Connecting with CQU gives a powerful punch

Engaging

At CQU, it’s not just about education; it’s about connecting, partnering and building relationships with all sorts of people to achieve great things.

And Be magazine plays a key role in making this happen.

Other universities publish magazines, but not quite like ours. Be is for everyone, not just our students and staff. It’s accessible and readable, lifestyle in its approach; and it’s focused on the extraordinary things that ordinary people are doing every day.

Be is a biannual, 36-page, full-colour magazine available in print, online and tablet editions. Each issue, 30,000 copies of our print edition are produced, of which almost 25,000 are delivered directly to subscribers by post. Our online and tablet editions are interactive and engaging, packed with video and photo content that brings the magazine to life.

Be also has a strong social media following on Facebook and Twitter.

For enquiries please contact:
Priscilla Crighton Ph 07 4923 2725 M 0417 240 066
Email be@cqu.edu.au
Web www.cqu.edu.au/be
THE DEMOGRAPHICS
• Current students and staff (CQUniversity has about 30,000 students and 3000 staff).
• Potential students (Copies of the print edition of Be are available at campus receptions for prospective students to pick up).
• Alumni (About 25,000 premium alumni receive the print edition by post. Other contactable alumni receive a direct link to the online edition).
• Government, business and industry stakeholders.
• Tourists (Be is available at tourist information centres across Central and Far North Queensland).
• General public (Be is distributed to doctor’s and dentist’s surgeries and community and school libraries across the CQUniversity footprint).

2013 READERSHIP SURVEY RESULTS
• Be readers are spread evenly across all age groups, except the under-20 bracket.
• Most are married or in de facto relationships (only a quarter are single).
• Most live in regional areas, with about 14% living in rural and remote areas. Almost one third live in metropolitan areas.
• More than half access the magazine online.
• Most readers spend between 10 – 29 minutes reading the magazine, while about 8% spend more than 50 minutes reading the magazine.
• Over 90% of readers say the magazine is well written and that most feature articles are interesting, relevant and entertaining.

CIRCULATION
• 30,000 copies of Be are printed each edition.
• Be is accessible online and via Facebook and Twitter.
• Be is accessible via tablet and mobile phones.
Great news

WHAT OUR READERS SAY ABOUT US...

“I am a big fan of Be magazine. I enjoy everything in it including the cover photo, contents, pictures etc.”

“Be magazine is already the best magazine. Just keep continuing. All is well, simply the best and I love every single line of this magazine.”

“I think it’s one of the best uni magazines and I am surprised at the diversity of the university.”

WHAT OUR ADVERTISERS SAY...

“Be magazine’s readership and relevant content makes it a powerful promotional opportunity for advertisers. This desirable demographic can be targeted with great results, without smashing the budget.”

FRANK MARCY
MARKETING MANAGER

“The advertising space and coverage provided to us by Be mag was great; we experienced a high volume of interest from the readers.”

MICHAEL TOHMEH
DEALER MANAGER
RATES and deadlines

<table>
<thead>
<tr>
<th>Ad Rates</th>
<th>Casual</th>
<th>Two editions</th>
<th>Three editions</th>
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<td>1/4 Page</td>
<td>$600</td>
<td>$1020</td>
<td>$1200</td>
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<tr>
<td>1/2 Page</td>
<td>$1100</td>
<td>$1870</td>
<td>$2200</td>
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<td>Back inside cover</td>
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**Material Instructions**

- **FULL PAGE**
  Type area 166 mm (w) x 235 mm (h)
  Trim area 210 mm (w) x 275 mm (h)
  Bleed 5 mm
- **HALF PAGE**
  Type area 166 mm (w) x 115.5 mm (h)
  Trim area 210 mm (w) x 135.5 mm (h)
  Bleed 5 mm
- **QUARTER PAGE**
  Type area 166 mm (w) x 53 mm (h)
  Trim area 210 mm (w) x 78 mm (h)
  Bleed 5 mm

**Paper specs**
- Cover 200 gsm Impress satin
- Body 95 gsm Impress satin – 5 mm bleed – CMYK

**Artwork specifications**

Supply artwork in PDF format:
- Press quality, high resolution PDF files only
- Output files in CMYK, with 5 mm bleed
- Artwork created using Microsoft Office software is not acceptable

<table>
<thead>
<tr>
<th>Be</th>
<th>Issue Date</th>
<th>Booking deadline</th>
<th>Artwork deadline</th>
<th>Print</th>
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<td>2 July 2016</td>
<td>30 July 2016</td>
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