

TERRITORY

BUSINESS MAGAZINE



MEDIA KIT 2023 - 2025

PUBLISHED BY CAMPAIGN EDGE SPROUT



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ABOUT TERRITORY Q

Territory Q is the only premium business and industry magazine of the Northern Territory and Asia Pacific Region. We are an independent, private enterprise determined to offer an integrated and inclusive platform to the entire business community to engage in sharing information, inspiration, motivation, education and conversation to each other – and the world at large.

Consider this publication as the Northern Territory's own capability document to communicate that we are open for business.

Territory Q's inclusive approach means all sectors of business spanning across the whole of Northern Australia will be featured – mining and resources, property and land development, transport, horticulture, agriculture, tourism, aviation, sport, finance, marine, the arts and more.

A long-exposure photograph of a starry night sky, showing concentric circular light trails from stars. A dark, bare tree branch extends from the left side across the upper portion of the frame. The bottom of the image shows a dark, silhouetted landscape with some trees and a reddish-brown ground.

CONSIDER THIS PUBLICATION AS **THE
NORTHERN TERRITORY'S OWN CAPABILITY
DOCUMENT TO COMMUNICATE THAT WE
ARE OPEN FOR BUSINESS.**



Our content-rich publications are full of inspiring business men and women, passionate entrepreneurs and extraordinary Territorians who have achieved their professional dreams through sheer determination and grit, come hell, high water, airline strikes and cyclones.

Territory Q offers limited advertising space. However, with a team of award-winning professional writers and photographers, we encourage businesses to showcase their companies, initiatives and capabilities

as advertorials or feature stories. We are more than happy to set up interviews and photoshoots across the Territory and interstate to suit individual business needs. Territory Q is proudly designed, published and printed by Northern Territory businesses.

Territory Q is a premium quality publication produced by a strategic marketing and creative communications company who understands business and the importance of brand management, professional advertising standards and making sure your marketing investment gets results. We can also ensure all your brand collateral, website and marketing material is at a standard that supports any new enquiries or business opportunities.

A TEAM OF AWARD-WINNING PROFESSIONAL WRITERS AND PHOTOGRAPHERS, **WE HAVE THE PLATFORM FOR BUSINESS TO SHOWCASE THEIR COMPANIES, INITIATIVES AND CAPABILITIES AS ADVERTORIALS OR FEATURE STORIES.**





THE ART OF PERSUASION

Territory Q is locally owned and operated. It is published by Territory full service creative agency Campaign Edge Sprout, who are committed to quality of the highest standard.

Territory Q has been developed based on unique strategic communication foundations and methodologies.

With Territory Q you are guaranteed that a full-service agency is promoting the publication and your business at all times.

Campaign Edge Sprout offer branding, marketing, consultation and the full range of communication services including

- Websites
- Branding and brand refresh
- Publications and corporate profiles
- TV ads, induction videos and photography.

Campaign Edge Sprout also offer social media as a stand alone business support offering if you are too busy to manage your own.

ACCREDITATION

- Territory Q is produced by Campaign Edge Sprout under ISO 9001:2015 Accreditation.
- Territory Q is registered with Publishers Aust.
- Territory Q has a unique ISBN publishing number, which is recognised by national and international libraries.

DIGITAL PROMO OPTION

Campaign Edge Sprout have digital and social media professionals ready to help you amplify your business story online

HOW DOES TERRITORY Q DO?

ENGAGING CONTENT

Territory Q's innovative strategic communication extends across a wide range of topics and media with a 90% article vs advertising model.



NEWS AND ECONOMICS

Informed and professional reporting and analysis from the Northern Territory on events and topics. Both Territory and national perspectives are present in each issue.



PROFILES AND PEOPLE

Every issue showcases business people and their achievements, journey and professional insights. Smart takes on what it means to be in business from small and large corporations. Perfect platform for building exposure.



ARTS AND CULTURE

Unknown to the well-known artist profiles through conversation and interviews that present the background, influences; and the process, pleasures and pressures of making a viable business from art.



IN DEPTH FEATURES

Topics of national significance are presented by informed and professional reporting and analysis. In-depth features are supported by award-winning photography from the Territory's best photographers.



