

MEDIA KIT

# FOCUS

ON THE BANANA SHIRE

2025

**BANANA SHIRE COUNCIL**

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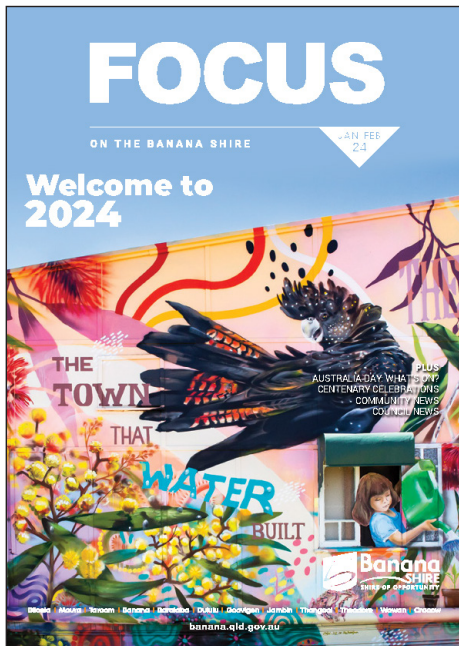
**W:** [www.banana.qld.gov.au](http://www.banana.qld.gov.au)



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# LET'S FOCUS

ON THE BANANA SHIRE



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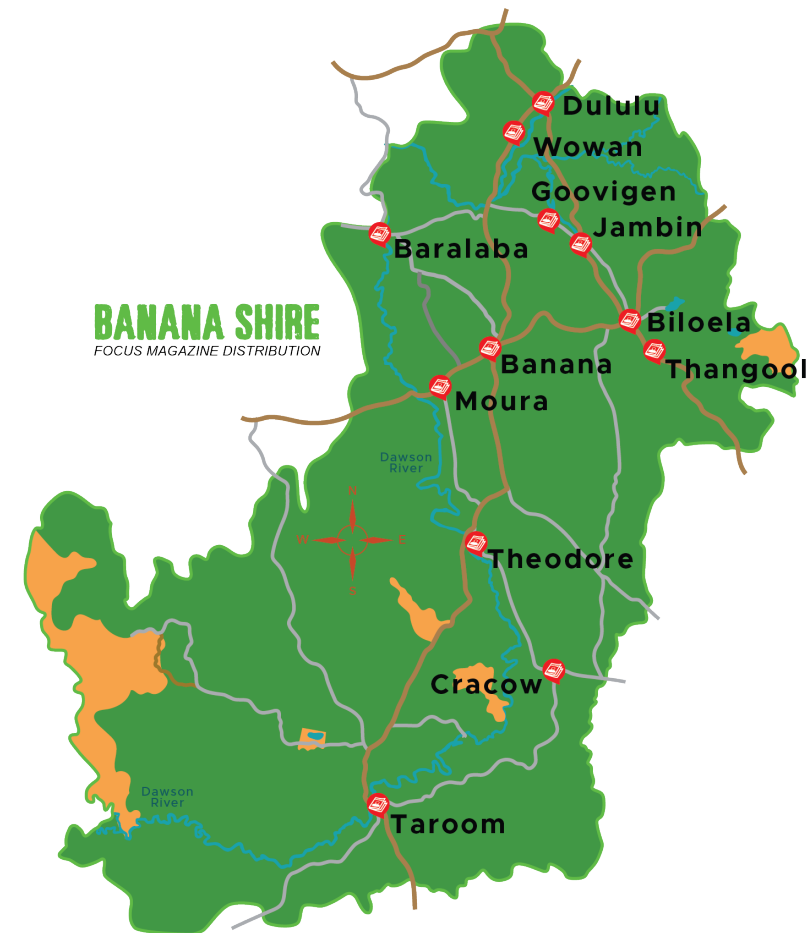
Focus is Banana Shire's leading communication tool. The magazine is distributed eight times per year and sent to residents across the Banana Shire, ensuring our community is kept up to date with local information. Published directly by Council, the magazine is a trusted source of information with a distribution of over 5,800 copies, delivered free to every household.

In addition, the magazine is supplied to key community outlets such as our libraries, visitor information centres and the airport to ensure visitors to our region are also kept up to date with local news and information.

For those who would prefer to read the magazine in digital format, Focus is available on the Banana Shire Council's website, including all back issues.

With the demise of all local papers in the Banana Shire region, Focus provides the Banana Shire community with a well written, community-based magazine that features the latest news and developments in the area and also includes stories relevant to our region. The magazine's high-quality content, coupled with its clean and easy-to-read design, enables Council to deliver an excellent community magazine to Banana Shire residents and visitors, and gives our advertisers a platform to communicate directly to readers.

If you are looking for a way to connect with the Banana Shire community, consider advertising with Focus. Read on for further information on rates and specs.



# PUBLICATION SCHEDULE 2025

ISSUE	SUBMISSION DEADLINE	DELIVERY WEEK
February/March	Friday, 24 February	17 February
April	Friday, 7 March	31 March
May/June	Friday, 18 April	12 May
July	Friday, 30 May	23 June
August	Friday, 11 July	4 August
September/October	Friday, 22 August	15 September
November	Friday, 3 October	27 October
December	Friday, 14 November	12 December

# FOCUS

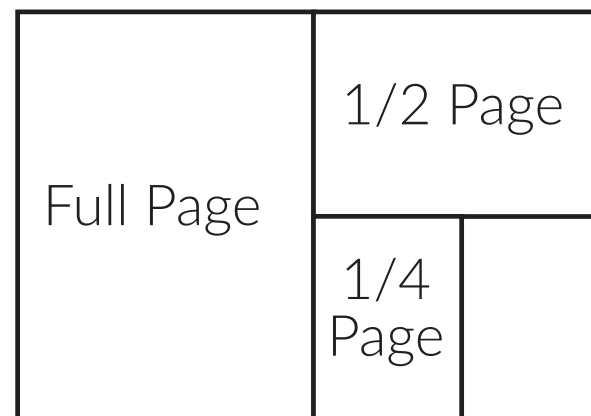
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# AD RATES 2025

Advertising Size	Fee (excl. GST)	GST	Fee (Incl. GST)
<b>COMMERCIAL</b>			
1/4 Page	109.09	10.91	120.00
1/2 Page	227.27	22.73	250.00
Full Page	909.09	90.91	1000.00
Back Page	1818.18	181.82	2000.00
<b>STATE, FEDERAL GOVERNMENTS AND NOT FOR PROFIT</b>			
1/4 Page			Probono
1/2 Page	227.27	2.73	250.00
Full Page	909.09	90.91	1000.00
Back Page	1818.18	181.82	2000.00
<b>LOCAL COMMUNITY GROUP (SPORTING/ARTS/OTHER)</b>			
1/4 Page			Probono
1/2Page	114.09	11.41	125.50
Full Page	454.55	45.45	500.00
Back Page	909.09	90.91	1000.00

## AD DIMENSIONS



**Full Page**  
210 mm (W) x 297 mm (H)

**Half Page**  
210 mm (W) x 148.5 mm (H)

**Quarter Page**  
105 mm (W) x 148.5 mm (H)

## DEADLINES

<b>FEB/MAR</b> 24 January	<b>APR</b> 7 March	<b>MAY/JUN</b> 18 April	<b>JUL</b> 30 May	<b>AUG</b> 11 July	<b>SEP/OCT</b> 22 August	<b>NOV</b> 3 October	<b>DEC</b> 14 November
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# FOCUS

RATES & SPECS 2025