

BEST OF
BRISBANE

MEDIA KIT

WHAT IS BOB?

For over 10 years, **The Gourmand & Gourmet** was the only Queensland based publication to focus on food and only food, fuelling your feed with info on where to find the next big bite or the perfect Insta-worthy cocktails. Fast forward to 2024 and the way we consume both food and content has curved. Food is more than just a meal but an experience and a lifestyle.

Introducing the **Best of Brisbane** - sibling to the G&G who always knows where to appease your cravings, knows where to find the latest cult favourites before the queues run out the door and what the hottest tickets in town are (albeit a little more tech savvy too)!

We have an established, engaged audience with an average 17,000+ readers monthly and a database of 105,000+ contacts. So as the trusted voice of what's the best of Brisbane, rest assured we can get your message across (in our signature light-hearted style!).

Whether you're a neighbourhood favourite waiting to be explored or working on the next location of a multinational must-do, if you have something delicious to offer, or you're the hottest event in town, we want to work with you.





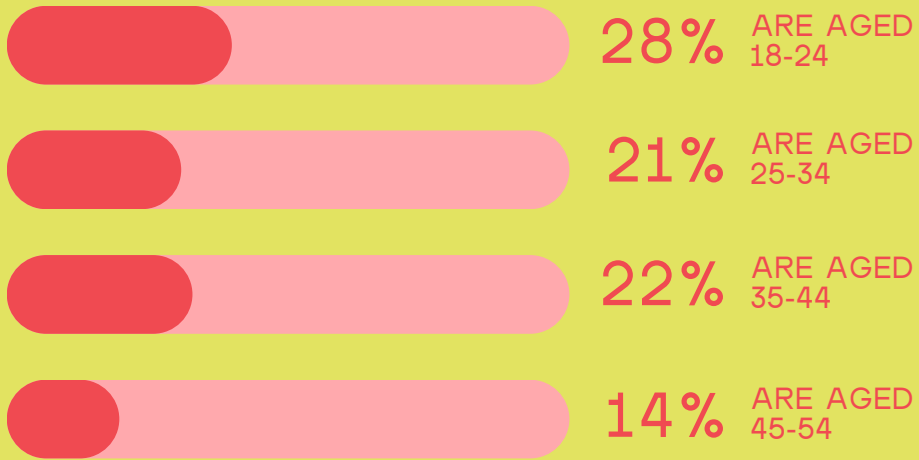
WHAT MAKES US DIFFERENT?

We want you to get the most out of your campaign, no matter what your goal is. When you promote with Best of Brisbane - whether it be on socials, EDM, editorial or advertorial banners - the associated custom links are going straight to your landing pages, ticketing sites or socials pages. We're all about getting people to where you want them to go.

ACCORDING TO YOU...

We give the Brisbane community a voice to ensure our listicles and content showcase the public's thoughts and opinions just as much as our own. This happens in the form of opinion polls, collaborative posts and always staying in touch with the word-on-the-street.

OUR AUDIENCE



86%

EAT OUT MORE THAN ONCE A WEEK



9/10

GRAB COFFEE MORE THAN ONCE A WEEK



94%

SHOP ONLINE



51%

HAVE TRAVELLED OVERSEAS IN THE LAST 12 MONTHS



49,900

FACEBOOK FOLLOWERS



18,700+

INSTAGRAM FOLLOWERS



38,000+

EDM SUBSCRIBERS



65,783

SMS SUBSCRIBERS



16,000

UNIQUE MONTHLY VISITORS



20,000

AVG. MONTHLY PAGE VIEWS

WHAT WE CAN OFFER



CITRIQUE RESTAURANT:
A DINING EXPERIENCE
LIKE NO OTHER

Your tastebuds deserve this.

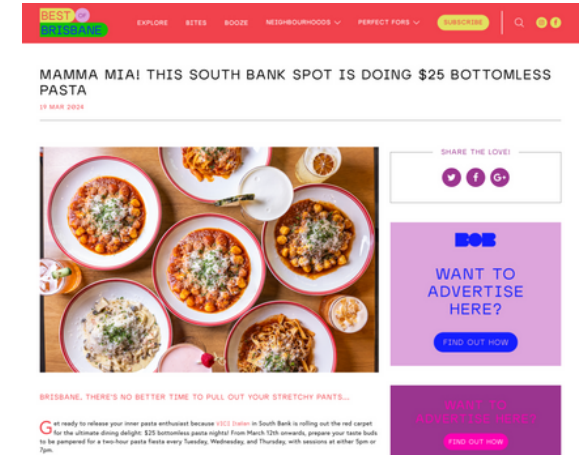
[READ MORE](#)



WHERE TO FIND
BRISBANE'S BEST
MEXICAN FOOD

Holy guacamole, indeed.

