

# 20 25

## Advertising + Engagement opportunities

*Where your customers find inspiration*



Queensland Association of School Tuckshops Inc.



**Queensland  
Association of  
School Tuckshops**

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[www.qast.org.au](http://www.qast.org.au)

# About Us

The Queensland Association of School Tuckshops (QAST) is a not-for-profit membership association working with Queensland school communities to build capacity in tuckshops and improve health outcomes for children.

Our vision is *healthy tuckshops, healthy schools, healthy children* and we exist to support Queensland tuckshops to serve sustainable, affordable, nutritious and safe food choices.

We offer advertising opportunities in our [Talking Tuckshops digital magazine](#), and our Talking Tuckshops member eNewsletter, as well via our [Facebook page](#).

## Our audience + reach

Our sector consists of 1,474 Queensland schools that have a food retail outlet. These schools sell more than 100,000 items per day and require multiple staff to meet the demands of a healthy business.



**94%**  
of our target  
audience is  
female



**73%**  
aged between  
35 and 54



**62%**  
located in  
regional  
Queensland



**28K**  
active  
website users  
per year



**1,474**  
schools that  
celebrate  
Tuckshop Day



**1.9K**  
target  
audience  
for events

# Talking Tuckshops - eNewsletter

The Talking Tuckshops eNewsletter is distributed to all QAST member tuckshops and P&C representatives in Terms 2, 3 and 4.

These newsletters are integral methods of communication with members, delivering timely information updates and news, written specifically for Queensland's school tuckshops.

All QAST eNewsletters are delivered in HTML format via the reputable email marketing tool, Vision6, meaning that editorial is graphically enhanced, navigation is easy, and advertising is dynamic and easily tracked.

Advertisement placements are limited to 2 per edition. Advertorial placements are limited to 2 per edition.

Bookings are made on a first-in-best-dressed basis and must adhere to the guidelines in our [Advertising & Editorial Policy](#).



## 2025 OPPORTUNITIES + SPECIFICATIONS + RATES

	SPECS	RATES
<b>BANNER ADVERTISEMENT</b>	Horizontal: 150px h x 600px w Must be supplied in 72dpi, JPEG format Hyperlinked to URL or PDF.	\$300 (GST inc.)
<b>ADVERTORIAL</b>	200 words max. Can include hyperlink and image.	\$300 (GST inc.)

## 2025 KEY DATES

EDITION	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
TERM 2	Wednesday, 23 April 2025	Wednesday, 30 April 2025	Wednesday, 7 May 2025
TERM 3	Wednesday, 16 July 2025	Wednesday, 23 July 2025	Wednesday, 30 July 2025
TERM 4	Wednesday, 22 October 2025	Wednesday, 29 October 2025	Wednesday, 5 November 2025

# Facebook

The QAST Facebook page is a valuable communication tool to inform and engage with Queensland tuckshops.

With strong engagement from an active online community, it's an effective platform for advertisers to get their message across.

## 2025 OPPORTUNITIES + SPECIFICATIONS + RATES

OPPORTUNITY	SPECS	RATES
<b>SPONSORED POST</b>	IMAGE - 1200px x 1200px WORDS - 30 max.	\$350 (GST inc.)
<b>SPONSORED LIVE CHAT</b>	15 minute demo of product or service	\$550 (GST inc.)

## Bespoke opportunities

Can't see an opportunity that suits your business needs? We have a range of bespoke and exclusive opportunities that may help you reach your target audience. Just get in touch with the QAST team to discuss your advertising needs and potential opportunities.

## Stats in a nutshell

### Our reach

- Total members: 400+
- Total schools reached: 1,483

### Facebook

- Total followers: 4,235

### Talking Tuckshops eNewsletters

- Total send: 1,100 approx
- Average Open Rate: 47%\*
- Average Click-Through Rate: 19%^

\*All industry average: 42.8%

^All industry average: 6.08%

Contact Chrissy Buzzard to discuss the best advertising or engagement opportunity for your business.

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