



Area: Western Australia, WA
Published Circulation* Readership †
 We 6472 9720
Type: Free **Frequency:** Weekly
Website: margaretrivermail.com.au
Approx PI's[^]: 58688
Audited Circulation: CAB September 2014

† Estimated based on readers per copy
[^] Monthly website page impressions
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	8754	1102	9856
Total Males	4374	551	4925
Total Females	4380	551	4931
Total Dwellings	2992	389	3381
Fully Owned	940	177	1117
Being Purchased	1027	84	1111
Rented	1025	128	1153

The Paper

The Augusta-Margaret River Mail is the key voice for all local news, which gives it a strong market penetration, with content ranging from vital issues through to community news such as sport, entertainment and information. The weekly paper averages about 40 pages, including a colour real estate guide and motoring guide. Special publications are included for major events such as the Margaret River Masters surfing event, wine festival and viticultural field day which attracts exhibitors from other states. The Mail was the first newspaper in WA to go online - its website can be found at www.margaretriver.yourguide.com.au

The Market

The Augusta-Margaret River Shire is in the heart of the Cape to Cape region, which extends from Augusta to Busselton and is a three-hour drive by highway from Perth. Spectacular scenery, famous surf, fishing, forests and limestone caves make the region a premier Australian and international destination, as well as major drawcard for the many people moving to the area. The Augusta-Margaret River Shire is one of WA's fastest-growing rural areas, with a population of 10,000 and an annual growth rate of about six per cent. The Shire's population has increased 30 per cent since 1991. Its economy is kept buoyant by tourism and premium winemaking, dairying, beef, sheep and a growing horticulture industry.

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	25000cm
Ex GST	\$6.62	\$6.57	\$6.38	\$5.64	\$5.01	\$4.65	\$4.32	\$3.98	\$3.57
Inc GST	\$7.28	\$7.23	\$7.02	\$6.20	\$5.51	\$5.12	\$4.75	\$4.38	\$3.93

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** CMRW **QuickCut Paper Code** AMR
 Production Email: sales.colliemail@fairfaxmedia.com.au

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 2 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual	Ex GST \$14.66	Inc GST \$16.13
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$5.00	Inc GST \$5.50

COLOUR:

Full Colour	\$465.00
Inc GST	\$511.50

Production Email: rita.lapham@fairfaxmedia.com.au; cc - mail.mandura

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				6480			
Inserts				6500			
Readership				9720			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Rafferty Close, MANDURAH WA