

# THE RedlandTimes



Area: Queensland, QLD  
 Published Circulation Readership †  
 47266 88000  
 Type: Free Frequency: Weekly  
 Website: redlandtimes.com.au  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

## The Paper

The Redland Times has been part of the Redland Shire for over 60 years and currently is published every Friday and distributed free to 44410 (CAB: March 2006) homes throughout the region. This paper focuses on local community issues and produces an average of 52 pages weekly. As well as coverage of local issues, local government and community news, the Redland Times includes specially designed feature pages for dining and entertainment, motoring, Redlands lifestyle and sport. Another successful form of advertising is the two paper buy with its sister paper the "Bayside Bulletin" published Tuesdays. Readership levels exceed 80 per cent. [\* Roy Morgan Research Centre data - 4 issue reach]

## The Market

The Redland Shire is one of Queensland's fastest growing residential regions, with the population growing from 66,000 in 1986 to over 130,000 in 2005. Encompassing the mainland and islands of Moreton Bay, this region is a mecca for many who choose to enjoy the outstanding residential lifestyle offered by the community facilities of the Redlands.

## 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: 10am 2 working days prior Material: 10am 2 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	-	-	-	-	-	-	-	\$7.68
Inc GST	-	-	-	-	-	-	-	\$8.45

COLOUR: Full Colour \$450.00

## MATERIAL:

Preferred method of receiving material: Quickcut  
 QuickCut Yes Publisher Code BABT QuickCut Paper Code REDT  
 Production Email: prod.bbuletin@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 9am 1 working day prior Material 9am 1 working day prior

## RATES:

Casual	Ex GST \$18.46	Inc GST \$20.31								
PV	Ex GST \$18.46	Inc GST \$20.31								
JOB.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	\$450.00
Inc GST	\$495.00

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Published	No	No	No	No	No	Yes	No
Circulation						47266	
Inserts	0	0	0	0	0	47500	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