

**PAKMAG**

WHY WORK  
WITH US?



# WHY WORK WITH US

## THE MAIN THING WE ARE KNOWN FOR IN FAR NORTH QUEENSLAND IS OUR SUCCESSFUL BRAND PAKMAG

PakMag is one of the leading and most respected privately owned magazines in Australia, having printed over 3.5 million niche magazines in North Queensland alone over the past 13 years. Our specialty publications succeed because they are targeted at untapped audiences that are thirsty for quality information, presented in a non-contrived and meaningful way that creates deep reader engagement.

**80% of our readers** have purchased a product or engaged in a service from a PakMag advertiser  
\*As per our reader survey on pg 5

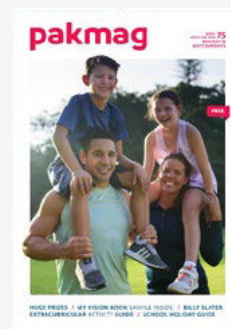
## OUR MAGAZINE, PAKMAG, IS THE LONGEST STANDING PRIVATELY OWNED PUBLICATION TO RUN IN NORTH QUEENSLAND.

We have printed more magazines than any other publisher in our region. Not only do we take pride in the quality of our content but also the extraordinary community we have created across three regional cities, leading to PakMag becoming the most significant print and digital media resource for families in the region. We are also the largest publication for families in Regional Queensland. Research proves that PakMag enhances the lives of families, and we like that a lot.

PakMag continues to be at the forefront of both the printed and the digital mediums. With a significant community in every area we operate and a growing digital footprint with highly responsive readers, it's easy to see why we are one of the most progressive and influential media companies in Australia.

**Distributing 10,000 copies of each edition of PakMag Cairns, PakMag Townsville and PakMag Mackay**

### OUR FNQ PUBLICATIONS:



PakMag January Edition 2020



PakMag Family Fun Guide



PakMag Guide to Schools



PakMag Baby & Toddler Guide

# OUR READERS

## THE PUBLICATION FOR PARENTS ON THE GO

Produced by parents, for parents and proudly aimed to appeal to all family household demographics, PakMag is the go-to publication for parents on the go.

PakMag has earned itself a loyal following as a trusted source of information for families. It is a valuable resource for our readers as well as a vehicle for local and national businesses to promote what they offer families. As the only entertainment focused magazine for families in the region, our highly popular What's On guide prompts readers to pick up their copy at the start of the month, every month.

## EMPOWERING PARENTS TO RAISE INCREDIBLE KIDS

PakMag's mission is to empower parents to raise incredible kids and this is the core reason why we do everything we do.

Through amazing content and strategic community engagement initiatives, we provide a platform which genuinely engages with the local community on a level that cannot be offered by many marketing channels.

# OUR CLIENTS

## OUR OBJECTIVE IS TO BRING AWARENESS TO YOUR BUSINESS.

Our followers are always looking for local businesses to support, cool products to buy and new places to explore with the kids. If you are looking to connect to parents in the community, then we at PakMag are ready to help.

We are the masters of long term word of mouth campaigns. Years down the track many parents share things that they learnt and or experienced because of PakMag.

Here are some of our client testimonials that showcase just how we support local businesses, and how their marketing campaign with us has helped their business grow.

## HEAR FROM SOME OF OUR VERY HAPPY CLIENTS



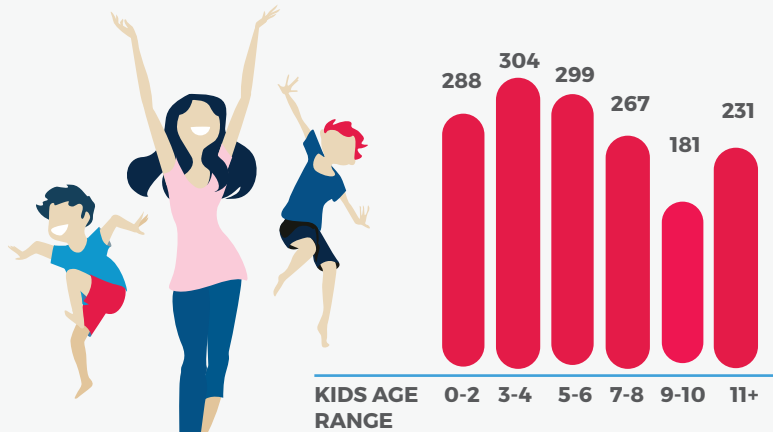
**CLICK  
TO  
WATCH**

# PAKMAG READER SURVEY RESULTS

**280** of our readers took our online survey in March 2019. 96% of those were Mums and 4% Dads. Here are some of the results.

## AVERAGE READER PROFILE:

Mother, aged 25 to 44 with an average of 2 children.



**80%**



of our readers have purchased a product or engaged a service from a PakMag advertiser.

**57%**



of our readers had 2-5 other family members read their copy of PakMag each month.

## HOW READERS DESCRIBE PAKMAG:

The size of each word reflects its occurrence.

**99%**

of those surveyed would recommend PakMag to a friend.

**FAMILY MAGAZINE** COMMUNITY INFORMATIVE AND HELPFUL  
 HAPPENING ENTERTAINING MUMS HANDY GOOD GUIDE **FUN** RELEVANT  
 GREAT INFO EASY READING **WORTH** AWESOME USEFUL  
 LOCAL KIDS PARENTS EXCELLENT FANTASTIC

## THE PLACE FOR PARENTS AND KIDS TO LAUGH AND LEARN



**92%** have been reading PakMag for 2+ years.

**73%** of our readers read PakMag every month.

**81%** refer to the magazine several times per edition or keep segments they like.

**94%** likely to read PakMag in the next 3 months.

**63%** of our readers visit the PakMag website.

**52%** of those visited the website did so monthly or more.

**80%** read the magazine in print only.

**20%** read both in print and online.

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# 9 REASONS WHY YOU'LL BE HAPPY WORKING WITH US

1. We exist to make the lives of everyday parents easier, our magazine is a quality resource that our followers engage with and love.
2. We have printed in excess of 3.6 million magazines, and 350 editions over the past 13 years.
3. 80% of our readers have purchased a product or service from a PakMag advertiser in the past month.
4. We are CAB audited meaning we can guarantee our distribution figures of 10,000 magazines per region, per edition.
5. We host 9 events for our local community annually between Cairns and Mackay (PakMag Parenting Expo, Easter Extravaganza, Songs With Santa Christmas Party, PakMag Spooky Spectacular Halloween event).
6. Do you want to target families? We have zero wastage of your marketing dollar. 100% of our readers are families, so if you want to market to them, we should be a part of your marketing mix.
7. We are like a targeted Facebook boost aimed at families with children aged 0-18 (but in print).
8. We are helpful marketing. No one gets irritated by an ad in PakMag like you do with other media (where you flick a channel, or click out to avoid a pop up).
9. We are more than just a magazine. Listen to our PakMag Parents Podcast, watch PakMag TV on YouTube, join us online. We love providing amazing content in a variety of forms so parents can laugh and learn.

Simply put, we get results.

HEAR FROM SOME OF  
OUR VERY HAPPY CLIENTS



# THANK YOU

## GET IN TOUCH TODAY!

If what's in our media kit isn't quite what you are after, we would love to tailor something to suit your needs.

Contact our office today to have a free marketing consultation.

### HEAD OFFICE:

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**pakmag**

