

Old Truth

Are tougher terror laws a good idea?

From Prada to Nada, Friction star Shannon Elizabeth

Editorial: p.8

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Franchise rip offs blowing up

Disappointed buyer in \$1.4m unit loss claim

Old Truth

as airline travel changed forever?

Landlord ordered to act on lead paint danger

suicide flights in 18 months

airlines battling pilot inexperience

new pilots required over 10 years

Editorial: p.8

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Franchise rip offs blowing up

Disappointed buyer in \$1.4m unit loss claim

Old Truth

as airline travel changed forever?

Landlord ordered to act on lead paint danger

suicide flights in 18 months

airlines battling pilot inexperience

new pilots required over 10 years

Editorial: p.8

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

SLUGGISH ECONOMY LOOMS OVER ELECTION

State in race to prove turn-around by poll date

Police powers rival Gestapo, judge

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Digital disruption The UBER example

Low-cost carriers Are the risks higher?

Old Truth

Tipping point for Great Barrier Reef

Buyer's \$300k Hilton win in condo deception claim

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Police powers rival Gestapo, judge

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

MH370 families wait

Errors and chance create search uncertainty

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Franchise rip offs blowing up

Disappointed buyer in \$1.4m unit loss claim

Old Truth

as airline travel changed forever?

Landlord ordered to act on lead paint danger

suicide flights in 18 months

airlines battling pilot inexperience

new pilots required over 10 years

Editorial: p.8

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Franchise rip offs blowing up

Disappointed buyer in \$1.4m unit loss claim

Old Truth

as airline travel changed forever?

Landlord ordered to act on lead paint danger

suicide flights in 18 months

airlines battling pilot inexperience

new pilots required over 10 years

Editorial: p.8

THE EXPERTS IN NO-WIN NO-FEE

1300 553 524

CARTER CAPNERLAW

WHERE EXPERIENCE COUNTS

Media Kit

Circulation

Reach your audience...

We are a dynamic publisher striving to be remarkable across all media platforms. Our newspaper Qld Truth has a highly engaged readership, as does the virtual edition available on our website.

Qld Truth

Queensland's freshest newspaper a bi-monthly tabloid with a circulation of more than 90,000 and growing. Its distribution is predominantly by (free) home delivery in inner Brisbane and Logan. Strategically located collection points, 150 throughout Brisbane and Logan, provide further distribution of the paper during the entire two-month publication period. Qld Truth offer "retail" readers an engaging read on stories beneath the headlines.

Qld Truth (print)

Inner Brisbane: 40,000 circulation (34,000 home delivered)

Logan: 39,000 circulation (35,000 home delivered)

Central South: 11,000 in static stands

Truth Online

Our online version is updated daily and is building a following fast.

Why Choose Qld Truth?

QT rates up to 30% (average) lower than competitors. Tailor your spend to your budget

Better Value

Greater Longevity

QT's extended circulation cycle outlasts the weeklies. Leverage your spend with prolonged buyer attention

QT's full-colour tabloid out-attracts B&W and five-colour opposition. Command attention for greater buyer impact

Fresh & Appealing

High Quality

52gsm improved news stock projects print and pics from the page. Give distinction to your brand statement

QT's high-interest content is valued by readers. Add authority to your business and products

Engaging

More Enduring

Higher Efficiency

Outsourcing of design & print saves on production cost. Low overheads keep your ad rates down