TERRITORY CONTENT – NATIONAL FOCUS

Territory Q covers stories, profiles and features - Territory wide. Addressing the active national focus on Northern Australia with highly qualified research-based journalists and professional photographers, Territory Q has become the Northern Territory's capability document for national and international investors, business groups and professionals.

RAISE YOUR PROFILE

Territory Q is the perfect platform to raise your profile with editorial, or advertise business to business. People who are serious about business are reading Territory Q

ACTIVE SOCIAL MEDIA AND PUBLISHED ONLINE AT TERRITORYQ.COM.AU

DISTRIBUTION HAS BEEN EXTENDED TO INCLUDE QANTAS LOUNGES, HOTELS, GOLF CLUBS AND BUSINESS CENTRES

5,500 +

DIRECT MAIL SUBSCRIPTION DATABASE

45,000 +

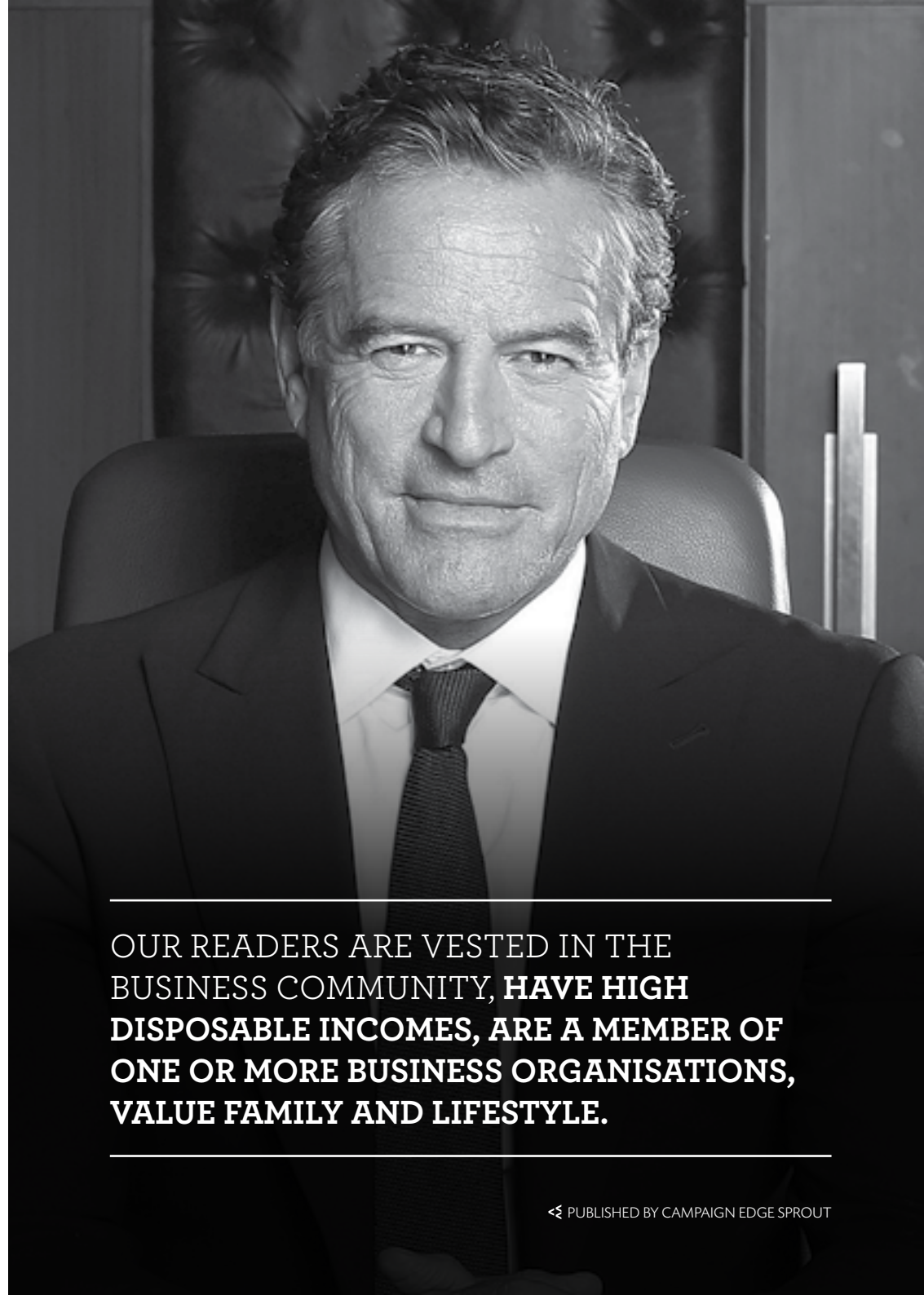
PREMIUM QUARTERLY MAGAZINES PER ANNUM

OUR AUDIENCE

Our target readers are powerful, engaged consumers actively looking to broaden their knowledge and exposure. They are either in or they are reading Territory Q.

