



## For Sale

Location: **Brisbane**  
Asking: **\$2,850,000**  
Type: **Communications/Technology**

### Digital Media Opportunity & Leading SEQ Lifestyle Platform.

An exceptional opportunity exists to acquire one of Southeast Queensland's most established and trusted digital lifestyle platforms, a business that commands influence, drives consumer action, and delivers measurable results across tourism, hospitality, events, and government sectors.

With Queensland forecast to take centre stage leading into the Brisbane 2032 Olympic Games, this acquisition represents a first-mover advantage for Sydney and Melbourne-based media groups, agencies, or digital networks seeking a profitable foothold in the fastest-growing region of Australia.

#### Key Strategic Highlights:

- \* **Established Brand with Proven Revenue Model:** 15+ years of brand trust, streamlined monetisation through paid content, digital campaigns, EDM sponsorships and long-term partnerships with high-profile public and private clients.
- \* **Profitability:** Generating \$900,000 EBITDA, underpinned by low overheads and strong margins, with a lean operational structure requiring just three full-time staff.
- \* **Massive Organic Audience:** Monthly digital reach up to 5.3 million, including 300k+ website visits, 500k+ social followers, and 97k email subscribers, delivering unmatched engagement and share-of-voice in the SEQ market.
- \* **Blueprint for National Expansion:** Domains secured for Sydney, Melbourne, Sunshine Coast, Perth, and Adelaide. Includes tested rollout strategy proven with the successful launch of its Gold Coast division.
- \* **High-Value Digital IP:** Trademarked assets, proprietary CMS structure, SEO dominance on "what's on" and "things to do" searches, and detailed audience data for media planning and commercial optimisation.
- \* **Attractive ROI:** The business is offered for acquisition at \$2,850,000, reflecting its scale, profitability, and future expansion potential, ideal for integration into a national network or as a strategic bolt-on.
- \* **Olympics-Ready Platform:** Brisbane's prominence is rising, this business is already embedded into the community's cultural, leisure, and tourism conversations, with high domain authority, Google search dominance, and unmatched organic traffic.

This is a very rare chance to acquire a turnkey digital publishing platform with true strategic value.

Whether you're an agency looking to secure market share ahead of 2032 or a national media operator seeking scalable audience and content infrastructure, this business offers immediate revenue and long-term positioning power.

Confidential Information Memorandum available to qualified buyers. Enquire now.

Asking \$2,850,000

### Contact:

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