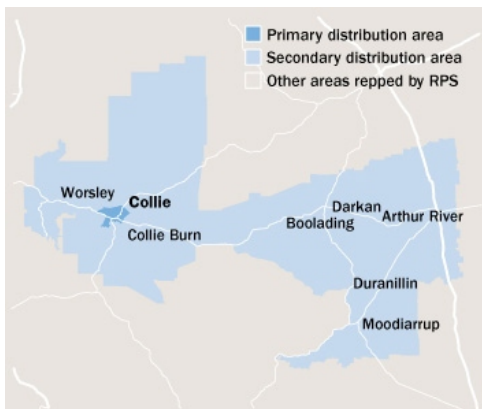


Collie Mail



Area: Western Australia, WA
Published Circulation* **Readership †**
 Th 2505 6593
Type: Paid **Frequency:** Weekly
Website: colliemail.com.au
Approx PI's: 21066
Audited Circulation: ABC December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	7073	2368	9441
Total Males	3563	1184	4747
Total Females	3510	1184	4694
Total Dwellings	2474	778	3252
Fully Owned	1022	376	1398
Being Purchased	938	274	1212
Rented	514	128	642

The Paper

The Collie Mail serves the people of Collie and the adjoining Shire of West Arthur. Combined the two shires' population is over 10,000. The Collie Mail has close to total market penetration in this rich diversified area of south west WA through its intensive coverage of local news of the market which it serves.

The Market

Collie is nestled in the picturesque Collie River Valley. The area is half an hour from the coast and with its wide expanses of river water and natural beauty is fast becoming a focal point for tourists who visit the South West. White water rafting, picnicking and touring the Collie River Valley are popular pursuits for visitors. In season, many people travel to Collie to catch the fresh water crustacean, marron. Industries in the area range from sheep, wool and wheat farming in West Arthur to coal mining, alumina refining and power generation in Collie. Some of Australia's finest merino wool is produced in the area. Collie has a healthy industrial area, two supermarkets, two shopping centres and extensive education facilities which include a campus of the Curtin University and a Technical and Further Education Centre. It has several government offices, two golf courses, two recreation centres and many sporting arenas.

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 Monday prior **Material:** 5pm Tuesday 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	\$6.89	\$6.19	\$5.82	\$5.50	\$5.45	\$5.13	\$4.46	\$4.12	\$3.78
Inc GST	\$7.58	\$6.81	\$6.40	\$6.05	\$6.00	\$5.64	\$4.91	\$4.53	\$4.16

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** CMRW **QuickCut Paper Code** CM
 Production Email: 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 5pm Monday prior **Material** 5pm Monday 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	Inc GST
\$14.66	\$16.13	\$15.00	\$16.50	\$5.00	\$5.50	\$465.00	\$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					2637		
Inserts					2970		
Readership					6593		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination
 Rafferty Close, MANDURAH WA