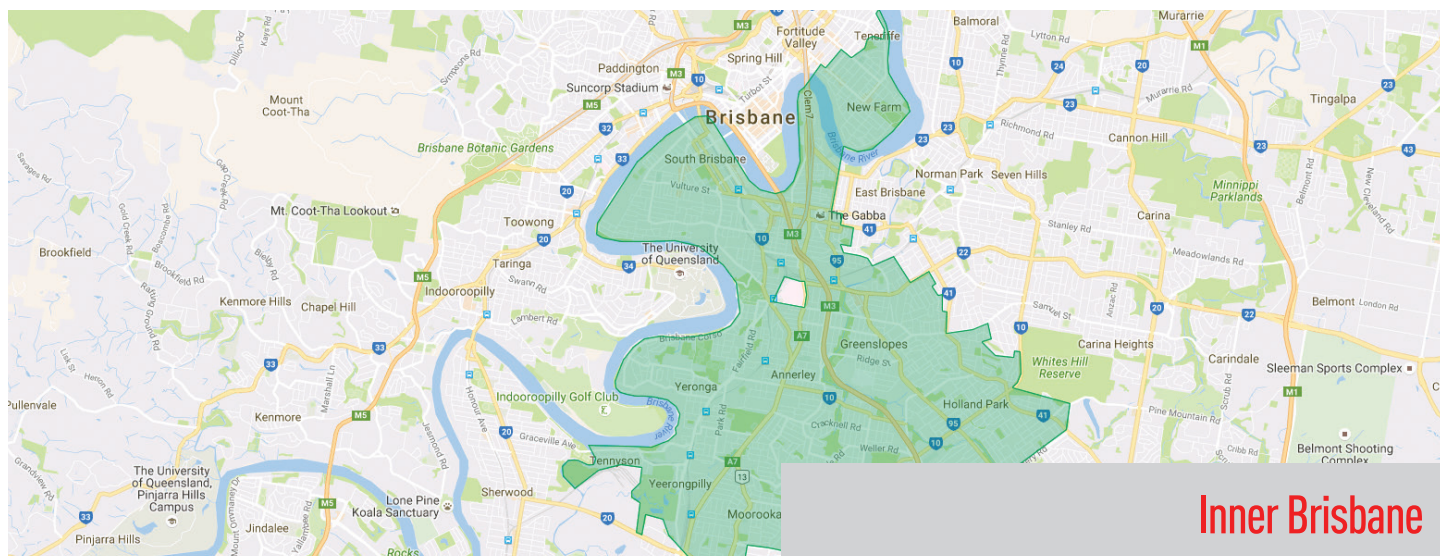
Qld Truth

QT's magazine style is more likely to command multi-session attention than weekly newspapers. Bring greater attention to your brand & services

Media Enquiries: Hannah Rasmussen

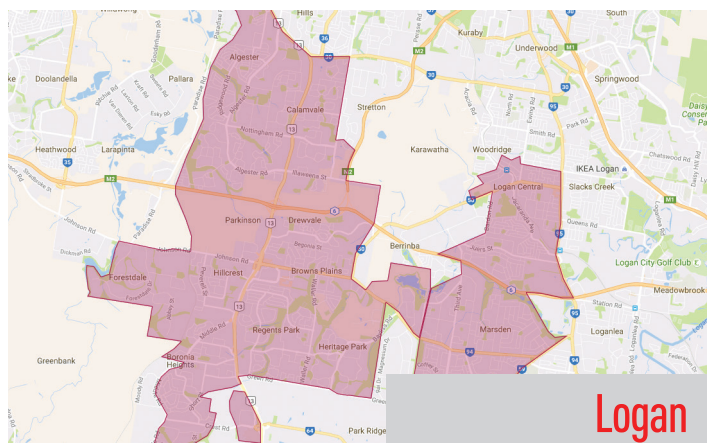
07 3210 3437 theteam@qldtruth.com.au

Reach — Qld Truth (print)



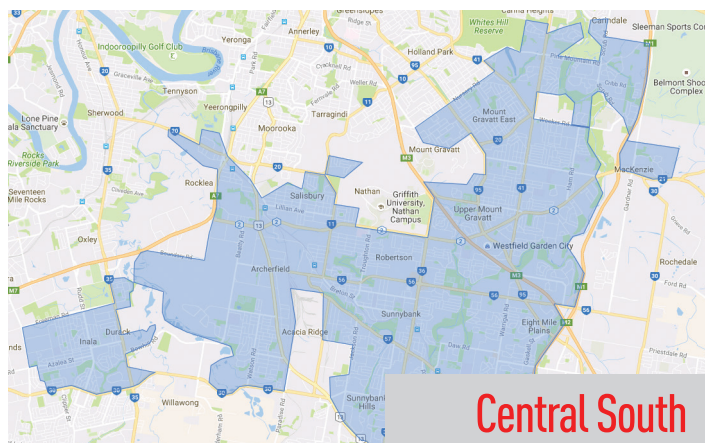
Inner Brisbane Circulation

Annerly, Coorparoo, Dutton Park, East Brisbane, Greenslopes, Holland Park, Moorooka, New Farm, South Brisbane, Tarragindi, Tennyson, Woolloongabba, Yeronga, Yerongpilly



