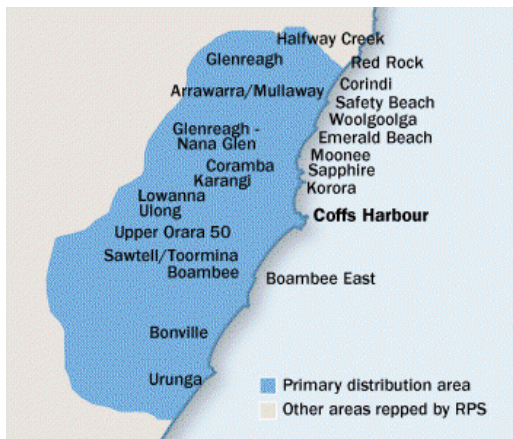


Coffs Coast Independent



Area: Mid North Coast, NSW
Published Circulation 29535 **Readership †** 52623
Type: Free **Frequency:** Weekly
Website: coffsindependent.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	64699	0	64699
Total Males	31359	0	31359
Total Females	33340	0	33340
Total Dwellings Fully Owned	23895	0	23895
Being Purchased	9272	0	9272
Rented	6844	0	6844
	7779	0	7779

The Paper

The Coffs Coast Independent is published once a week, with 29,200 full colour copies delivered to homes and businesses in the area and wider Coffs Coast region. It provides localised and comprehensive editorial, sport and entertainment coverage and a cost-efficient vehicle for local and national advertisers. With its strong local readership, The Coffs Coast Independent enjoys a high profile and is well respected within the community for its dedicated local coverage.

The Market

Coffs Harbour is a seaside town located on the north coast of New South Wales about 570kms north of Sydney and 350kms south of Brisbane. The region has a steadily growing population of approximately 70,000 people that swells to over 100,000 in the holiday season. Popular with 'tree' and 'sea' changers, Coffs Harbour continues to grow at an exceptional rate, with a population projection of 80,014 by the year 2016. According to the CSIRO, Coffs Harbour has the most livable climate in Australia and is nestled between a high mountain backdrop and dozens of unspoiled beaches. Coffs Harbour has industrial centres on the south and north sides of the city, which are home to many small manufactures, freight and distribution firms, wholesalers and bulky goods retailers. The area additionally boasts three major shopping centres, including many national franchises and representation from the major national supermarkets, fashion houses and food chains in addition to a thriving retail hub in the revamped city centre. There are multiple flights per day by QantasLink, VirginBlue and Regional Express from Coffs Harbour to Sydney, Brisbane and Newcastle. Coffs Harbour is also accessible by road, Countrylink trains and regular bus services.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

DEADLINES: Bookings: 5pm Monday prior to publication **Material:** 12 noon Tuesday prior to publication

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	\$10.67	\$9.49	\$8.89	\$7.41	\$6.75	-	\$6.53	-
Inc GST	\$11.74	\$10.44	\$9.78	\$8.15	\$7.43	-	\$7.18	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** CHI **QuickCut Paper Code** CHI

Production Email: thehub@ruralpress.com; cc:accounts@coffsindependent.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
31	64	97	130	163	195	228	262	0	0	0

DEADLINES: Bookings 5pm Monday prior to publication **Material** 12 noon Tuesday prior to publication

RATES:

Casual Ex GST \$14.21 **Inc GST** \$15.63

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 Circulation	No	No	No	No	Yes	No	No
Inserts	0	0	0	0	29535	0	0
					29535		

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

Hunter Distribution, Bay 10/9 GDT Secombe Close, COFFS HARBOUR NSW 2450