With over 10 years of experience in publishing and knowledge of consumers behaviour, we understand decision-makers are bombarded with news and digital content, always attached to their phone, and choose to read business content in hard copy, in their own time. They are executives and managers who look to publications such as Territory Q to improve their understanding of the Territory and build business networks. Territory Q is a publication that informs and resonates with their business appetite. It is the only premium business magazine in the Northern Territory.

Our readers collect issues and they subscribe to ensure they receive every edition. Our readers are vested in the business community, have high disposable incomes, are a member of one or more business organisations, value family and lifestyle. Their professional purpose is to increase revenues, explore new opportunities, network and they are driven.



OUR READERS ARE VESTED IN THE BUSINESS COMMUNITY, **HAVE HIGH DISPOSABLE INCOMES, ARE A MEMBER OF ONE OR MORE BUSINESS ORGANISATIONS, VALUE FAMILY AND LIFESTYLE.**

REGULAR ADVERTISERS

INPEX



Santos



*McArthur
River Mine*



*National Critical
Care and Trauma
Response Centre*



*Chamber of
Commerce NT*



*Territory
Government*

*Anindilyakwa
Land Council*



*Desert
Knowledge*



*Nitmiluk
Tours*





PUBLISHING OFFER INCLUDES

- 45,000 + premium printed magazines per annum distributed internationally, nationally and locally through trade trips, hotels, corporate lounges, subscriptions and direct mail specifically targeting business to business
- Digital editing with past and current copies hosted on TerritoryQ.com.au
- Current and archived flipbook publications available on TerritoryQ.com.au
- PDF of your feature
- 1 x Facebook and 1 x Instagram organic post

SPONSORSHIP

Please contact us regarding sponsorship opportunities
editor@TerritoryQ.com.au

INTEGRATED PUBLISHING

TERRITORY Q HAS COLLECTED A PRIVATE **BUSINESS DATABASE OF 5,500+ SUBSCRIBERS AND GROWING.** ONCE A SUBSCRIPTION IS RECEIVED THE PUBLICATION WILL BE SENT OUT QUARTERLY WITHOUT HAVING TO SUBSCRIBE AGAIN.

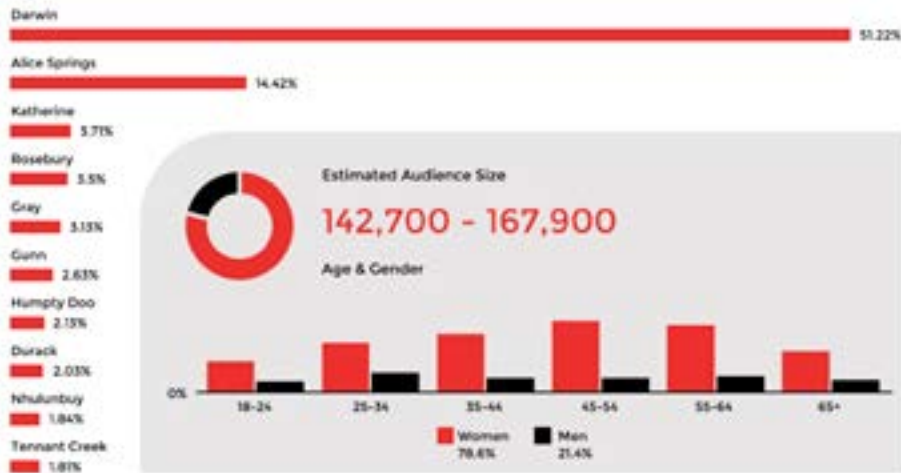
Our website TerritoryQ.com.au has a custom digital publication for mobile viewing on any platform. From the website, business people can easily subscribe for a printed edition to be posted directly to them.