Logan Circulation

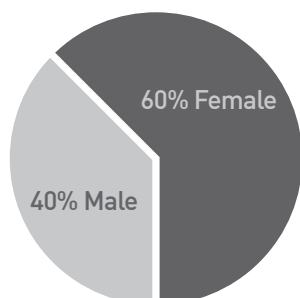
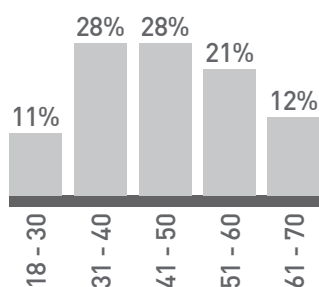
Algerster, Berrinba, Boronia Heights, Browns Plains, Calamvale, Crestmead, Drewvale, Forestdale, Heritage Park, Hillcrest, Parkinson, Park Ridge, Regents Park, Marsden



Central South Circulation

Acacia Ridge, Archerfield, Burbank, Camp Hill, Eight Mile Plains, Inala, Mackenzie, Mt Gravatt, Nathan, Rocklea, Runcorn, Salisbury, Sunnybank

Audience demographic



Here and Now:

Lives in the moment they are intuitive, adaptable and patient. They are innovative and interested in technology and optimistic about the future.

Socially Aware:

Community minded and socially active, they are always on the hunt for something new and different and are always eager to learn. Likes detailed information and has a strong sense of social responsibility.

Traditional Family/Baby Boomers:

Represents core 'middle Australia', motivated by security, reliability and providing better opportunities for their family. Generally with older children they have become more active and interested in gaining new experiences.



Print Packages

Qld Truth

Full Page*

	1 Edition	2 Editions	3 Editions	6 Editions
\$ per insertion	3,659.00	3,110.15	2,927.20	2,744.25
CPM*	\$21.40	\$18.18	\$17.11	\$16.04
Truth Online	MREC	MREC	MREC	MREC

Half Page*

	1 Edition	2 Editions	3 Editions	6 Editions
\$ per insertion	1,990.00	1,691.50	1,592.00	1,492.50
CPM*	\$11.63	\$9.90	\$9.30	\$8.72
Truth Online	MREC	MREC	MREC	MREC

Quarter Page*

	1 Edition	2 Editions	3 Editions	6 Editions
\$ per insertion	1,145.00	973.25	916.00	858.75
CPM*	\$6.69	\$5.69	\$5.35	\$5.02
Truth Online	MinREC	MinREC	MinREC	MinREC

Loadings

Page 1 (Front Page Cover Strip)	300% *multi-edition discounts do not apply
Pages 2 - 7	50%