[READ MORE](#)



SOLE ARTICLE

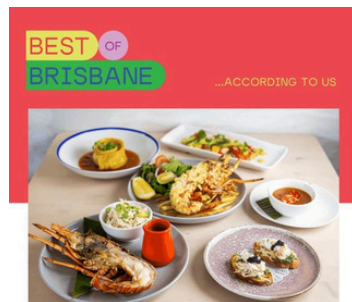
An article focussing on your venu(s), event(s), or activation(s) alone, including any specific menus, details or offers you'd like to promote.

LISTICLE INCLUSION

A list article focusing on specific bites, booze, a neighbourhood or experiences you'd like to promote. This article will include 6-12 other listings, with yours at the top or featured with an image.

ONLINE ADVERTORIAL BANNER

We have banner placements along the side or bottom of our editorial content which are designed by you to advertise your brand, venue or event. A great tool for creating awareness or driving traffic.

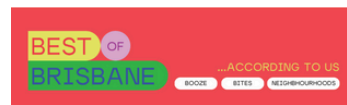


HOW WOULD YOU LIKE TO SCORE ONE FISH TWO FISH'S FAMOUS 6-COURSE

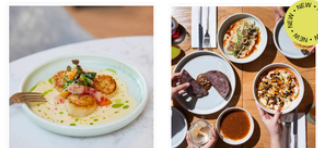
HOUSE OF LOBSTER MENU FOR ONLY \$99

HERE'S HOW...

Get your claws on six courses of crustacean this October for dinner Wednesday and Thursday or swim in for lunch Friday to Sunday.
Pick up the shellphone and get your fishiest friends together for a stay at the House of Lobster!



BITES



BITES
CITRIQUE RESTAURANT:
A DINING EXPERIENCE
LIKE NO OTHER

[READ MORE](#)

EXPLORE
WHERE TO FIND
BRISBANE'S BEST
MEXICAN FOOD

[READ MORE](#)



SOLE EDM

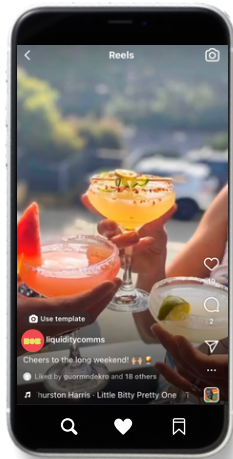
EDM INCLUSION

EDM ADVERTORIAL BANNER

An EDM dedicated to your campaign sharing your sole article or competition.

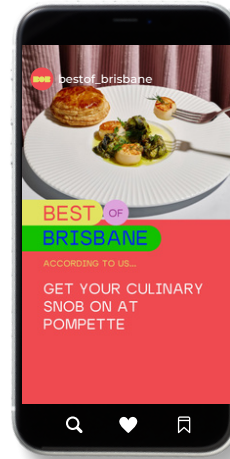
An inclusion with image and text in our EDM's to over 38,000+ subscribers.

A banner that sits at the bottom of our EDM's, designed by you to promote your brand, venue or event.



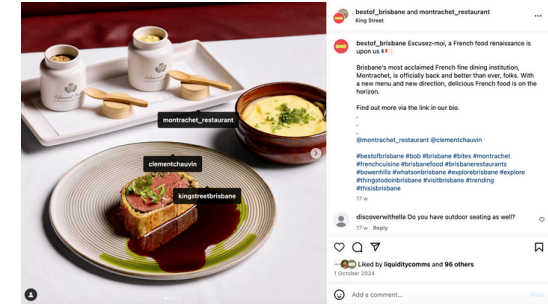
INSTAGRAM REEL

A video created by us showcasing your offering, noting the on-site content with a link in bio to access it.



INSTAGRAM STORY

Either a branded, designed story with link to your campaign content or the feature image on a story share for a listicle you included in.



