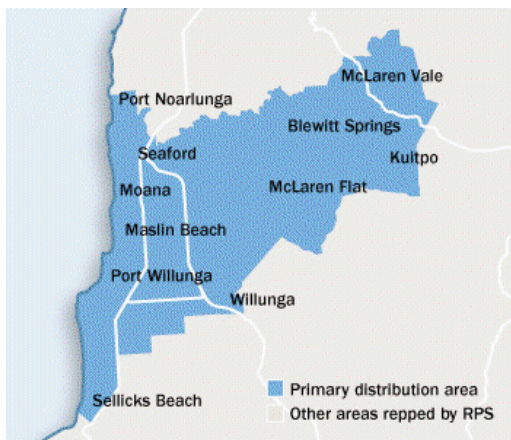


On the COAST



Area: South Australia, SA
 Published Circulation Readership †
 15250 16739
 Type: Free Frequency: Monthly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	34771	0	34771
Total Males	17138	0	17138
Total Females	17633	0	17633
Total Dwellings	12685	0	12685
Fully Owned	4222	0	4222
Being Purchased	5774	0	5774
Rented	2689	0	2689

The Paper

On The Coast services an area formerly covered by the District Council of Willunga and now serviced by an amalgamated "super council" - the City of Onkaparinga. The free monthly publication has been established to grow as the community grows. The market being only 40 kilometres from Adelaide is a comfortable commuting distance which makes it attractive to new residents.

The Market

The circulation region of On The Coast is located about 40 kilometres south of Adelaide - midway between Adelaide and the Fleurieu Peninsula's South Coast. Contained within the coverage/circulation area is the notable Australian wine region - McLaren Vale - boasting almost 50 established wineries. Other rural industries include almond orchards offering export quality produce, horse studs as well as beef and dairy cattle farming. The region is a popular tourist destination for long-stay visitors and day trippers from Adelaide. As well as wineries, a popular tourist drawcard in the extensive network of clean sandy surf and swimming beaches. It offers rural living opportunities within a commutable distance to Adelaide.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 3rd Thursday of each month Material: 4th Monday of each month

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	\$5.74	\$5.45	\$5.17	\$4.88	\$4.59	\$4.31	\$4.02	-
Inc GST	\$6.31	\$6.00	\$5.69	\$5.37	\$5.05	\$4.74	\$4.42	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code MVSA QuickCut Paper Code OTC

Production Email: prod.victortimes@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 3rd Thursday of each month Material 4th Monday of each month

RATES:

Casual Ex GST \$12.77 Inc GST \$14.05

PV Ex GST \$12.77 Inc GST \$14.05

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
Published	No	Yes	No	No	No	No	No
Circulation		15250					
Inserts	0	15300	0	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 \$180.00

Inc GST \$198.00

Insert Destination

Bridge Printing, 110-118 Adelaide Road, MURRAY BRIDGE SA 5253