

DID YOU KNOW?

Gold Coast Street Furniture



QMS has the exclusive opportunity to capture audience growth across our expansive Street Furniture Network.

AVERAGE WEEKLY IMPRESSIONS BY MONTH



UPWEIGHT IN PEAK TIMES

Across the exclusive Gold Coast Street Furniture Network, **Audience peaks** across the mid-year school holidays with secondary peaks in September & October.

- Audience delivery increases during June/July school holidays.
- Gold Coast bucks other market trends during the same period and performs the best across our inventory.
- September closely follows another key school holiday period.

Source: MOVE March 2026, QMS, 2026 Weekly Impressions averaged by Month, All GCSF Assets, National Audience Impressions, P14+, Default SOT, VAC

DOMINATE THE GOLD COAST

99%

Reach of the Gold Coast market across a week.

BRISBANE MARKET REACH

22%

Of the Brisbane market reached across a week.

INCREMENTAL REACH

+14%

Reach added to a typical Brisbane buy when Gold Coast Street Furniture is included.

Source: MOVE, All GC SF Panels, 1 Week, 100% SoT, Gold Coast Sub-Area. 'Typical Brisbane Buy' includes 12 DLF assets only with addition of 100 GC SF Panels.



South East Queensland has seen **+12%** increase in metro potentials in MOVE vs MOVE 1.5, reflecting population migration over the past 5 years.



COACH CALL OUT:

Consider upweighting your campaign to seasonal peaks to increase audience delivery.