



Area: South Australia, SA
 Published Circulation Readership †
 15000 28500
 Type: Free Frequency: Weekly
 Website: flindersranges.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	54699	20814	75513
Total Males	27254	10407	37661
Total Females	27445	10407	37852
Total Dwellings	20390	8012	28402
Fully Owned	8854	3784	12638
Being Purchased	6209	2486	8695
Rented	5327	1742	7069

The Paper

The Flinders News with a circulation of 15,000 is delivered to every home in the Clare and Gilbert Valleys. It serves as a strong advertising vehicle around the mid north and upper north for those businesses whose market extends outside Port Pirie and Port Augusta.

The Market

Servicing an enormous and diverse region, the market ranges from the Mid North and Upper North which constitutes the agricultural heart land of South Australia. The economy is highly diversified to include livestock, cropping, vineyards and forestry. This incorporates the Clare Valley (main service centre: Clare) and the Southern Flinders Ranges (main centres: Jamestown and Peterborough). The Northern Yorke Peninsula with the Copper Triangle (main service centre: Kadina) and the Northern Spencer Gulf (including Port Pirie and Port Augusta) are also part of the market area. Supporting a balanced population of varied interests and lifestyles, an indication of the region's affluence is the high level of retail activity. Tourism is the industry with significant growth as thousands flock annually to the Ranges and Clare Valley.

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 4 working days prior Material: 10 am 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	\$7.75	\$7.36	\$6.98	\$6.59	\$6.20	\$5.81	\$5.43	-
Inc GST	\$8.53	\$8.10	\$7.68	\$7.25	\$6.82	\$6.39	\$5.97	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code PFN QuickCut Paper Code FN
 Production Email: adcoordinator.pirie@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 12 noon 4 working days prior Material 10 am 2 working days prior

RATES:

Casual Ex GST \$10.10 Inc GST \$11.11
 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	No	Yes	No	No	No
Circulation				15000			
Inserts	0	0	0	15000	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 \$160.00
 Inc GST \$176.00

Insert Destination

Bridge Printing, 110-118 Adelaide Rd, MURRAY BRIDGE SA 5253