At Queensland Writers Centre we love stories. We love the writers and the readers who give them life. We love the way they help us to understand and connect with those around us and gain a greater understanding of ourselves.

QWC is a not-for-profit membership organisation that supports, celebrates and showcases Queensland writers and writing in all its forms. We work with our members and partners to promote a vibrant and diverse writing community across Queensland. We are the leading support and resource centre for writers and writing in Queensland, offering a comprehensive online and in-person range of services as well as information and advice for anyone interested in writing, whatever your level of experience or ambition.

Through our annual programs, QWC enables the creative and professional development of writers and advances the recognition of Queensland writers and writing locally, nationally and internationally.

QWC offers a targeted and affordable way to reach thousands of writers and readers across Queensland (and beyond) through.

- Print and Classified advertising in our quarterly members magazine, *Writing Queensland* (WQ);
- Graphic display and Classified advertising in our weekly email e-newsletter, the *Pen and Pixel*.
- Special rates to be included in our "Buy Queensland Books" advertising campaign in *WQ* magazine.

We also offer reduced rates to QWC members.

For more information please contact Siobhan at editor@qldwriters.org.au / 07 3842 9923.
WQ Magazine is the quarterly member publication of QWC. It examines topics relevant to writing and publishing in Australia and around the world. It also publishes members milestones and listings of workshops and events, competitions and opportunities.

**WQ Magazine Advertising Sizes**

**FULL PAGE**
Options: Full colour (CMYK) or Spot colour (2 PMS)
Trim (Artwork): 210 × 297 mm
Bleed: 220 × 307 mm
(5 mm bleed)
Type: 196 × 283 mm
(7 mm margin)

**HALF PAGE - VERTICAL**
Options: Full colour (CMYK) or Spot colour (2 PMS)
Trim (Artwork): 100 × 297 mm
Bleed: 110 × 307 mm
(5 mm bleed)
Type: 94 × 291 mm
(3 mm margin)

**HALF PAGE - HORIZONTAL**
Options: Full colour (CMYK) or Spot colour (2 PMS)
Trim (Artwork): 210 × 145 mm
Bleed: 220 × 155 mm
(5 mm bleed)
Type: 204 × 139 mm
(3 mm margin)

**QUARTER PAGE**
Options: Full colour (CMYK) or Spot colour (2 PMS)
Trim (Artwork): 100 × 145 mm
Bleed: No bleed
Type: 100 × 145 mm

**EIGHTH PAGE**
Options: Full colour (CMYK) or Spot colour (2 PMS)
Trim (Artwork): 100 × 70 mm
Bleed: No bleed
Type: 100 × 70 mm
(3 mm margin)

**CLASSIFIED - GRAPHIC**
Options: Spot colour (2 PMS) only
Trim (Artwork): 88 × 25 mm
Bleed: No bleed
Type: 82 × 19 mm
(3 mm margin)

**CLASSIFIED - TEXT**
Word limit: 100 words
## WQ Advertising Rates

Become a member to receive reduced advertising rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OPTIONS</th>
<th>MEMBERS</th>
<th>NON-MEMBERS</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>Full colour (CMYK)</td>
<td>$400</td>
<td>$550</td>
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<tr>
<td>Half page</td>
<td>Full colour (CMYK)</td>
<td>$300</td>
<td>$400</td>
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<tr>
<td></td>
<td>Spot colour (2 PMS)</td>
<td>$250</td>
<td>$350</td>
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<tr>
<td>Quarter page</td>
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<td></td>
<td>Spot colour (2 PMS)</td>
<td>$150</td>
<td>$200</td>
</tr>
<tr>
<td>Eighth page</td>
<td>Full colour (CMYK)</td>
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<td>$150</td>
</tr>
<tr>
<td></td>
<td>Spot colour (2 PMS)</td>
<td>$75</td>
<td>$100</td>
</tr>
<tr>
<td>Classifieds</td>
<td>Graphic</td>
<td>$80</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>Text</td>
<td>$50</td>
<td>$80</td>
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<tr>
<td>&quot;Buy Queensland Books&quot; ad</td>
<td>Size dependant on number of ads booked per issue</td>
<td>$40</td>
<td>$60</td>
</tr>
</tbody>
</table>

*Please note - advertising rates do not include GST

## WQ Advertising Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER DATES</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
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<tbody>
<tr>
<td>260</td>
<td>March–May 2018</td>
<td>5 December 2017</td>
<td>10 December 2017</td>
</tr>
<tr>
<td>261</td>
<td>June–August 2018</td>
<td>15 March 2018</td>
<td>20 March 2018</td>
</tr>
<tr>
<td>262</td>
<td>September–November 2018</td>
<td>15 June 2018</td>
<td>20 June 2018</td>
</tr>
<tr>
<td>263</td>
<td>December 2018–February 2019</td>
<td>15 September 2018</td>
<td>20 September 2018</td>
</tr>
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</table>
MAGAZINE & AUDIENCE

For 25 years QWC has produced a newsletter or magazine for distribution to its members. WQ Magazine is a 32-page, A4 magazine. 8,000 copies are distributed annually to QWC members in print or as a PDF.

LAYOUT & COMPOSITION

WQ Magazine is printed on 120gsm Ecostar uncoated paper stock that is 100% recycled and comprises three sections:

- **Covers** – Front and back covers are published in full colour;
- **Centre spread** – 4 pages at the centre of the magazine are published in full colour; and
- **Internal pages** – 24 pages flanking the centre spread are published in spot colour (2 PMS).

AUDIENCE PROFILE

QWC members and WQ readers are writers at every stage of their development. They are also a highly-engaged readership who are actively seeking opportunities, products, information and events. WQ readers are:

- **Lovers of writing** – recipients include writers, writers’ groups, libraries, literary associations, arts organisations and individuals from Queensland and around Australia.
- **Are highly-educated** – almost 80% have a university education. 47% have post-graduate qualifications.
- **Majority women** – 75% of our readers are female.
- **Majority middle-aged** – majority are between 40–60 years old. Total readership ranges between 17–90 years.
- **Diverse in their interests** – artistic, cultural and leisure interests including cinema, visual arts, performing arts, music, design, television and family.

DISTRIBUTION

- ≈ 2,000 copies per issue
- Available as print and PDF
- Brisbane – 50%
- South East Queensland (excluding Brisbane) – 30%
- Other Queensland – 10%
- Interstate and international – 10%
Graphic display and classifieds advertising opportunities are also available in QWC’s e-newsletter, the *Pen and Pixel* which is distributed to 5,000 readers every Tuesday. Each edition is packed with exciting competitions, giveaways and compelling articles, which ensure that the open rate is more than double the industry standard.

The e-newsletter is also promoted on our website and through our social media channels to 20,000 followers and counting!

**EMAIL ADVERTISING SIZES**

<table>
<thead>
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<tbody>
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<tr>
<td>620 × 220 px</td>
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<tr>
<td>Image file format:</td>
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<tr>
<td>JPG or PNG</td>
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**CLASSIFIED – TEXT**

Word limit: 75 words (50-word limit recommended if possible for readability)

**EMAIL ADVERTISING RATES**

_Become a member_ to receive reduced advertising rates:

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>CASUAL RATES</th>
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<tr>
<td></td>
<td>MEMBERS</td>
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<tr>
<td>Banner</td>
<td>$60</td>
</tr>
<tr>
<td>Classifieds</td>
<td>$30</td>
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</tbody>
</table>

*Please note - advertising rates do not include GST*