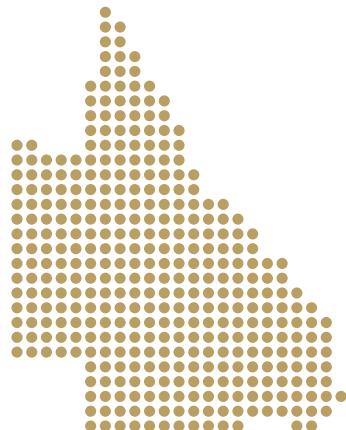
3,000 READERS 

46,200 PAGE IMPRESSIONS

Harness Racing At a Glance

3 CLUBS

Across metropolitan,
provincial and
regional Queensland



3
RACECOURSES

2,747 RACES
RUN IN QUEENSLAND EACH YEAR

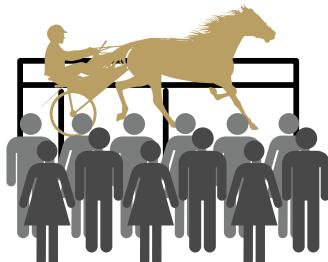
61 BLACK-TYPE
RACES

24,132
STARTERS

58,339 ATTENDANCES

949
OWNERS

3,322
PARTICIPANTS



\$184M
ECONOMIC
CONTRIBUTION



Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Double page spread	\$1,645	\$1,560	\$1,480	\$1,397
Full page	\$935	\$890	\$840	\$790
Half page	\$535	\$510	\$485	\$455
Third page	\$455	\$435	\$410	\$390
Quarter page	\$315	\$297	\$285	\$270

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Inside front cover single page	\$1,028	\$979	\$924	\$869
Outside back cover	\$1,120	\$1,065	\$1,010	\$955
Other preferred positions	+10%			

INSERTS	PRICE
Maximum size for inserts: H 297mm X W 210mm	
One page (2 sides)	\$685
Two page (4 sides)	\$836

Deadlines

ISSUE	DEADLINE
FEBRUARY 2026	07 JANUARY
MARCH	06 FEBRUARY
APRIL	06 MARCH
MAY	07 APRIL
JUNE	07 MAY
JULY	08 JUNE
AUGUST	07 JULY
SEPTEMBER	07 AUGUST
OCTOBER	07 SEPTEMBER
NOVEMBER	07 OCTOBER
DECEMBER	06 NOVEMBER
JANUARY 2027	04 DECEMBER

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	
TRIM SIZE:	H 130mm x W 184mm no bleed required
HALF PAGE VERTICAL	
TRIM SIZE:	H 275mm x W 90mm no bleed required
THIRD PAGE HORIZONTAL	
TRIM SIZE:	H 85mm x W 184mm no bleed required
QUARTER PAGE HORIZONTAL	
TRIM SIZE:	H 65mm x W 184mm no bleed required
QUARTER PAGE VERTICAL	
TRIM SIZE:	H 130mm x W 90mm no bleed required