

what's on

TABLELANDS

MEDIA KIT 2025



Did you know...



The population of the Atherton Tablelands, including west to Chillagoe, is over 50,000?



The Gross Regional Product (GRP) is over \$2.6 billion per annum?



The Tablelands region welcomes over 2 million overnight tourist trips per annum?



Tourists spend in excess of \$190 million each year on the Tablelands?



There are over 5,000 businesses registered on the Atherton Tablelands?



We deliver 8,000 magazine monthly to over 150 locations across the Tablelands?



What's On Tablelands magazine was originally known as *What's On & Where To Go* magazine and was first published on the Atherton Tablelands in the year 2000. It is, and always has been, **100% locally owned and operated by small family-run businesses**. It is the only monthly magazine of its kind on the Atherton Tablelands and is well-supported by the local community, and most importantly... **it is FREE!**

It is a magazine which celebrates our stunning region and provides valuable information about what's on across the Tablelands, including:

- **festivals** • **events** • **concerts**
- **theatre shows** • **art exhibitions**
- **movies** • **markets** • **outdoor attractions**
- **recreational activities**
- **visitor attractions**, and more!

What's On Tablelands' core readership includes both locals and visitors who are all looking for up-to-date information for monthly activities in the region. With a circulation of **8,000 copies per month**, the **11 issues printed per year** are hand-delivered to over **150 locations across the Tablelands**. Distribution includes the townships of Kuranda in the north, Dimbulah and Mt Garnet in the west, Millaa Millaa to the south-east, and every town in between.

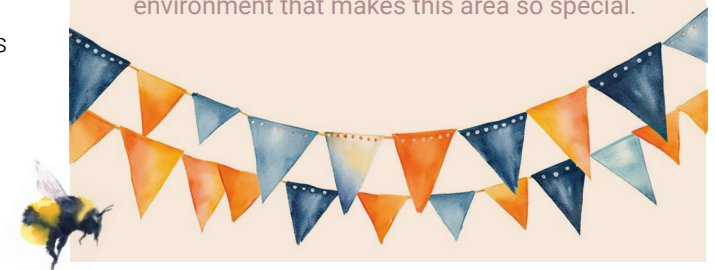
What's On Tablelands magazine is available from the first week of every month and can be picked up from newsagencies, visitor information centres, shopping centres, caravan parks, holiday accommodation, selected stores, and hospitality and tourism outlets.

As a free, essential monthly magazine, your advertisement in *What's On Tablelands* will have a longer shelf-life and continued presence in the community, making advertising rates in the magazine competitive.

Mission Statement

As editors of this iconic magazine, our focus is to:

- **highlight the beauty and vibrancy** of the Tablelands
- **help local business prosper** by creating an effective and affordable advertising medium to reach the larger community and tourist market
- **provide a resource for locals and tourists** to discover all the amazing events, programs and activities the Tablelands has to offer
- **inspire people to engage with their community** through shopping locally, attending community events and exploring the beautiful natural environment that makes this area so special.



We acknowledge the First Nations people who have owned, cared for, protected and nourished this Country where What's On Tablelands is created and distributed. We recognise their continuing connection to Country and pay our respects to their elders past, present and emerging.

Publisher's Note: Views expressed are not necessarily those of the publisher or its advertisers. Information contained in the magazine is subject to copyright and may not be reproduced, copied or transmitted in any form or by any means without prior written consent from What's On Tablelands. While every endeavour has been made to ensure accuracy, the publisher cannot be held responsible for any errors, changes or omissions.



Annual advertising benefits

Commit to us and we will commit to you*:

- ✓ **Book 4 large ads** (half page or bigger) **and receive 10% off all advertising**
- ✓ **Book all 11 issues** and receive **15% off all advertising**

* Conditions apply. Contact the publisher for details.



You may also qualify for the following bonuses:

- Free annual website listing in our online business directory, valued at \$500
- Space filler rights – if we have space, your ad gets bumped up to a larger size, or included on our website

Submitting artwork

1. All artwork, images and logos to be supplied in high resolution (300dpi), CMYK colour mode, and in the correct size. Please see [Ad Specifications](#) for artwork sizes.
2. High-quality, print-ready PDF files is the preferred format for supplied artwork, however, JPG formats will be accepted.
3. Where possible, please convert all fonts to outlines and ensure colours are CMYK before supplying your artwork.
4. Images supplied must not breach any copyright.
5. Please ensure the artwork file size is not more than 8MB when emailing.
6. Email artwork to: info@whatsontablelands.com.au

Submitting authored contributions

Editorial contributors can choose to submit one of three article types, subject to available space:

- Short – up to 180 words, one logo
- Medium – 400-480 words, one image, one logo
- Long – 500-700 words, up to 3 images, one logo

