



Media kit 2024

THE MAGAZINE PUBLISHING COMPANY

Ground Floor, 33 Nundah St, Nundah Qld 4012
PO Box 406, Nundah Qld 4012

P: 07 3866 0000

E: info@tmpc.com.au

W: www.tmpc.com.au

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



3,000
READERS

Accessing *PACE*'s content on-the-go via a tablet, smartphone or desktop is easy. Our digital magazine is sent to a growing subscriber base of 1,486 people, and averages 23,170 page views per issue.

Digital Magazine (per issue)

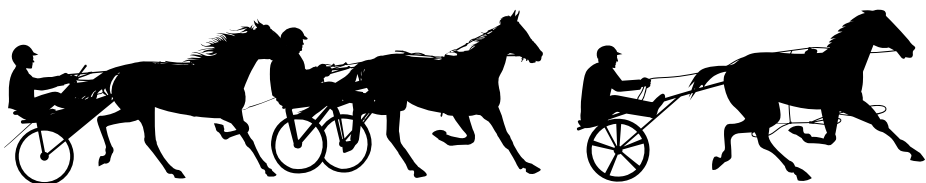
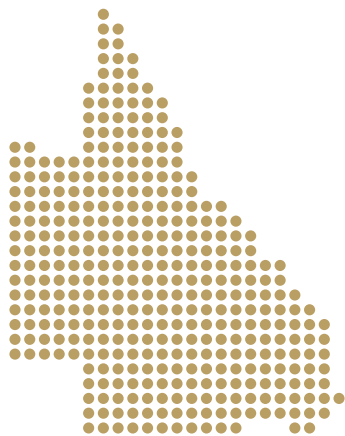
1,486 
DIGITAL
SUBSCRIBERS

23,170 **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

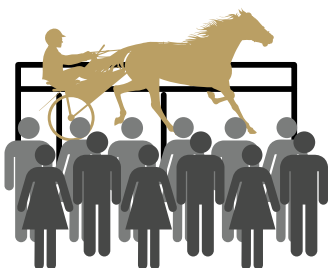
58,339 ATTENDANCES

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

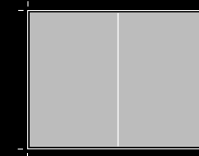
PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Inside front cover double page spread	\$1,805	\$1,715	\$1,620	\$1,535
Outside back cover	\$1,120	\$1,065	\$1,010	\$955
Other preferred positions	+10%			

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	10 JANUARY
MARCH	07 FEBRUARY
APRIL	07 MARCH
MAY	05 APRIL
JUNE	05 MAY
JULY	08 JUNE
AUGUST	07 JULY
SEPTEMBER	07 AUGUST
OCTOBER	06 SEPTEMBER
NOVEMBER	08 OCTOBER
DECEMBER	07 NOVEMBER
JANUARY 2025	06 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

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



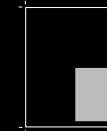
THIRD PAGE VERTICAL

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