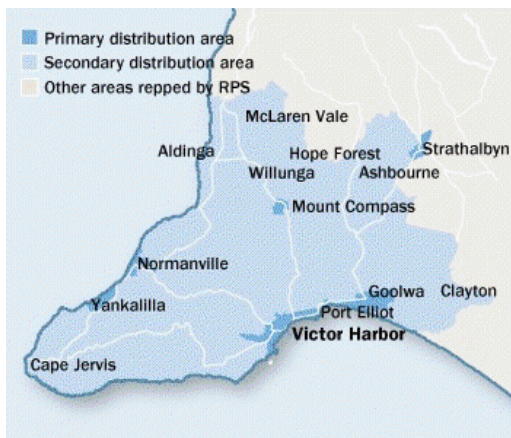


The Times



Area: South Australia, SA
 Published Circulation Readership †
 7490 18860
 Type: Paid Frequency: Weekly
 Website: victorharbor.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	26294	7738	34032
Total Males	12595	3869	16464
Total Females	13699	3869	17568
Total Dwellings	10074	2591	12665
Fully Owned	4819	1079	5898
Being Purchased	2812	1131	3943
Rented	2443	381	2824

The Paper

The Times continues to grow in circulation and readership due largely to its strong community connection and coverage of local issues. This growth in an expanding population has assisted advertisers to achieve a better result in their advertising.

The Market

Situated one hour's drive from Adelaide, this area has long been rich in rural produce and with its associated industries, grazing, dairy farming, horse breeding, regular livestock markets and wineries, provide a solid economic base. It can best be described as a country community which possesses all the advantages of suburban life. Ranging in age from young people to retired folk, the community is a combination of rural and semi-urban, and because of its proximity to the city, there is also a significant commuter population. With its pleasant climate and an aesthetically pleasing terrain, the Fleurieu Peninsula has for many years boasted a thriving tourist industry, and real estate has recorded a significant growth in recent years. The richest resource in the area is people with a high net inflow of new residents.

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: 10 pm Monday 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	\$7.15	\$6.79	\$6.44	\$6.08	\$5.72	\$5.36	-	-
Inc GST	\$7.87	\$7.47	\$7.08	\$6.69	\$6.29	\$5.90	-	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code MVSA QuickCut Paper Code VHT

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 4 pm Tuesday prior Material 10 am Wednesday prior

RATES:

Casual Ex GST \$6.90 Inc GST \$7.59

PV Ex GST \$6.90 Inc GST \$7.59

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 7490	No	No
Inserts	0	0	0	0	8100	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 \$150.00

Inc GST \$165.00

Insert Destination

13 Coral Street, VICTOR HARBOR, SA, 5211