



**PUBLISHED EVERY MONTH**, the Gig Guide is a handy sized brochure which provides a comprehensive listing of live music events throughout Southern Tasmania.

Distributed extensively throughout Hobart / Subs it can be found in **pubs, cafes', hostels, tourist information centres, retail outlets and entertainment venues**, also tourist info outlets on both the midlands / East Coast routes and Tasmanian Information providers in Melbourne & Sydney are regularly mailshot.

The guide caters to the whole community of music lovers by listing major events as well as detailing the smaller more regular live music scene. It also offers advertisers a unique opportunity to reach a hugely diverse spectrum of the public which in turn dedicates a degree of it's disposable income to the hospitality/entertainment industry.

## DISTRIBUTION DETAILS

Monthly circulation - **3,000**

Readership average - 3 people per issue

- \* **90 outlets Hobart / Subs** delivered twice monthly
- \* **Tourist Info Centre's**
  - \* Route #1 - **Richmond - Otlands - Campbelltown - Launceston**
  - \* Route #2 - **Triabunna - Swansea - Bicheno - St Helens**
  - \* Route #3 - **Eaglehawkneck - Port Arthur**
- \* **Melbourne** - Tas Travel Tourist Information
- \* **Sydney** - Tas Travel Tourist Information
- \* **Marketing and promotional** mail-outs.

For a detailed list of all our distribution outlets, go to [www.tasmaniangigguide.com/pdf/distlist.pdf](http://www.tasmaniangigguide.com/pdf/distlist.pdf)

For an electronic version of this rates card, or for any further information, visit [www.tasmaniangigguide.com](http://www.tasmaniangigguide.com)

## PLACEMENT SIZES AND COST

Ad Type	Size width x height	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
<b>1/8 PAGE</b>	70 X 50mm	\$150	\$140	\$130	\$120	\$110	\$100
<b>1/4 PAGE</b>	70 X 100mm	\$230	\$220	\$210	\$200	\$190	\$180
<b>1/2 PAGE</b>	140 X 100MM	\$300	\$280	\$270	\$260	\$250	\$240

### PREMIUM PLACEMENTS:

* Front - Banner	60 x 20mm	\$150
* Front - Main	140 x 110 mm	\$350
* Back - Full	140 x 200 mm	\$300

### LISTING DETAILS

- \* Your company name in **BOLDFACE CAPS / UNDERLINED**.
- \* Street address, city / town, phone and website / email address.
- \* Date of event - Artists Title - time - cover charge

**\$22** for 1  
**\$30** for 2  
or more