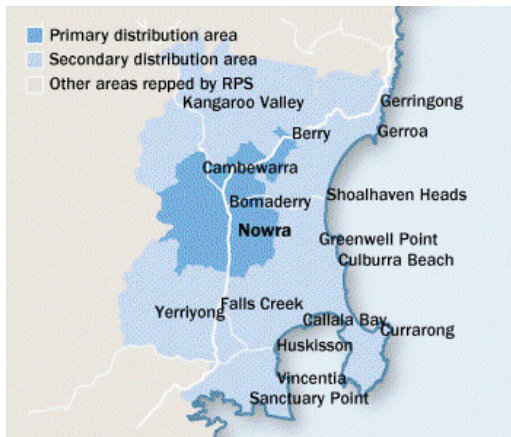


South Coast Register



Area: South Coast and Southern Highlands, NSW

Published Circulation Readership †
6422 18147
Type: Paid Frequency: Tri-Weekly
Website: southcoastregister.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	32668	36622	69290
Total Males	15801	18311	34112
Total Females	16867	18311	35178
Total Dwellings	11693	13442	25135
Fully Owned	4241	6790	11031
Being Purchased	3848	3725	7573
Rented	3604	2927	6531

The Paper

The South Coast Register, first published in 1885, is a tri-weekly newspaper serving readers from Gerringong in the north to Sussex Inlet in the south - an area of 4,000 square kilometres.

Published Monday, Wednesday and Friday, the South Coast Register has strong connections with the Shoalhaven community. The Register has a proud record of informing readers about local news, community happenings and sporting events. This paid newspaper publishes more than 160 pages of quality local information each week. Wednesday's edition boasts a 24-page colour Property Guide supplement that is also distributed via participating Real Estate Agents. The Property Guide is the real estate bible of the Shoalhaven. As an added value service all advertisements appearing in the Property Guide are also uploaded to the web each week at www.nowra.yourguide.com.au Regarded as the Shoalhaven's leading newspaper, the Register also gained international recognition when it was awarded the Pacific Area Newspapers Association's 2001 and 2002 Award for Best Newspaper of the Year in its circulation category.

The Market

The Shoalhaven boasts a population of over 85,000 and growing. 35 picturesque towns and villages make the Shoalhaven an idyllic tourist destination, offering rolling green pastures, secluded bays, pristine beaches and unique crafts and local cuisine. Each town and village has its own unique appeal Underpinning the region's vibrant tourist industry are strong manufacturing, retail and agricultural sectors. While dairying is the area's main agricultural enterprise the area also boasts a burgeoning viticulture industry targeting the boutique wine market. The area is home to the Navy's Fleet Air Arm base HMAS Albatross, while the Defence Forc

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 4 working days prior Material: 10am 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	\$10.11	\$6.86	\$6.39	\$6.23	\$6.06	\$5.41	\$4.88	\$4.56
Inc GST	\$11.12	\$7.55	\$7.03	\$6.85	\$6.67	\$5.95	\$5.37	\$5.02

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code SCRN QuickCut Paper Code SCR

Production Email: prod.scregister@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 \$10.56 Inc GST \$11.62

PV Ex GST \$18.69 Inc GST \$20.56

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	Yes	No	Yes	No	Yes	No
Circulation		1903		6422		1771	
Inserts	0	2397	0	7000	0	2104	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