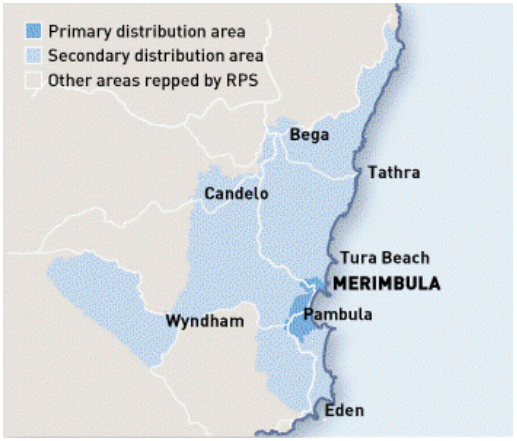
Merimbula NEWS WEEKLY

MERIMBULA PAMBULA TURA



Area: South Coast and Southern Highlands, NSW

Published	Circulation	Readership †
	4105	11605

Type: Paid **Frequency**: Weekly
Website: merimbula.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	5649	16818	22467
Total Males	2777	8409	11186
Total Females	2872	8409	11281
Total Dwellings	2164	6344	8508
Fully Owned	946	2841	3787
Being Purchased	529	1867	2396
Rented	689	1636	2325

The Paper

Award winning Rural Press publication for highest rising circulation (1999). Country Press Association, award winning paper for Journalism (2000). An unrivalled reach of 97% of homes in its market. With a steady and constant demand for property both commercial and residential the News Weekly has sold out over the holiday period, and has the fastest growing subscriber list on the coast. The News Weekly is very highly regarded amongst locals and tourists and was one of the first South Coast papers to incorporate colour.

The Market

Magical Merimbula is one of only a handful of places in the world where you can sunbake and swim in unpolluted water in the morning then drive for 2.5 hrs and ski at Australia's premier snow fields that afternoon. Situated halfway between Sydney and Melbourne and just 3 hours to Canberra, Merimbula is fast becoming the holiday and business centre in the shire . Merimbula already boasts the strongest retail sector, with an ever increasing number of national chains. The airport has daily flights to Sydney and Melbourne. Merimbula has four clubs, three golf courses, world class game and estuary fishing, oyster and mussel farms and a host of other recreational facilities. The population is more than 10,500. During school holidays and peak periods the population has reached more than 40,000.

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:** 12 noon 3 working days prior **Material:** 5pm 3 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	$8.79	$8.44	$7.98	$7.08	$6.55	$6.16	-	-
Inc GST	$9.67	$9.28	$8.78	$7.79	$7.21	$6.78	-	-

COLOUR: **Full Colour** $465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** BEDN **QuickCut Paper Code** MN
Production Email: 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** 5pm 2 working days prior **Material** 5pm 2 working days 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
Published	No	No	No	Yes	No	No	No
Circulation				4105			
Inserts	0	0	0	4500	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	-
Inc GST	-

Insert Destination
Capital Fine Print, 9 Pirie Street, FYSHWICK ACT 2609