



Area: Western Australia, WA
Published We: 25493
Circulation*: 38092
Readership †: 38092
Type: Free **Frequency:** Weekly
Website: bunburymail.com.au
Approx PI's[^]: 126780
Audited Circulation: CAB September 2014

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	51034	10344	61378
Total Males	25348	5172	30520
Total Females	25686	5172	30858
Total Dwellings	17678	3115	20793
Fully Owned	5359	995	6354
Being Purchased	7028	1573	8601
Rented	5291	547	5838

The Paper

The Bunbury Mail is published each Wednesday with 24,870 copies distributed free to homes and businesses throughout a region which includes major satellite towns Australind, Eaton and Dalyellup. The paper is Bunbury's most widely read newspaper with 93% readership (four issue reach, Synovate Market Research, 2007). It is seen as a leader in the marketplace and has developed a strong following among readers and advertisers in an 11 year history with its blend of general news, community news, sport and features. Now averaging 180 pages per issue, Bunbury Mail takes pride in its award winning weekly features profiling local identities and sportspeople. Along with sponsoring and promoting many local events, wedding, social and baby photos also underline the Mail's commitment to being a 'people paper'. Other popular weekly features include the substantial Domain real estate and South West Autoguide liftouts which contain comprehensive details of real estate and motor vehicles available in the local area. A comprehensive entertainment section which highlights what is on around town in the field of the arts, music, theatre and cinema. Home Improvement, a guide to a good home, fashion, health, gardening, education and training features also appear regularly in the paper.

The Market

Bunbury is the biggest regional city in Western Australia and is the major centre in the State's rapidly developing South West. It is one of the fastest growing and most dynamic regions in Australia. The city takes in industries such as mixed farming, fishing, horticulture, forestry, mining, mineral refining and power generation. The Port of Bunbury is one of the State's busiest, being the departure point for raw materials like alumina, vegetable oils, woodchips and mineral sands. The city's coastal location makes it a popular destination for visitors from around the state, Australia and the world.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms:38 Max Cols:7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	148	186	224	262	0	0	0	0

DEADLINES: Bookings:5pm 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	25000cm
Ex GST	\$7.25	\$6.38	\$6.17	\$5.81	\$5.45	\$5.07	\$4.71	\$4.36	\$3.98
Inc GST	\$7.98	\$7.02	\$6.79	\$6.39	\$6.00	\$5.58	\$5.18	\$4.80	\$4.38

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code CMRW QuickCut Paper Code BM
 Production Email: ashlyn.mm@fairfaxmedia.com.au; Shannon.leplastrier@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	129	195	262	0	0	0	0	0	0	0

DEADLINES: Bookings4pm 2 working days prior **Material**4pm 2 working days prior

RATES:

Casual	Ex GST	Inc GST	Full Colour
\$17.28	\$19.01	\$19.01	\$465.00
Adzuna.com.au Lift Rates	Display	Ex GST	Inc GST
	\$15.00	\$16.50	\$16.50
	Lineage	Ex GST	Inc GST
	\$5.00	\$5.50	\$5.50

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

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				25395			
Inserts				25550			
Readership				38092			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

6 Barnard Street, BUNBURY WA 6230