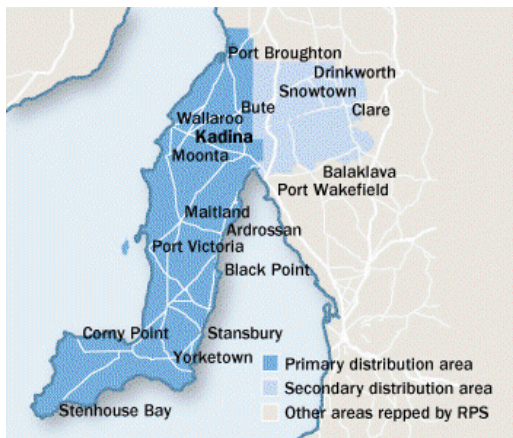


Yorke Peninsula
Country Times
READ ALL OVER THE LEG!



Area: South Australia, SA
Published Circulation Readership †
 8886 21600
 Type: Paid Frequency: Weekly
 Website: ypct.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	25174	9504	34678
Total Males	12609	4752	17361
Total Females	12565	4752	17317
Total Dwellings	9726	3621	13347
Fully Owned	5217	1601	6818
Being Purchased	2385	1145	3530
Rented	2124	875	2999

The Paper

Locally owned by the same family for three generations, the Yorke Peninsula Country Times prides itself on providing news and information to all cross sections of the community, particularly with its sports, Real Estate and Farming sections. The Country Times circulation encompasses the entire Yorke Peninsula with the main business districts in the area being Kadina, Wallaroo, Moonta, Maitland, Ardrossan, Minlaton and Yorketown. Not only catering for the local resident, the newspaper also serves to inform the tourist. The Country Times prints on average 56 pages per week packed with stories, photos, local events and achievements and also a large advertising content from the local business precinct.

The Market

Stretching from Port Broughton in the North to Corny Point in the South, the Yorke Peninsula includes the historic mining area of Moonta, Kadina and Wallaroo, and the picturesque Innes National Park on the Southern Yorke Peninsula. The Yorke Peninsula is a very distinct and unique geographical area attracting over 400,000 tourists to the region each year. Yorke Peninsula coastline has become hot property fetching unprecedented prices because of its spectacular beaches, peaceful ambience and close proximity to Adelaide. The region boasts one of the biggest and most reliable cropping belts in South Australia, cropping everything from lentils, peas, canola, wheat and barley. Livestock is also a big industry with sheep, cattle and pigs. Fishing and aquaculture are also substantial in this area with a fleet of 39 prawn trawlers, oyster and mussel farms and a crab factory. Agriculture, fishing and tourism has provided the Yorke Peninsula with a very stable economy, this is reflected by the strong business precinct of Kadin

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 40 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 Thursday prior **Material:** 12 noon Friday 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	\$6.75	\$6.25	\$6.05	\$5.60	\$5.30	\$5.00	\$4.85	-
Inc GST	\$7.43	\$6.88	\$6.66	\$6.16	\$5.83	\$5.50	\$5.34	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** YOPC **QuickCut Paper Code** YPCT

Production Email: bookings@ypct.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 40 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 Thursday prior **Material** 12 noon Friday prior

RATES:

Casual Ex GST \$6.75 **Inc GST** \$7.43

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	No	No	Yes	No	No	No	No
Circulation			8886				
Inserts	0	0	8890	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 \$140.00

Inc GST \$154.00

Insert Destination

31 Goyder Street, KADINA SA 5554