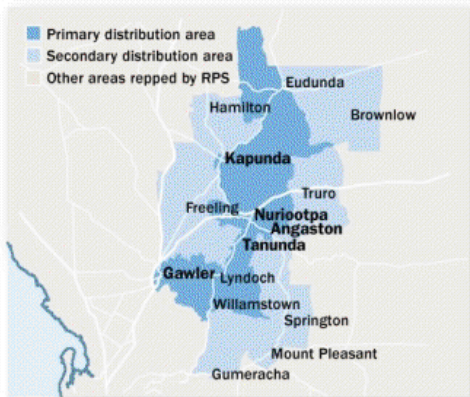


# BAROSSA & LIGHT Herald



Area: South Australia, SA  
 Published Circulation Readership †  
 21300 40472  
 Type: Free Frequency: Weekly  
 Website: barossa.yourguide.com.au  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

|                 | Primary | Secondary | Total |
|-----------------|---------|-----------|-------|
| Total Persons   | 41890   | 9840      | 51730 |
| Total Males     | 20502   | 4920      | 25422 |
| Total Females   | 21388   | 4920      | 26308 |
| Total Dwellings | 15187   | 3278      | 18465 |
| Fully Owned     | 5425    | 1319      | 6744  |
| Being Purchased | 6284    | 1512      | 7796  |
| Rented          | 3478    | 447       | 3925  |

## The Paper

The Barossa and Light Herald is centred at the heart of the Barossa Valley, one of Australia's best-known wine regions. With a free circulation of 21,300 the paper caters for the whole Barossa Valley, Gawler and surrounding towns. The Barossa and Light Herald is home delivered first thing Wednesday morning and is also available through numerous retail outlets around the valley. The 21,300 circulation is twice that of its competitors.

## The Market

This area boasts a booming wine industry with a strong supporting industry structure. It has also developed an international name as a superb tourist destination - renowned for its gourmet foods, premium wines and German specialities. The Barossa Valley is also an integral part of the highly acclaimed Tour Down Under professional cycling race. The bi-annual Vintage Festival is one of Australia's biggest festivals and runs for seven days commencing Easter Monday. The high population growth rate is driven by the influx of new residents to the market.

## DISPLAY / EGN ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

| 1  | 2  | 3   | 4   | 5   | 6   | 7   | 8 | 9 | 10 | 11 |
|----|----|-----|-----|-----|-----|-----|---|---|----|----|
| 35 | 72 | 109 | 146 | 183 | 224 | 260 | 0 | 0 | 0  | 0  |

**DEADLINES:** Bookings: 5pm Thursday prior **Material:** 12 noon Monday prior

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

|         | Casual | 500cm  | 1000cm | 2500cm | 5000cm | 7500cm | 10000cm | 15000cm |
|---------|--------|--------|--------|--------|--------|--------|---------|---------|
| Ex GST  | \$6.18 | \$5.87 | \$5.56 | \$5.25 | \$4.94 | \$4.64 | \$4.33  | -       |
| Inc GST | \$6.80 | \$6.46 | \$6.12 | \$5.78 | \$5.43 | \$5.10 | \$4.76  | -       |

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** MVSA **QuickCut Paper Code** BLH

Production Email: [sales.barossaheald@ruralpress.com](mailto:sales.barossaheald@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 4

| 1    | 2   | 3   | 4   | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------|-----|-----|-----|---|---|---|---|---|----|----|
| 62.5 | 125 | 195 | 260 | 0 | 0 | 0 | 0 | 0 | 0  | 0  |

**DEADLINES:** Bookings 5pm Friday prior **Material** 12 noon Monday prior

## RATES:

**Casual Ex GST** \$9.90 **Inc GST** \$10.89

**PV Ex GST** \$9.90 **Inc GST** \$10.89

**JOBS.COM.AU Lift Rates** Display **Ex GST** \$10.00 **Inc GST** \$11.00

Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

|             | Sun | Mon | Tue | Wed*  | Thu | Fri | Sat |
|-------------|-----|-----|-----|-------|-----|-----|-----|
| Published   | No  | No  | No  | Yes   | No  | No  | No  |
| Circulation |     |     |     | 21300 |     |     |     |
| Inserts     | 0   | 0   | 0   | 21300 | 0   | 0   | 0   |

## INSERTS

Strict conditions apply to discount insert rates. Unless you are sure of your usage level use 1-100000 rate. Levels are in multiples of 1000 per annum

per 1000 Casual

**Ex GST** \$160.00

**Inc GST** \$176.00

## Insert Destination

Bridge Print, 110-118 Adelaide Road, Murray Bridge, SA, 5253