

MEDIA KIT



GOOD FOOD GOLD COAST

MARJ OSBORNE

Independent food and travel writer

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About Marj Osborne

Marj is a freelance food and travel writer keen to find the hidden story behind each experience. A former reviewer for 'Mietta's Eating and Drinking in Australia', she writes a weekly column in The Sun newspaper, and is a regular contributor to Blank GC, The Cove magazine and her own site Good Food Gold Coast. Her writing and photographs have also been published in Café Culture, the Courier-Mail, the Gold Coast Bulletin, Discover Ipswich, the Sunday Telegraph, Seniors Gold Coast and AGFG.

Quals: BA, DipT, GradDipLib, MAppSci (InfoStudies), JP.

Good Food Gold Coast

Pageviews:
200,000/month

Unique Visitors:
25,000/month

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Facebook:
7,110

Instagram:
@foodgoldcoast
7,100

@behindtheplategc
1,050

About Good Food Gold Coast

Established in October 2011, **Good Food Gold Coast** passed its 1,000,000th unique visitor in August 2018, a readership figure larger than the population of the Gold Coast! Containing restaurant and producer reviews, travel articles, feature stories and recipes, the 2018 stats for Good Food Gold Coast were: 145,000 unique visits, 289,000 visits, 2,400,000 page views.



services

- food reviews
- product reviews
- food photography
- recipe development
- advertising
- partnership packages
- book reviews

collaborations

Blank GC:

2 articles monthly:
30,000 print readers,
30,000+ online.

The Sun (columnist):

Weekly: 160,000

The Cove Magazine:

1 – 2 articles bi-monthly
Readership 340,000

- City of Gold Coast
- Destination Gold Coast
- City of Ipswich
- Central NSW Tourism
- Granite Belt Tourism

Work With Us.

Good Food Gold Coast has confirmed the need of Gold Coast diners for independent, unbiased views of their dining experiences, behind the scenes chats with restaurateurs and chefs, discussion about food trends and industry issues, and a fair appraisal of great value, good food venues and suppliers on the coast. We offer very affordable rates for advertising and partnership opportunities.



audience

Facebook: Followers: 7,110 Likes: 6,600

Women: 74% Men 26%

Main age groups: 26% 25 – 34; 25% 35 – 44; 13% 45 – 54

Main country: Australia 5,978

People engaged: 16% 25 - 34; 22% 35 - 44; 20% 45 – 54; 11% 55 - 64

Instagram: Followers: 7,110

Locations: Gold Coast 57%; Brisbane 14%

Age range: 36% 25 – 34; 35 – 44 32%; 45 – 54 16%; 67% women 33% men.