Territory Q has collected a private business database of 5,500+ subscribers and growing. Once a subscription is received the publication will be sent out quarterly without having to subscribe again.

The business database Territory Q owns is a powerful tool because it ensures the publication reaches the company director's desk.

Territory Q also has free copies distributed Territory wide for increased exposure. Multiple copies are also made available to businesses requesting them for trade trips, conferences, AGMs or expos.

Territory Q can be viewed conveniently by busy business people, from any location in the world.



Territory Audience breakdown (Facebook)



OUR FOLLOWERS DIDN'T GO TO SCHOOL WITH US, THEY DON'T KNOW MY SISTER OR COUSIN IN ENGLAND. NOR WILL THEY SEE CAT VIDEOS ON OUR CHANNELS. PEOPLE WHO FOLLOW TQ ARE BUSINESS ORIENTED.

DIGITAL ENHANCEMENT

All print advertisers are offered a heavily discounted digital package to go further online.

- Embedded link direct to your website and/or video added to online articles
- TQ online edition digital advertising
- Facebook Sponsored adverts
- Digital content creation
- Access to advice from TQ Social Media Specialist who will come and meet with you and discuss the best option for you

DIGITAL ENHANCEMENT

TERRITORY Q IS CONNECTED WITH AN ENGAGED BUSINESS FOLLOWING ONLINE. 25,000 IMPRESSIONS ON A SPONSORED POST IS ACHIEVABLE WITH TQ - WE MEASURE EVERYTHING WE DO.

Territory Q has a moderated social media presence across Facebook, Instagram and LinkedIn to enhance your printed and online published article. Our engagement shows us business people tune in with us online.

We place every printed article on our news website and do organic social media as part of the publishing

package. However, you can leverage our business connections further by adding direct web links, adding video to your story and re-purposing your TQ material into digital form and increase your engagement. We also offer digital banner advertising on our news website and Database EDM.

TQ have steadily built a dedicated group of followers across our digital channels by posting stories and articles

each edition. We are now offering digital enhancements so articles can link directly back to your website or we can add additional content such as maps, plans and videos.

Territory Q has a social media specialist who has local and national experience managing digital media and will offer you advice on what will work to suit your needs and support from a digital content creation team who can create digital material that will cut through.

QUARTERLY MAGAZINE

45,000+ *printed* magazines annually

Posted for *FREE*

- Locally
- Nationally and
- Internationally



STRICTLY BUSINESS

The NT's premium quarterly *business magazine*

E-NEWSLETTER

5500+ *subscribers* each quarter



OUR QUARTERLY REACH



DIGITAL VERSION

Read online!
Digital copies available for all issues

SOCIAL MEDIA

- 3500+ followers and growing
- 653+ followers and growing
- 1430+ followers and growing



DESKTOP & MOBILE

45,000+ *readership* per month

All articles listed on website each quarter

Digital Display
Advert Opportunities



ADVERTISING OPTIONS

MAGAZINE

- Full Page Editorial
- Double Page Editorial
- Journalism, Photography, Design included

BRANDED CONTENT

- Full Page Advert
- Double Page Advert
- Inside Front Cover Spread
- Back Cover

TERRITORY Q.COM

- Individual Article
- Priority Placement
- Social media post per article
- Digital Advertising (option)

E-NEWSLETTER

- Issue Article Highlights
- Priority Placement
- Advert Opportunities

SCHEDULES AND DEADLINES

COVER DATE	EXPOSURE	BOOKING DEADLINE	MATERIAL DEADLINE	ARTWORK APPROVAL DEADLINE
ISSUE 41	October - December 2023	3 September 2023	10 September 2023	15 September
ISSUE 42	January - April 2024	8 December 2024	13 December 2024	15 December
ISSUE 43	April - June 2024	9 March 2024	14 March 2024	16 March
ISSUE 44	July - September 2024	8 June 2024	13 June 2024	16 June
ISSUE 45	October - December 2024	8 September 2024	13 September 2024	15 September
ISSUE 46	January - April 2025	9 December 2025	12 December 2025	15 December
ISSUE 47	April - June 2025	9 March 2025	14 March 2025	16 March
ISSUE 48	July - September 2025	8 June 2025	13 June 2025	16 June
ISSUE 49	October - December 2025	8 September 2025	13 September 2025	15 September

