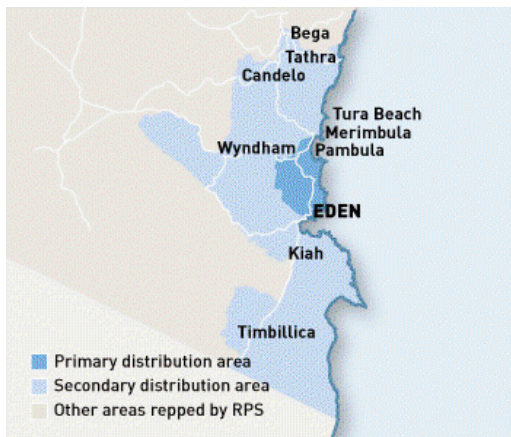


# Magnet



**Area:** South Coast and Southern Highlands, NSW

**Published** 1640 **Circulation** 5033 **Readership †**

**Type:** Paid **Frequency:** Weekly

**Website:** eden.yourguide.com.au

**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	5580	17020	22600
<b>Total Males</b>	2770	8510	11280
<b>Total Females</b>	2810	8510	11320
<b>Total Dwellings</b>	2021	6545	8566
<b>Fully Owned</b>	871	2955	3826
<b>Being Purchased</b>	535	1883	2418
<b>Rented</b>	615	1707	2322

## The Paper

Eden has been served by a local newspaper continuously for more than 105 years. The Magnet concentrates on local community news as well as issues that affect the local industries and the residents of the shire. The Magnet publishes about 40 pages once a week. One of the paper's features is Coastwide Classifieds which offers the readers and advertisers classified advertisements from Batemans Bay to south of the Victorian border.

## The Market

Eden is a timber, fishing and tourist town on the far south coast of New South Wales with a population of about 4,000. It is home to one of the State's largest fishing ports and has a tuna cannery operated by Heinz Greenseas which employs about 150 people. The Harris Dalshowa chipmill employs 75 people and there are more than 350 other workers involved in the region's timber industry. Located half way between Sydney and Melbourne and only three hours from Canberra, Eden has a growing tourist industry. As the first NSW coastal town north of the Victorian border, Eden attracts many visitors from Melbourne and is now attracting an increasing number from Canberra. Whale-watching has become popular in the past eight years, now attracting more than 2,500 tourists each October and November. The Pacific Whale Foundation has selected Eden as a key site for research. The foundation's research team spends about six weeks in Eden each year. Other tourist attractions around Eden include the Ben Boyd National Park, Mount Imlay and Eden's Killer Whale Museum. The museum is home to the skeleton of Old Tom - Eden's famous killer whale. Plans are underway for a major multi-purpose wharf which will provide a large economic boost for the entire region. Eden is also home to Australia's only marine t

## DISPLAY / EGN 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: 4pm 2 working days prior **Material:** 4pm 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
<b>Ex GST</b>	\$8.79	\$8.44	\$7.98	\$7.08	\$6.55	-	-	-
<b>Inc GST</b>	\$9.67	\$9.28	\$8.78	\$7.79	\$7.21	-	-	-

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** SCRN **QuickCut Paper Code** EDMAG

Production Email: [bob.deighton@ruralpress.com](mailto:bob.deighton@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

**DEADLINES:** Bookings 4pm 2 working days prior **Material** 9am 1 working day prior

## RATES:

**Casual Ex GST** \$14.16 **Inc GST** \$15.58

**PV Ex GST** \$15.72 **Inc GST** \$17.29

**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
<b>Published Circulation</b>	No	No	No	No	Yes 1640	No	No
<b>Inserts</b>	0	0	0	0	1800	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** -

**Inc GST** -

## Insert Destination

Capital Fine Print, 9 Pirie Street, FYSHWICK ACT 2609