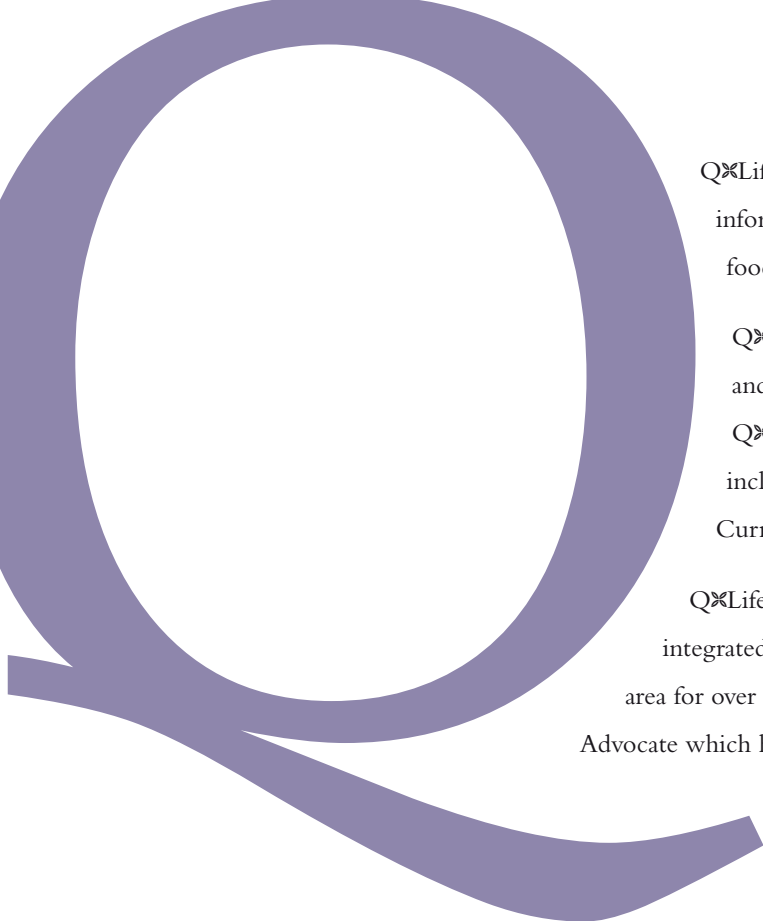




Q*Life

2011
MEDIA
KIT



Q*Life is a full colour, glossy magazine which features a range of information and articles on country living including home wares, food, travel, health & beauty and lifestyle.

Q*Life is a free publication distributed with the Quirindi Advocate and at businesses throughout the region every two months.

Q*Life has a readership of over 5000 and a distribution area including Quirindi, Scone, Werris Creek, Murrurundi, Wallabadah, Currabubula, Willow Tree, Nundle, Tamworth and Gunnedah.

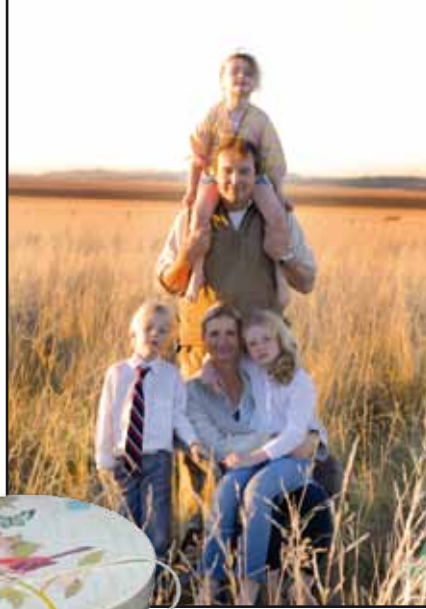
Q*Life is published by Quirindi Printing & Publishing (QPP), an integrated media and marketing company, which has been serving the area for over 100 years. QPP's stable of publications also includes the Quirindi Advocate which has operated as a community newspaper since 1901.

QPP's publications have an important role to play in the region and in the community, they are reflective of the people; who they are and who they aspire to become.



PEOPLE

In-depth profiles on the inspirational people living and working in the New England Region.



HOME & GARDEN

From decorating ideas and gardening tips for all seasons to full renovations inside and out.



