

# Audience Network

## Distribution Channels

Avant Card has a wide range of distribution channels tailored to reach various audience segments. We can meet your campaign needs through one of the following tailored solutions, or create a network specific to your message delivery requirements.

### Blitz

A heavy-weight campaign where reach and exposure to the mass markets are the key objectives. Distribution is across all Avant Card venue types throughout Australia.

### Professional

Reaching AB audiences in high volume. With a presence in key venues within the CBD/urban areas, affluent suburbs and business districts. Venue types: cafes, bars, clubs and restaurants, cinemas, theatres, museums, galleries, high end retail sites, plus 3 to 5 star hotels.

### Arts and Culture

Specifically targeting another affluent, early adopting segment with distribution through venues in and around key entertainment districts. Venue types: theatres, museums, galleries, cafes, bars, restaurants and cinemas.

### Tourism

Reaching this desirable consumer group whilst they have time on their hands and money to spend. Venue types: 3-5 star hotels, travel centres including airports, tourist attractions, cafes, restaurants, museums and galleries, retail sites, plus hostels and backpacker accommodation.

### Regional

Targeting a selection of the very best venues on offer outside of metropolitan areas.

### Gay and Lesbian

Targeting the inner city professional, fashionable gay community. With high visibility in venues within gay-friendly districts in cities across Australia. Venue types: cafes and restaurants, universities, cinemas, bars and clubs, galleries, museums, theatres and retail sites.

### Cafes

The majority of our venues are gorgeous cafes that attract the coffee loving public around the country. With many cafes Avant Card have exclusive access and your campaign can achieve maximum cut through in the range of cafes popping up daily around the nation. Venue types: a massive range of cafes across Australia.

### Family

Providing access to inner and outer suburbs. Distribution is planned through high family volume venues. Venue types: retail areas, cinemas, family entertainment venues including family attracting cafes and restaurants.

### Student and Youth

Targeting this group of 18+ early adopters and new consumer generations as they are making brand and lifestyle choices. Venue types: Universities, TAFEs and colleges, student frequented cafes and restaurants, bars, clubs, cinemas, galleries, museums and other cultural youth focus points.

### High School Students

Tap into this exclusive network that only Avant Card can offer. A fantastic range of high schools across the nation, check out the ever growing list of private schools, co-ed, public and government schools in a range of great suburbs across Australia.



the  
best  
things  
in life  
are  
free



**NSW, ACT & WA**  
02 9699 4433  
165 Victoria Street  
Beaconsfield NSW 2015

**VIC, SA & TAS**  
03 9388 0488  
1-5 Wilkinson Street  
Brunswick VIC 3056

**QLD & NT**  
07 3256 1925  
3 Beaumont Street  
Albion QLD 4010

[avantcard@avantcard.com.au](mailto:avantcard@avantcard.com.au)  
[www.avantcard.com.au](http://www.avantcard.com.au)

ABN 81 003 037 143