

LIVING IN CAIRNS

Here are the reasons,
We are the

NO.1 Japanese media published
and operated in Cairns.



Do you want to grow your business into the Japanese market?

How to attract more
Japanese
customers

How to receive
more reservation in
advance

Ideas on how to
gaining more profit

We know how to help you reach the Japanese market effectively.

Look no further !



LIVING IN CAIRNS

PO Box 7790 Cairns QLD Australia 4870



Winner 2001 TTNQ Media Award

2000,2002 &2009 Finalist TTNQ Media Award

Ph: (07) 4051 6880 / Fax: (07) 4041 0301 / E-mail: info@livingincairns.com.au / Web: www.livingincairns.com.au

Target

All Japanese in Cairns, from tourists to permanent residents, and long stay(including working holiday visa,students, etc).

Japanese Residents

Our survey results show residents keep Living In Cairns for future reference, which means your ADs outlast the original publication period. Around **4,000** people are living in Cairns, permanently. (Source: Japanese Consulate)

Strategy

Distribution is not only Cairns, but major cities in Australia, major city in Japan and the world wide Web.
Therefore we can approach our targets from many angles.
By this strategy we approach a large target audience effectively.

Circulation & Features

Cross media strategy From Living in Cairns.



Published and distributed every third month.

☆ Printing

15,000 copies / every 3 months (Japan & Cairns)

☆ Digital Magazine

NEW Min 25,000 ~ ※60,000 downloads/a month

- You can promote information about your business to Japanese and Japanese speakers.
- We are the only locally owned and produced magazine so your information can be up-dated more often and with ease.
- Japanese tourist will be able to obtain your information before their arrival from Japan.
- We are the only Japanese publication all about Cairns.

Distribution

【Cairns City】

Asian Foods
Cool Body Salon
Comachi Hair Salon
Bonsai Hair Dresser
Tobex Money Exchange
OK Gift Shop (Own Rack)
Onigiri Café Omu
Elixir Hair Salon
GANBARANBA (Own Rack)
Maru Yu Japanese Groceries
Honeyland
Reef Fleet Terminal (Own Rack)
Esplanade Police Beat

【Hotel Lobby】

Cairns Colonial Club
Hilton Cairns
Pullman Cairns International
Oasis Novotel Resort
Pacific International
Rydges Esplanade

【CBD Office】

Japanese Consulate
Cairns Tourist & Local Medical Services
Cairns 24 Hours Medical Services

【Kuranda】

Kuranda Homemade Ice Cream
Kuranda Information Centre
German Tucker
Busk
HAYABUSA
Kuranda Rainforest Coffee
Stillwater sweets

【Tour Desk & Info Centre】

JTB Paradise Lounge
HIS (Own Rack)
Navi Tour
TTNQ Tourist Centre
Tusa Dive Info Desk
ATS
Last Resort
WISH

【Interstate】

Sydney Brisbane
Gold Coast
Melbourne
Adelaide Perth

【Dive Shops】

Deep Sea Divers Den
Dive 7 Seas (Own Rack)
Tusa Dive



※We send to the planners in Tour Agent in Japan.

CBD, North – South of Cairns, Kuranda

Distribution in Japan



LAWSON

Lawson, Inc. is a large convenience store chain in Japan. The store originated in Cuyahoga Falls, near Cleveland and Akron, in the US State of Ohio. Today it is a Japanese owned company and is **the second largest convenience store chain in Japan.**

“Living in Cairns”, Japanese magazine are thrilled to announce we have new distribution partner in Japan.

“Living in Cairns” start distributing magazines to 11 branches of LAWSON convenience store around and within Narita (Tokyo) international airport. This means the tourists who come to Cairns are able to get a copy of “Living in Cairns” before they even get on the plane. This is a huge development which we believe will boost advertising of power in the magazine, providing increased customer exposure for your products and services.

- Studying abroad agent
(Tokyo, Omiya, Yokohama, Nagoya, Kyoto, Fukuoka)
- Working Holiday Support Office (Shibuya - Tokyo)
- Working Holiday Support Office (Ikebukuro)
- Diamond-Big Co., Ltd.
- TOBU TOP TOURS CORPORATION
- Kinki Nippon Tourist Co., Ltd.
- JTB Corporation
- WISH International, Inc.
- STWORLD, Inc.

