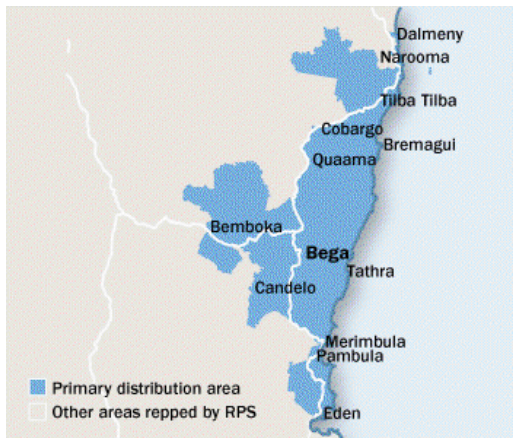


Bega District News



Area: South Coast and Southern Highlands, NSW

Published Circulation Readership †
3419 10263
Type: Paid Frequency: Bi-Weekly
Website: bega.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	32878	0	32878
Total Males	16085	0	16085
Total Females	16793	0	16793
Total Dwellings	12353	0	12353
Fully Owned	5839	0	5839
Being Purchased	3208	0	3208
Rented	3306	0	3306

The Paper

The Bega District News boasts an excellent home penetration rate. As well as Bega, it also serves Tathra, Candelo, Bermagui, Bemboka, Quaama, Wolumla and Cobargo and is respected as the region's "senior" newspaper.

The Market

Bega, with a population of 4700, is the administrative and services centre for the picturesque Bega Valley Shire which has a population of over 28,000. Bega is also the far south coast's main retail centre, well represented by the major stores, and attracts shoppers from a wide area. It has a very strong Chamber of Commerce and Industry. Served by the bi-weekly Bega District News since 1864, Bega is the centre of a strong dairying and beef industry. Bega cheese and associated Bega Co-op products are the highest selling Australian made product range in the nation's supermarkets.

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 2 working days prior Material: 12 noon 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	\$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 \$450.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code BEDN QuickCut Paper Code BDN

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	Yes	No	No	Yes	No
Circulation			2047			3419	
Inserts	0	0	2343	0	0	3798	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