COLLABORATION POSTS

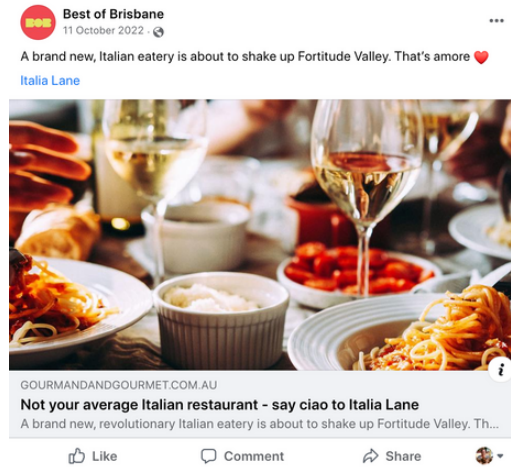
Either an Static Instagram post or Instagram reel that is:

- A. Posted in collaboration with your venue/event Instagram
- B. Posted in collaboration with a key Brisbane-based influencer to increase impressions, reach and engagement.



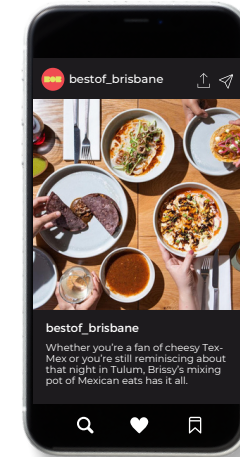
STATIC POST (FB OR IG)

A share of your campaign imagery, noting the on-site content with a link in bio to access it.



FB ARTICLE SHARE

A boosted, targeted share of your article or event.



FB EVENT CO-HOST

Your event page will be associated with the Best of Brisbane FB page and advertised to our 49,900+ followers.

BOB

CAMPAIGNS

BELOW ARE SOME SUGGESTED CAMPAIGN STRUCTURES BUT WE DO PREFER TO TAILOR EACH CAMPAIGN TO ENSURE YOU GET EXACTLY WHAT YOU WANT FROM OUR COLLABORATION, AND SEE THE BEST RESULTS WITH YOUR BUDGET.

LAUNCH CAMPAIGNS

VENUE LAUNCH CAMPAIGNS \$2,200

1 x Sole article

1 x Neighbourhood inclusion

2 x Boosted Facebook posts

1 x EDM feature

1 x What's On This Weekend inclusions
(the week you open on both FB & IG)

\$200 Facebook budget for amplification included

EVENT / ACTIVATION LAUNCH \$1,500

1 x Sole article

1 x Boosted Facebook post

1 x EDM inclusion

1 x What's On This Weekend inclusion
(the week you open)

\$200 Facebook budget for amplification included

AWARENESS CAMPAIGNS

OPTION 1
\$1,750

1 x Sole article

1 x Boosted Facebook post

1 x Hour photoshoot

1 x Facebook or Instagram giveaway

Additional \$200 Facebook budget for amplification suggested

OPTION 2
\$1,100

2 x Article inclusions (Bites/Booze/
Neighbourhood/Explore)

1 x Boosted Facebook post

0.5 x Hour photoshoot

1 x Facebook or Instagram giveaway

Additional \$200 Facebook budget for amplification suggested

SALES CAMPAIGNS

SALES DRIVER CAMPAIGN \$3,000

1 x Sole article

1 x Inclusion in another listicle (Bites/Booze/Neighbourhood/Explore)

2 x Boosted Facebook posts

1 x Ticket giveaway on either Facebook or Instagram

1 x Facebook ad campaign

\$300 digital ads budget for web traffic included

\$200 Facebook budget for amplification included

EVENT PROMOTION \$700

1 x What's On This Weekend inclusion

1 x Boosted Instagram post

1 x Boosted Facebook post

\$100 Facebook budget for amplification included

DATABASE DRIVER CAMPAIGN \$1,600

1 x Sole article

2 x EDM inclusions

1 x Boosted Facebook posts

\$100 Facebook budget for lead generation included

\$100 additional Facebook budget for lead generation suggested

WE WOULD LOVE TO HEAR FROM YOU.
PLEASE CONTACT US FOR ANY FUTURE INFORMATION.



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/bestofbne



@bestof_brisbane