ART, DESIGN & SHOPPING

Discover the best galleries, craftsmen, antiques, collectibles and places to shop in the region.

FOOD & WINE

The finest restaurants, cafes, wineries, cellars, markets, organics and gourmet products New England has to offer.



WHAT'S ON & SPORT

Your entertainment guide to up-coming events, things to do and sports news.

DRIVE

Road-test reviews, maintenance and upkeep, the latest in vehicle technology and topical discussions. If it has wheels, we'll write about it.



PROPERTY

Take a peek inside the region's most magnificent properties, renovations and gardens.

FINANCE & BUSINESS

Success stories from unique and interesting businesses. Plus advice, tips and insights into personal finance from our regular columnist Dugald Higgins.

Q•LIFE IS AVAILABLE FROM THE FOLLOWING LOCATIONS:

CAROONA

- Caroona Newsagency

CURRABUBULA

- Currabubula General Store

GUNNEDAH

- Gunnedah Newsagency
- Gunnedah Creative Arts Centre
- Gunnedah Visitors Centre

MURRURUNDI

- Hayden Hall
- Murrurundi Newsagency

NUNDELE

- Nundle Woollen Mill
- Nundle Visitor Information Centre

PREMER

- Premer General Store

QUIRINDI

- Quirindi Printing and Publishing
- Orana on George
- Julie Green Real Estate
- Keith Bell First National Real Estate
- Jim Greenland & Sons Real Estate
- Peel Valley Machinery

SCONE

- The Scone Newsagency
- Scone Visitor Information Centre
- The Larda
- Canter
- Hunter Irrigation
- McCallum Ingliss
- Keith Bell First National Real Estate

SPRING RIDGE

- Spring Ridge Store

TAMWORTH

- Dunn's Newsagency
- Country Capital Newsagency
- Beno's Newsagency
- Peel Valley Machinery

WALLABADAH

- Tank n Tummy Service Centre

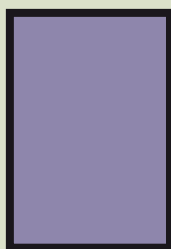
WERRIS CREEK

- Werris Creek Newsagency
- Australian Railway Monument

WILLOW TREE

- Willow Tree General Store

SIZES



FULL PAGE

TRIM ■ 210 x 297 (A4)

BLEED ■ 220 x 307 (5mm)



1/2 PAGE

INLINE ■ 200w x 141h mm



1/4 PAGE STRIP

INLINE ■ 200w x 68h mm



1/4 PAGE VERTICAL

INLINE ■ 97w x 141h mm



1/8 PAGE

INLINE 97w x 68h mm

MECHANICALS

Please supply files as 300dpi CMYK Press Ready PDFs. Include crops, bleed (where applicable) and all printer's marks. Embed fonts or convert to outlines. Please ensure all images are 300dpi at actual size and have been converted to CMYK.

ARTWORK

Should you not have an ad ready and sized to fit, QxLife can provide artwork and production services, at your request. Minor alterations to artwork, such as text corrections or resizing an existing ad to suit our specifications will be charged at \$50 per hour.

We also offer full graphic design services and can create a brand new, high-quality, professional ad for your business. Artwork services are charged at \$50 per hour. Contact Jemima for a detailed quotation.

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RATES

Get great discounts for signing up for a long-term advertising contract. Book now for 3 or more issues and receive a 5% discount. Book for 5 or more editions to get 10% off!

SIZE	SINGLE BOOKING	3 TO 4 BOOKINGS 5% off	5 or more BOOKINGS 10% off
FULL PAGE	\$1100	\$1045	\$990
1/2 PAGE	\$600	\$570	\$540
1/4 PAGE	\$350	\$332	\$315
1/8 PAGE	\$180	\$171	\$162

DEADLINES

	Booking/Cancel	Material	Publication
Dec 2010	5 Nov	5 Nov	1 Dec
Feb 2011	31 Dec	5 Jan	26 Jan
Apr 2011	25 Feb	3 Mar	30 Mar
Jun 2011	28 Apr	5 May	1 June
Aug 2011	23 June	1 July	27 July
Oct 2011	25 Aug	1 Sept	28 Sept
Dec 2011	27 Oct	4 Nov	30 Nov

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