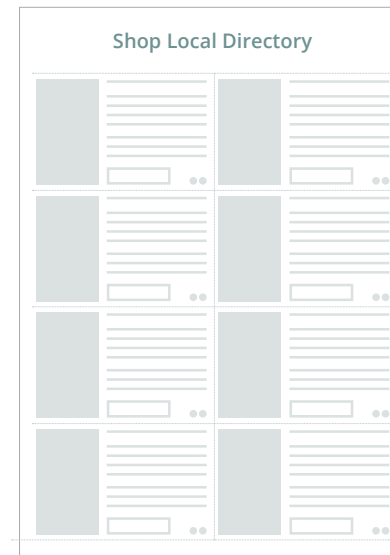
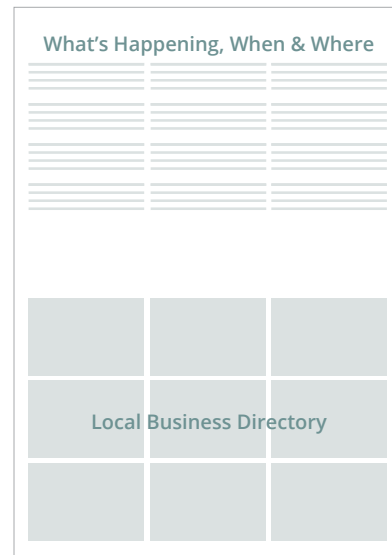
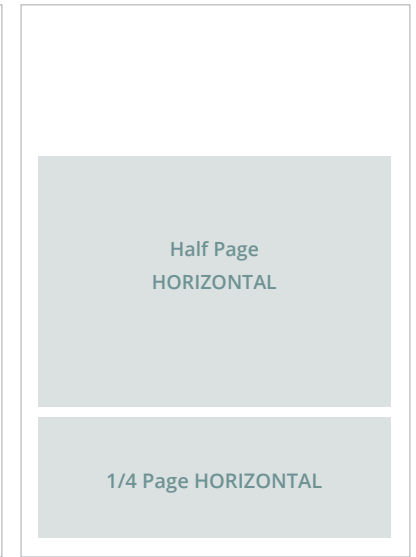
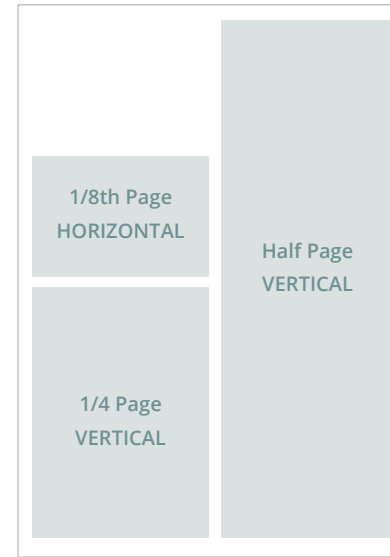
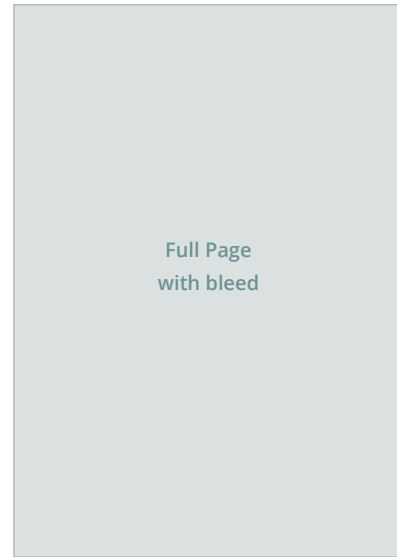
* Images must be high-resolution, suitable for print and must not breach any copyright.

Email articles to: info@whatsontablelands.com.au



Ad specifications

Ad Type	Ad Specs (W mm x H mm)	Rate per month (excl GST)
Full Page BLEED, REGULAR	220 x 307mm (includes 3mm bleed)	\$750
~ Inside FRONT COVER		\$800
~ BACK COVER		\$950
~ Front Cover + full page inside (front cover image at editor's discretion)		\$1400
1/2 Page VERTICAL	91 x 261mm	\$500
1/2 Page HORIZONTAL	186 x 128mm	\$500
1/4 Page VERTICAL	91 x 128mm	\$375
1/4 Page HORIZONTAL, PG 3	186 x 62mm	\$430
1/4 Page HORIZONTAL		\$400
1/8 Page HORIZONTAL (only)	91 x 62mm	\$230
Local Business DIRECTORY (one size)	60 x 40mm	\$150
Shop Local DIRECTORY	Limited to 1 image, logo, contact details and 25 words or less.	\$100
Recurring monthly calendar event/activity listing in 'What's Happening, When & Where'	Submit text only - limited to name, time, location, cost and contact. Subject to available space.	\$99 per annum \$66 per 6mths
Online Advertising		
Business Directory Listing	Annually	\$500
Featured Event Advertisement	Monthly	\$200
	Quarterly	\$300
	Annually	\$900
Social Media Post - contact for details or collaboration opportunities	One-off	From \$50



Submission deadline

Deadlines for bookings is the **5th of every month**

Online ad bookings and calendar listings can be made at any time.

AD size mock-ups are for illustration purposes only and are not to scale.



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TABLELANDS

YOUR ULTIMATE GUIDE TO EVENTS & EXPERIENCES ON THE TABLELANDS

Like to be part of *What's On Tablelands*
and promote your business or event?
Let us help – Contact Mia Bain today!



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