- NIPPON TRAVEL AGENCY Co., LTD.
- MEITETSU WORLD TRAVEL INC.
- Jetstar Holidays
- INTERNATIONAL COLLEGE OF TOURISM NAGOYA
- JALPAK Company, Limited
- Club Tourism International Inc.
- Southern Cross Travel Ltd,
- Tourism Australia (Tokyo Office)
- Tourism Queensland (Tokyo Office)
- Waseda University

Advertising Type

This collage contains six distinct advertisements:

- 1:** A large advertisement for 'TOTAL BEAUTY' featuring a woman's profile and the headline '「健やかキレイ」に役立つ情報をお届け!'.
- 2:** An advertisement for 'Hair Salon Ulysses' with a photo of a woman and text about hair care.
- 3:** An advertisement for 'COMACHI' and 'Naturally Me Nail and Beauty' with images of manicured nails.
- 4:** An advertisement for 'Frank Lanza Migration Services' with a photo of a man and text about migration assistance.
- 5:** An advertisement for 'Japan Auto Repair' with a photo of a car and text about car services.
- 6:** An advertisement for 'Cairns The Car' with a photo of a car and text about car services.

This collage contains four advertisements:

- 5:** An advertisement for 'Japan Auto Repair' with a photo of a car.
- 6:** An advertisement for 'Cairns The Car' with a photo of a car.
- 7:** A 'CAIRNS CITY MAP' with a grid overlay and the text '徒歩に役立つリビケン掲載ショップ一覧つき'.
- 8:** An advertisement for 'TOBEX Foreign Exchange' with a photo of a man and text about exchange services.

- ① Editorial AD 1/16 page
- ② Editorial AD 1/8 page
- ③ Display AD 1/8 page
- ④ Display AD 1/4 page
- ⑤ MAP AD 1BOX
- ⑥ MAP AD 2BOXES

Appropriate ad type,
Select categories
Increased advertising
effectiveness!

※All prices are included GST.

Advertising Types and Fees

① Display Ad ② Editorial Ad ③ Map Ad
Space booking close: 10th day of Mar, June, Sep, Dec

These prices are 3 months. Total include GST!

Back Cover page is 25% more!
Minimum size is 1/2 size.

	Display AD			Editorial AD			Map AD		
	1 issue (3months)	Initial Artwork		1 issue (3months)	Initial Artwork		1 issue (3months)	Initial Artwork	
AD Size	Colour		Cost/Per month	Colour		Cost/Per month	Colour		Cost/Per month
1/16 42*62mm	\$660.00	\$110.00	\$220.00	\$453.75	\$85.00	\$151.25			
1/8 91*62mm	\$1,125.00	\$110.00	\$375.00	\$816.75	\$110.00	\$272.25			
1/4 190*62mm	\$1,497.00	\$220.00	\$499.00	\$1,336.50	\$220.00	\$445.50			
1/2 190*132mm	\$2,295.00	\$330.00	\$765.00	\$2,138.40	\$220.00	\$712.80			
1P 190*272mm	\$4,035.00	\$440.00	\$1,345.00	\$3,564.00	\$330.00	\$1,188.00			
1BOX 55*66mm							\$673.50	\$85.00	\$224.50

These prices all include a translation into Japanese

This magazine has great cost performance!
AD cost includes Digital magazine free web page!!!

FREE Classified AD (Limited 70 Japanese words on about 3 lines).
The longer you advertise the greater the exposure of your message to the readers, resulting in gaining new & repeat customers.

Further savings!!

Advertise for
2 issues
5%OFF

Advertise for
4 issues
10%OFF

Advance payment
additional **5%OFF**
only applies for 2-4
issues contract

④ Classified

Please contact us sales@livingincairns.com.au Space booking closes: 10th day of Mar, Jun, Sep, Dec. Price: **\$ 8** every 15 letters

Website

You can reach pre-arrival tourists efficiently with www.livingincairns.com.au

You can get your Free web page in Japanese .

Key Point!

Number of user is more than visitors of TTNQ.(96,000/year)
Most of Japanese access our web site before making a holiday plan.

Number of viewers

Min 46,000-60,000/month,
Min 552,000-720,000/year



“Living in Cairns” site is currently ranked **No.1** out of **2,970,000** sites under “Cairns”(ケアンズ) search with Google.



Online Magazine

Average 60,000 Download/month from Japan!

Download every issue and enjoy reading through PC and mobile! (PDF data)



Banner Advertisement

The image shows a screenshot of the KANZAS website. A central banner advertisement is highlighted with a black box and red arrows pointing to it. The banner text reads:

WEB TOP PAGE

width 165pxl height 161pxl

width 5.82cm height 5.68cm

\$500.00 p/month

(Minimum contract 3month)

The website background features various news items, a 'Topic' section, and a 'NEW SHOP' section at the bottom with cartoon characters. Several areas of the website are enclosed in red boxes, likely indicating other potential advertising spots.

Attract over 60,000 page views a month.

Best exposed spot in our website.

We have started the banner Ads on Jan 2012.

There is currently space still available.

More savings!!

Advertise for 6 months **5%OFF**
 Advertise for 12 months **10%OFF**