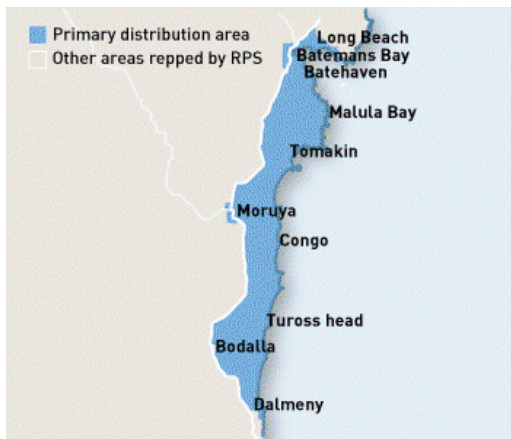


# EUROBODALLA SHIRE Independent



Area: South Coast and Southern Highlands, NSW

Published Circulation Readership †  
 12277 22806  
 Type: Free Frequency: Weekly  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
Total Persons	24050	0	24050
Total Males	11654	0	11654
Total Females	12396	0	12396
Total Dwellings	9144	0	9144
Fully Owned	4439	0	4439
Being Purchased	2196	0	2196
Rented	2509	0	2509

## The Paper

With its free distribution to all the urban areas including Moruya, Batemans Bay and Narooma, the Independent provides a strong advertising vehicle for advertisers who wish to maximise the number of houses reached in this growth market.

## The Market

Should Mother Nature choose her home, she would live on the Eurobodalla Nature Coast - The Land of Many Waters where lush greens of the south east forests meet the crystal clear waters of the Pacific. Pure sandy beaches are flanked by the rugged headlands and the backdrop is the spectacular escarpment of the Great Dividing Range. The rapid growth of the Eurobodalla Nature Coast in the last decade has been due to the influx of new residents and new money, and that is a trend that is likely to continue. While there has always been strong local investment it is the new money that lifts the area to new levels. Retailing, service industries and tourism have become more prominent while traditional agriculture, fishing and forestry draw back which is consistent with the NSW pattern. The Eurobodalla Nature Coast is a vibrant and fast growing area and the Independent covers it all.

## 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: 11am 2 working days prior Material: 11am 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	\$9.88	\$9.40	\$8.90	\$8.44	\$7.91	\$7.40	-	-
Inc GST	\$10.87	\$10.34	\$9.79	\$9.28	\$8.70	\$8.14	-	-

COLOUR: Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code BAPO QuickCut Paper Code ESI

Production Email: [mail.baypost@ruralpress.com](mailto:mail.baypost@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 9.30am 1 working day prior Material 9.30am 1 working day prior

## RATES:

Casual Ex GST \$13.45 Inc GST \$14.80

PV Ex GST \$13.45 Inc GST \$14.80

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 12277	No	No
Inserts	0	0	0	0	12316	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