



QLD TAXI

2017 MEDIA KIT



The Magazine Publishing Company
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WELCOME TO QLD TAXI

Published since 1948, *Queensland Taxi* magazine has become the Queensland taxi industry's most valuable communication tool. With six issues a year and a circulation of 4550 copies per issue, *Queensland Taxi* is distributed to members of the Taxi Council, and owners and drivers throughout the state, as well as being bulk-dropped to all Queensland taxi companies. Published for the Taxi Council of Queensland, the magazine provides readers with valuable content on issues relating to the industry, including changes to transport and road legislation, new technologies, driver information and reports from key taxi representatives. New products are showcased to allow owners and drivers to continually improve the viability of their business. As the voice of the Queensland taxi industry it is the only magazine to service taxi owners and operators throughout the whole of the state.



The Qld Taxi Magazine has been an effective and successful platform for Taxicare to gain access to the taxi industry. TMPC has always been great to deal with and nothing is too much trouble for them when it comes to designing our ads and promoting our company.

- Melanie Barrett, Taxicare Australia



PROFILE

PRINT

EXIT

RATES & SPECS

AD RATES 2017

all prices are per issue and exclude GST

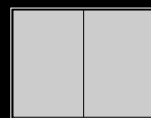
FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Double page spread	\$3,620	\$3,440	\$3,260
Full page	\$2,300	\$2,185	\$2,070
Half page	\$1,495	\$1,420	\$1,345
Third page	\$1,110	\$1,060	\$995
Quarter page	\$755	\$720	\$685
PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES
Gatefold 3 pages	\$5,325	\$5,060	\$4,790
Inside front cover double page spread	\$4,320	\$4,100	\$3,885
Outside back cover	\$2,750	\$2,610	\$2,475
Inside front cover	\$2,530	\$2,400	\$2,275
Other preferred positions	+10%		
INSERTS	PRICE		
(Maximum size for inserts: 210mm wide x 297mm high)			
One page (2 sides)	\$1,870		
Two page (4 sides)	\$2,650		
TRADE DIRECTORY	PRICE		
(Ad runs for 12 months at the below price)			
60mm x 2 column (90mm)	\$1,225		

DEADLINES

ISSUE	DEADLINE
ISSUE #1	JAN 16
ISSUE #2	MAR 15
ISSUE #3	MAY 15
ISSUE #4	JUL 14
ISSUE #5	SEP 15
ISSUE #6	NOV 15



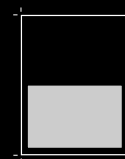
ADVERT DIMENSIONS



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



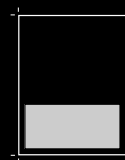
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TRIM SIZE:
H 297mm x W 210mm
 + add 5mm bleed
 (Keep type & logos
 10mm in from trim)



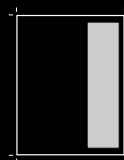
HALF PAGE HORIZONTAL
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 no bleed required



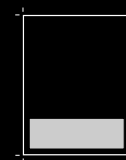
HALF PAGE VERTICAL
H 275mm x W 90mm
 no bleed required



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