Classified*

	3 Editions	6 Editions
\$ per insertion	280.00	262.50
CPM*	\$1.63	\$1.53
Truth Online	BST	BST

* - excludes GST

+ - 1.9 readers per copy

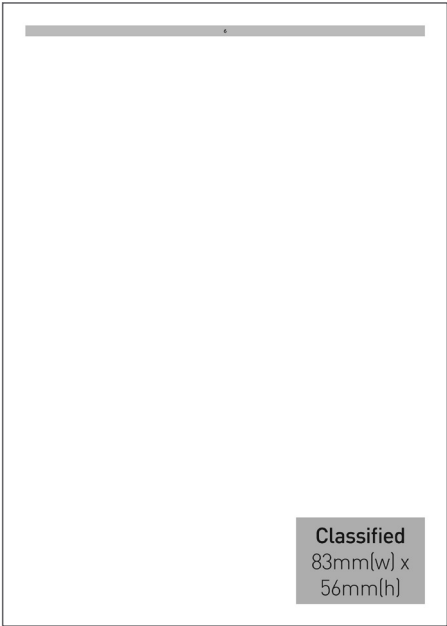
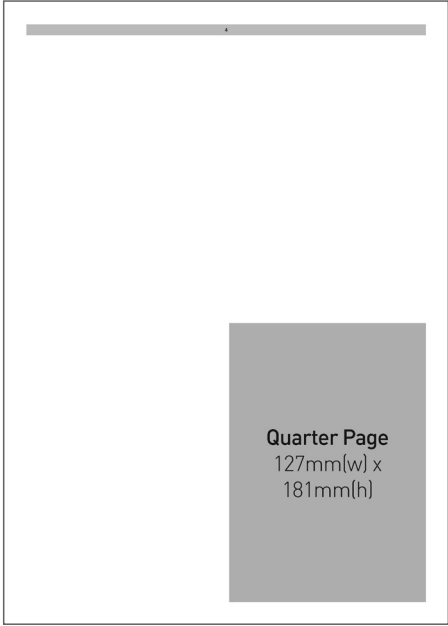
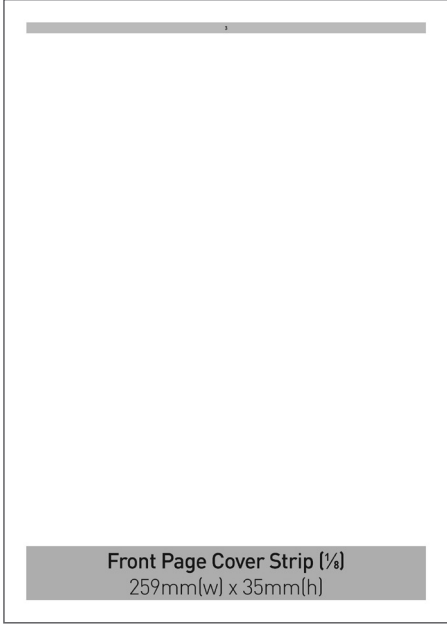
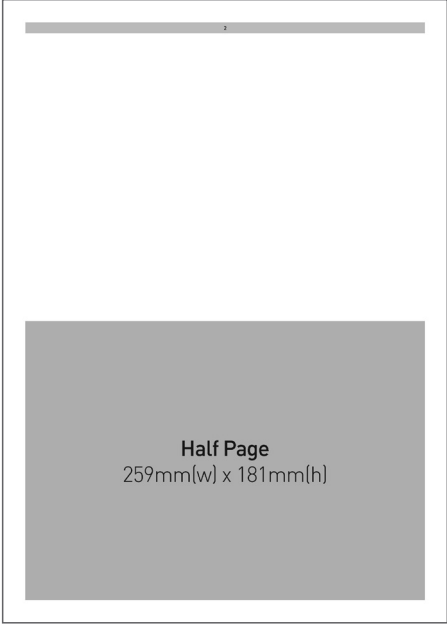
Comparison Table^

	Qld Truth Ad Size	Qld Truth* (circ 90,000)	Quest North West news (circ 42,929)	Albert and Logan News (circ 74,451)	Brisbane News (circ 114,905)	Westender (circ 11,000)
Full Page	259w x 366h	\$2,744.25	\$5,357.85	\$5,520.24	\$12,014.64	\$1,100.00
Half Page	259w x 181h	\$1,492.50	\$2,678.85	\$2,760.12	\$6,007.32	\$660.00
1/4 Page	127w x 181h	\$858.75	\$1,339.45	\$1,380.06	\$3,003.66	\$400.00

^ Cost of same/similar dimension ads in competitor publications.

* Based on six edition discount.

Layout



Truth Online

qldtruth.com.au

Digital ads are available to complement your print campaign on our website at exceptionally low rates.

MREC*

	1 Month	2 Months	3 Months	6 Months
\$ per insertion	585.00	527.00	515.00	497.00
CPM**	\$48.75	\$21.94	\$14.30	\$6.90

MinREC*

	1 Month	2 Months	3 Months	6 Months
\$ per insertion	390.00	351.00	343.00	332.00
CPM**	\$32.50	\$14.62	\$9.52	\$4.60

BST*

	1 Month	2 Months	3 Months	6 Months
\$ per insertion	371.00	334.00	326.00	315.00
CPM**	\$30.92	\$13.92	\$9.05	\$4.37

* - excludes GST

** - projected initial hits: 400/day

qldtruth.com.au

MREC

^ 300px(w) x 250px(h)

MinREC

^ 300px(w) x 125px(h)

BST

^ 250px(w) x 45px(h)

^ Sizes are comparative only and do not represent actual screen size

