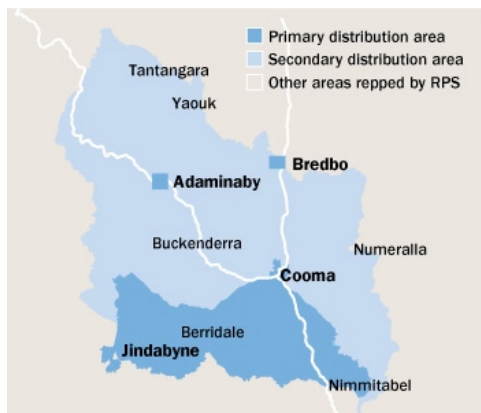


COOMA-MONARO
Express



Area: South Coast and Southern Highlands, NSW
Published **Circulation*** **Readership †**
 Tu, Th 1196 3756
Type: Paid **Frequency:** Bi-Weekly
Website: coomaexpress.com.au
Approx PI's: 130581
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	11641	1936	13577
Total Males	5920	968	6888
Total Females	5721	968	6689
Total Dwellings	4018	699	4717
Fully Owned	1608	372	1980
Being Purchased	1311	237	1548
Rented	1099	90	1189

The Paper

The bi-weekly Cooma-Monaro Express has served the region since the 1870s and celebrates over 136 years of publication. With a population of 8,000 Cooma is the administrative and services centre for the wider population base of the Monaro and Snowy River Shires. The longevity of the Express is due to its involvement in community affairs and servicing of the community's needs. Through the good and the bad times, the Express has remained the voice of the community, providing leadership of opinion, but also ensuring that contrary opinions are also heard.

The Market

Cooma is the economic growth and lifestyle centre of the region. The Monaro has a strong rural focus with the primary industry sector accounting for a significant proportion of the region's total income. Tourism is also high on the scale with \$151M in turnover. Forestry, timber and engineering activities such as those pursued by the Snowy Mountains Engineering Corporation and Snowy Mountains Hydro-electric Authority along with a number of smaller enterprises provide a strong industrial base. A stable and historic town, Cooma has a strong retail base and is surrounded by a solid diverse agricultural region and is increasingly enjoying the benefits of summer tourism in the the Australian Alps.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	111	149	187	225	264	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
Ex GST	\$10.73	\$10.26	\$9.71	\$8.61	\$7.95	\$7.50
Inc GST	\$11.80	\$11.29	\$10.68	\$9.47	\$8.75	\$8.25

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** COME **QuickCut Paper Code** COOMA
 Production Email: national@dailyadvertiser.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30	63	95	128	160	194	225	0	0	0	0

DEADLINES: Bookings 12 noon 2 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual	Ex GST \$11.95	Inc GST \$13.15
PV	Ex GST \$12.94	Inc GST \$14.23
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$5.00	Inc GST \$5.50

Production Email: national@dailyadvertiser.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation			1223		1502		
Inserts			1435		2141		
Readership			3059		3756		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

9 Pirie Street, Fyshwick ACT 2609