

Idea proposal board  
with 3 suggested  
concepts.



Campaign for 'kurb" magazine launched in June 2008

A campaign scaling print, DM and Television was launched to promote a free community magazine in Brisbane. The magazine wanted to get 25% advertising from various businesses.

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with 3 suggested  
concepts.



It's all about you

# Mill Killaggio

THE VILLAGE BAKERY

## magazine

### This Month:

Who Stole the Cherry?  
*The evidence so far*

Annual Cake Resistance Contest  
*Can you ignore the temptation?*

The Real American Pie Story  
*As the chef narrates it*



Photographs of 20 businesses which were potential advertisers for the magazine were shot and used to create “mock magazines”. These magazines were mailed out to the corresponding businesses.

This is the sample cover.



This is the inside of the  
DM.

# WE CAN'T MAKE A MAGAZINE THIS SPECIFIC. HERE'S THE NEXT BEST THING.

kuRB is a community magazine produced entirely by QUT journalism and design students. It is produced to high production specifications and exclusively covers local businesses, people and events in Brisbane's inner city.

With copies delivered bi-annually to 10,000 homes across Kelvin Grove, Red Hill, Paddington, Rosalie, Herston, Spring Hill and Milton, kuRB offers a perfect opportunity for local businesses to establish themselves with local residents and contribute to the community.

If you are interested in advertising with us, or would like to see a kuRB article featuring your business, we would love to hear from you.

## CONTACT US TODAY

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Who are we?

**kuRB** aims at building and maintaining a strong sense of creativity within Brisbane's inner city suburbs.

As it is produced by design and journalism students under the guidance of industry specialists, you can be sure that each and every edition is bursting with enthusiasm and professionalism.

By advertising with us, you are putting your dollars to their best use by not only supporting up-and-coming specialists in the fields of journalism and design, but also by accessing a large sector of your community.