



**Area:** Western Australia, WA  
**Published Circulation\*** 14100 **Readership †** 21150  
**Type:** Free **Frequency:** Weekly  
**Website:** busseltonmail.com.au  
**Approx PI's<sup>^</sup>:** 72988  
**Audited Circulation:** CAB September 2014

† Estimated based on readers per copy  
<sup>^</sup> Monthly website page impressions  
 \* Average per day

**AREA STATISTICS**

|                        | Primary | Secondary | Total |
|------------------------|---------|-----------|-------|
| <b>Total Persons</b>   | 20213   | 5718      | 25931 |
| <b>Total Males</b>     | 9796    | 2859      | 12655 |
| <b>Total Females</b>   | 10417   | 2859      | 13276 |
| <b>Total Dwellings</b> | 7033    | 1876      | 8909  |
| <b>Fully Owned</b>     | 2309    | 716       | 3025  |
| <b>Being Purchased</b> | 2181    | 708       | 2889  |
| <b>Rented</b>          | 2543    | 452       | 2995  |

**The Paper**

First with the news, delivered FREE every Wednesday, the Busselton-Dunsborough Mail is the local community newspaper for this region. The 13,500 circulation ensures it is delivered to every household maximising advertiser response in this growth market.

**The Market**

Idyllically located on Geographe Bay, Busselton, a thriving town has farming, tourism, fishing, viticulture and sand mining as its major industries. A myriad of surrounding towns use Busselton as their centre, including Yallingup, Dunsborough and Nannup. The growth of the market is built around a net inflow of new residents particularly retirees from both the city and country areas. Busselton is the fastest growing rural region in Australia.

**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:**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 |
|----------------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| <b>Ex GST</b>  | \$6.62 | \$5.97 | \$5.64 | \$5.30 | \$5.01 | \$4.65 | \$4.31  | \$3.98  | \$3.64  |
| <b>Inc GST</b> | \$7.28 | \$6.57 | \$6.20 | \$5.83 | \$5.51 | \$5.12 | \$4.74  | \$4.38  | \$4.00  |

**COLOUR: Full Colour** \$465.00

**MATERIAL:**

Preferred method of receiving material: Quickcut  
 QuickCut Yes **Publisher Code** CMRW **QuickCut Paper Code** BDM  
 Production Email: [sales.colliemail@ruralpress.com](mailto:sales.colliemail@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**4pm 2 working day prior **Material**4pm 2 working day prior

**RATES:**

| Casual  | Ex GST  | Inc GST | Adzuna.com.au Lift Rates | Display | Ex GST | Inc GST  | Lineage  | Ex GST | Inc GST | COLOUR: Full Colour |
|---------|---------|---------|--------------------------|---------|--------|----------|----------|--------|---------|---------------------|
| \$14.66 | \$16.13 | \$15.00 | \$16.50                  | \$5.00  | \$5.50 | \$465.00 | \$511.50 |        |         |                     |

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**PUBLICATION AND CIRCULATION \* Highest circulation day**

|                    | Sun | Mon | Tue | Wed*  | Thu | Fri | Sat |
|--------------------|-----|-----|-----|-------|-----|-----|-----|
| <b>Circulation</b> |     |     |     | 14100 |     |     |     |
| <b>Inserts</b>     |     |     |     | 14100 |     |     |     |
| <b>Readership</b>  |     |     |     | 21150 |     |     |     |

SOURCE: FRM Circulation Database June 2013

**INSERTS**

**Insert Destination**  
 Rafferty Close, MANDURAH WA