

# Bayside Bulletin



**Area:** Queensland, QLD  
**Published Circulation** 47303  
**Readership †** 93400  
**Type:** Free **Frequency:** Weekly  
**Website:** baysidebulletin.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	127641	0	127641
<b>Total Males</b>	62464	0	62464
<b>Total Females</b>	65177	0	65177
<b>Total Dwellings</b>	43230	0	43230
<b>Fully Owned</b>	14989	0	14989
<b>Being Purchased</b>	17668	0	17668
<b>Rented</b>	10573	0	10573

## The Paper

The "Bayside Bulletin" is the major contributor of local news and information to the residents of the Shire, with a free home delivered distribution of 44454 (CAB March 2006) copies each Tuesday. The Bulletin focuses on local community issues, real estate, retail and shopping centres, entertainment, local business and community news and carries outstanding Trade Directory and Classified sections. Averaging 125 pages per edition and with a readership of 93.4%\* the Bayside Bulletin is a "must" for national agencies and their clients, looking for total market exposure with ROP or catalogue inserts. The Bayside Bulletin is a high profile newspaper delivering local news and issues to the residents of the Redland Shire, and is an outstanding high response vehicle for advertisers. [\* Roy Morgan Research Centre data - 4 issue reach]

## The Market

The Redland Shire is recognised as one of the fastest growing areas in Queensland. Encompassing the mainland and islands of Morton Bay region, the Redlands has developed into one of the premier residential communities serving Brisbane.

## 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: 9.30am 3 working days prior **Material:** 9.30am 3 working days 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
<b>Ex GST</b>	\$10.80	\$9.60	\$9.05	\$8.40	\$7.90	-	\$7.65	\$7.50
<b>Inc GST</b>	\$11.88	\$10.56	\$9.96	\$9.24	\$8.69	-	\$8.42	\$8.25

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** BABT **QuickCut Paper Code** BAYB

Production Email: [prod.bbulletin@ruralpress.com](mailto:prod.bbulletin@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 2 working days prior **Material** 5pm 2 working days prior

## RATES:

**Casual Ex GST** \$18.46 **Inc GST** \$20.31

**PV Ex GST** \$18.46 **Inc GST** \$20.31

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

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

## COLOUR:

**Full Colour** \$465.00

**Inc GST** \$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue*	Wed	Thu	Fri	Sat
<b>Published Circulation</b>	No	No	Yes 47303	No	No	No	No
<b>Inserts</b>	0	0	47500	0	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** -

**Inc GST** -

## Insert Destination

Redlands Media Distributors, Unit 3, 69-71 Steel Street, CAPALABA QLD 4157