

**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.





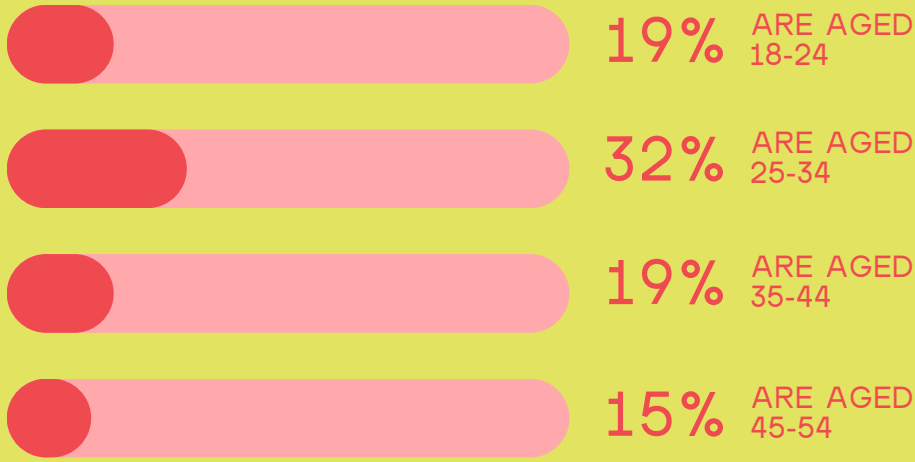
## ACCORDING TO US...

We utilise targeted search engine operations (SEO) to provide the reader with information on the most sought-after spots in Brisbane as well as in-depth research to find the most niche places worth papping.







## 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	 8,800 INSTAGRAM FOLLOWERS	 39,000+ EDM SUBSCRIBERS
 65,210 SMS SUBSCRIBERS	 17,000 UNIQUE MONTHLY VISITORS	 25,000 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](#)



BITES

WHERE TO FIND BRISBANE'S  
BEST MEXICAN FOOD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque a  
 sodales quam. Ut et lectus tortor. Phasellus pharetra eleifend rutrum.  
 Donec du magna, rutrum a hendrerit non, venenatis eget diam.  
 Aenean euismod nunc sed convallis facilis. Morbi massa velit,  
 consectetur nec nunc eu, pharetra malesuada mi.

## 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.

## SOLE EDM

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



BITES



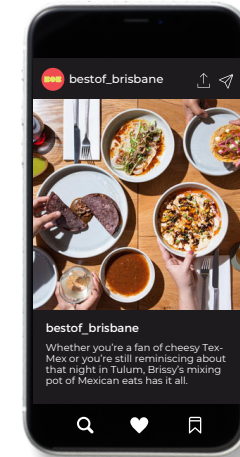
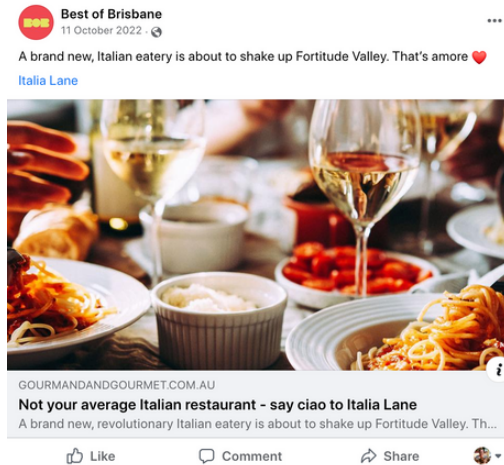
**CITRIQUE RESTAURANT:**  
A DINING EXPERIENCE  
LIKE NO OTHER

[READ MORE](#)



**WHERE TO FIND**  
BRISBANE'S BEST  
MEXICAN FOOD

[READ MORE](#)



## EDM INCLUSION

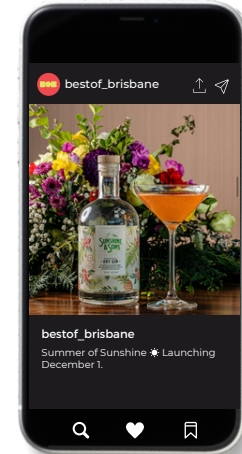
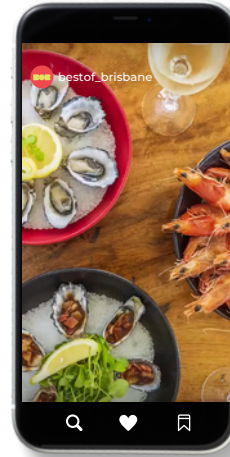
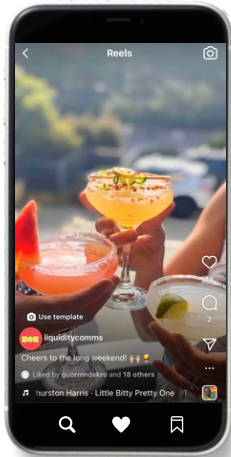
An inclusion with image and text in our EDM's to over 39,000+ subscribers.

## FACEBOOK SHARE

A boosted, targeted share of your article or event.

## STATIC INSTAGRAM POST

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



## INSTAGRAM REEL

## INSTAGRAM STORY

## COLLABORATION POSTS

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

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.

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.

# 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

---

2 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 inclusions  
(the week you open on both FB & IG)

---

\$200 Facebook budget for amplification included

# AWARENESS CAMPAIGNS

---

OPTION 1 \$1,100

1 x Sole article

---

2 x Boosted Facebook posts

---

1 x Hour photoshoot

---

1 x Facebook or Instagram giveaway

---

Additional \$200 Facebook budget for amplification suggested

OPTION 2 \$800

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

---

1 x Boosted Facebook post

---

1 x Hour photoshoot

---

1 x Facebook or Instagram giveaway

---

Additional \$200 Facebook budget for amplification suggested

# SALES CAMPAIGNS

## SALES DRIVER CAMPAIGN \$2,500

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 \$650

1 x What's On This Weekend inclusion

---

2 x What's On This Weekend social inclusions (FB & IG)

---

1 x Boosted Facebook post

---

\$100 Facebook budget for amplification included

## DATABASE DRIVER CAMPAIGN \$1,200

1 x Explore 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.



0402 915 506

HELLO@BESTOFBRISBANE.COM.AU

BESTOFBRISBANE.COM.AU



/bestofbne



@bestof\_brisbane

---