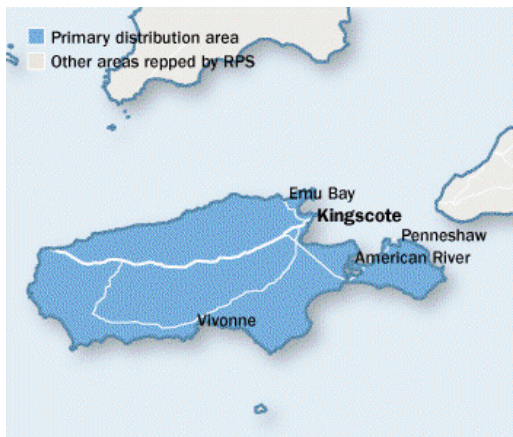


The Islander



Area: South Australia, SA
 Published 1994 Circulation 5330 Readership †
 Type: Paid Frequency: Weekly
 Website: kangarooisland.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	2073	0	2073
Total Males	1074	0	1074
Total Females	999	0	999
Total Dwellings	725	0	725
Fully Owned	341	0	341
Being Purchased	238	0	238
Rented	146	0	146

The Paper

The Islander, Kangaroo Island's only newspaper, is published weekly and boasts a penetration into local homes of 98.7% with a circulation of 1,974. In this close-knit and isolated community this is the prime communication vehicle which is reflected in its high readership level.

The Market

Kangaroo Island is a rich agricultural district, specialising in sheep, cattle and grains. Tourism, however, is rapidly growing on Australia's third largest island as annual visitor numbers climb through the 200,000 mark. With this growth has emerged many unique cottage industries producing eucalyptus oil, the world's most pure honey, sheep's milk yoghurt and cheeses, marron and yabbies, oysters and mussels to name just a few. And it's the Island's cleanliness and environmental stability that has made it so popular with both Australian and international visitors, being free of most feral animals found on the rest of the continent. Fishing is also a thriving industry in the waters surrounding Kangaroo Island. Amateur anglers are always guaranteed a feed of the famous King George Whiting, while commercial fishermen make their living out of crayfish, abalone and scatefish. Kangaroo Island is growing in stature as one of the best holiday destinations in the world.

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: 12 noon 3 working days prior **Material:** 12 noon 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
Ex GST	\$6.31	\$5.99	\$5.68	\$5.36	\$5.05	\$4.73	\$4.42	-
Inc GST	\$6.94	\$6.59	\$6.25	\$5.90	\$5.56	\$5.20	\$4.86	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code MVSA QuickCut Paper Code ISL

Production Email: theislander@ruralpress.com

CLASSIFIED 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 12 noon 3 working days prior **Material** 12 noon 3 working days prior

RATES:

Casual Ex GST \$6.32 Inc GST \$6.95

PV Ex GST \$6.32 Inc GST \$6.95

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 Circulation	No	No	No	No	Yes 1994	No	No
Inserts	0	0	0	0	2100	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 \$140.00

Inc GST \$154.00

Insert Destination

Dauncy Street, KINGSCOTE, SA, 5223