RATES

LONG TERM MULTI-PLATFORM EXPOSURE

Three months advertising in printed publication, articles posted permanently on TerritoryQ.com.au, every article posted on Facebook, Instagram and LinkedIn

PRINT & ONLINE PUBLISHING	SINGLE ISSUE ONLY	FOUR-ISSUE (per issue)
Full Page Editorial <ul style="list-style-type: none"> Journalism (up to 500 words) Design Professional Photography Article posted on TerritoryQ.com.au PDF of final article supplied 	\$2900	\$2600
Double Page Editorial <ul style="list-style-type: none"> Journalism (up to 750 words) Design Professional Photography Article posted on TerritoryQ.com.au PDF of final article supplied 	\$5300	\$4900

PLACED ARTWORK	SINGLE ISSUE ONLY	FOUR-ISSUE (per issue)
Full Page Placed Advert (artwork supplied)	\$2600	\$2000
Double Page Placed Advert (artwork supplied)	\$4900	\$4000
Double Page Placed Advert <ul style="list-style-type: none"> Premium Inside Front Cover Placement (artwork supplied) 	\$5750	\$5250
Back Cover Advert (artwork supplied)	\$5500	\$5000

All prices are excluding GST. Invoice will be sent on receipt of booking form.
Note: We pay commissions to registered media agencies

DIGITAL ENHANCEMENT	SINGLE ISSUE ONLY	FOUR-ISSUE (per issue)
Online Enhanced Editorial <ul style="list-style-type: none"> Article posted on TerritoryQ.com.au with active links to your website and phone number. Option to add additional images, TVC or Corporate video content to online story 	\$700	\$500
Electronic Newsletter <ul style="list-style-type: none"> Premium Placement banner advert 	\$500	\$350
Display Adverts on TerritoryQ.com.au <ul style="list-style-type: none"> MEDREC and Leaderboard per month 	\$800	\$700
Editorial posted on TQ LinkedIn <ul style="list-style-type: none"> Article posted on LinkedIn with active links to your website and phone number. 	\$500	\$350
Sponsored Facebook Advertising <ul style="list-style-type: none"> Design included with active links to your website (per ad 25,000 impressions) 	\$250	\$200
Video Promo - Motion Graphics <ul style="list-style-type: none"> Edit of 15 second motion graphics promo video featuring images and captions from your article, branded TQ 	\$850	\$650
Video Promo - Film <ul style="list-style-type: none"> Film and edit 30second interview or online corporate profile and placed on TerritoryQ.com.au and Facebook and Instagram Video supplied to you for digital use 	\$1800	\$1400

MARKETING PACKAGES

DOUBLE PAGE

PRINT + MULTI-PLATFORM EXPOSURE

SINGLE ISSUE ONLY	FOUR-ISSUE BOOKING
\$6500	\$5800 (PER ISSUE)

- Journalism (up to 750 words)
- Design
- Professional Photography
- Article on TerritoryQ.com.au with links to your website
- PDF of final article supplied
- Display Adverts on TerritoryQ.com.au
- Sponsored Facebook post 25,000 impressions
- 15 sec social media video using photos supplied

BUNDLE VALUE \$7900

FULL PAGE

PRINT + MULTI-PLATFORM EXPOSURE

SINGLE ISSUE ONLY	FOUR-ISSUE BOOKING
\$5200	\$4700 (PER ISSUE)

- Journalism (up to 500 words)
- Design
- Professional Photography
- Article on TerritoryQ.com.au with links to your website
- PDF of final article supplied
- Display Adverts on TerritoryQ.com.au
- Sponsored Facebook post 25,000 impressions
- 15 sec social media video using photos supplied

BUNDLE VALUE \$5,500

All prices are excluding GST. Invoice will be sent on receipt of booking form.
 Note: We pay commissions to registered media agencies

ARTWORK

All editorial bookings with Territory Q Magazine include complimentary artwork. Your editorial pages will be sent to you for approval prior to publishing. We can also design your digital display adverts should you choose that option.

Placed advertisements and digital display advertisements can be supplied at the below specifications:

PLACED ADVERTISEMENTS

Specifications	Dimensions	Bleed	File Format
Full Page	210mm x 297 mm	5mm bleed + crop marks	High Resolution PDF, min 300DPI
Double Page	420mm x 297 mm	5mm bleed + crop marks	High Resolution PDF, min 300DPI

DISPLAY ADVERTS

Specifications	Dimensions	File Format	Max File Size
Half Page	300 x 600px	html, gif, jpg	100kb html or 50kb gif/jpg
Leaderboard	728 x 90px	html, gif, jpg	100kb html or 50kb gif/jpg
Mobile Leaderboard	320 x 50px	html, gif, jpg	100kb html or 50kb gif/jpg
MREC	300 x 250px	html, gif, jpg	100kb html or 50kb gif/jpg

DIGITAL OPTIONS

Specifications	Dimensions	File Format	Max File Size
EDM Graphic	600 x 300px	jpg	<100kb
Facebook Post	1080 x 1080px	jpg	<5MB

Territory Q is published by full service creative agency Campaign Edge Sprout. Please contact us if you require your advert to be designed as part of your booking info@campaignedgesprout.com.au

For specifications and supply information for all print and digital advertising please visit TerritoryQ.com.au/artworkspeccs

All artwork to be supplied as high resolution PDF files (minimum 300DPI)

Keep all copy and logos within 10mm from the edge of the artwork and allow for the spine in double page placed artwork

Logo to be supplied as .eps or .ai file for any artwork to be designed.



STRATEGY

Research & Consultation
Insights
Testing & Feedback



BRANDING

Brand Strategy
Brand Guidelines
Implementation



CREATIVE

Concept Development
Campaigns
Graphic Design
Illustration



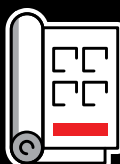
DIGITAL

Websites
Digital Marketing
EDMs
Social Media



EXPERIENTIAL

Graphic Design
Spatial Design
Lighting Plan
Signage



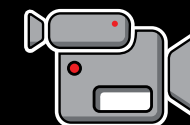
PUBLISHING

Copywriting & Editing
Branded Content
Books & Magazines
Print Management



INDIGENOUS SERVICES

Illustration
Translations
Talking Posters & Albums
Video Production



PRODUCTION

TVC & Radio
Photography
VFX & Post Production
Virtual Reality & 360

INTEGRATED ADVERTISING OPTIONS

Campaign Edge Sprout are a Darwin-based full-service creative agency - and the publishers of Territory Q magazine. Offering a range of creative services, no job is too big, or too small! From branding to social media, events, consultation, print, radio, TV, digital and experiential. We do it all. And we do it all well.

Contact us for your creative needs for an obligation free quote on **0889805700** or **info@campaignedgesprout.com.au**





ABN: 48 628 313 379
 CAMPAIGN EDGE SPROUT PTY LTD
 3/40 CAVENAGH STREET, DARWIN, NT 0800
 PO BOX 4142 DARWIN 0801

Date: _____

Business Name: _____

Contact Person: _____

Booking Agency : _____

Phone: _____

Email: _____

Billing Address: _____

ABN: _____

TQ Advertising Consultant: _____

Signature:

Email: editor@territoryq.com.au

Web: territoryq.com.au

Facebook: facebook.com/territoryqmag

Instagram: @territoryqmag

ADVERTISING BOOKING FORM

Booking Information		Casual or 4 Editions	Ad Cost
Advertising supplied as high resolution PDF (minimum 300DPI) with 5mm full bleed in CMYK Artwork supplied by: _____ Deadline: / /			
Or artwork produced complimentary of TerritoryQ			
Journalist required Number of words: _____			
Advertising photography required (images not to be published in any other publication without approval)			
		Sub Total	
		+ GST	
		GRAND TOTAL	

PAYMENT OPTIONS

INVOICE

Tax invoices with EFT details will be emailed to the above contact person. If there is a change of contact or details it is the responsibility of the company to contact info@campaignedgesprout.com.au. Payment terms are strictly 14 days from the date of invoice.

CREDIT CARD

Payment by credit card incurs additional 2.2% process charge.

Type of card: _____

Credit Card Number: _____

Name on Card: _____

Expiry Date: _____

CCV#: _____

Signature: _____

Total Cost (including GST): _____

*NOTE: Cancellations after booking deadline will be liable for total amount of booking.