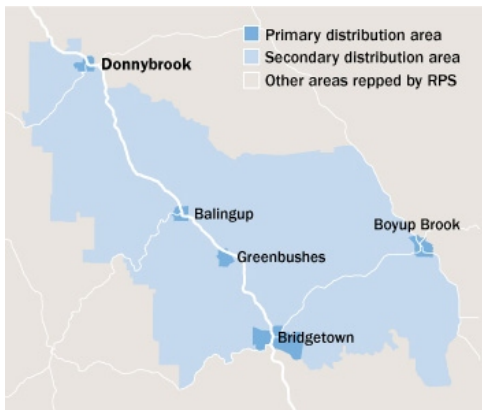


DONNYBROOK - BRIDGETOWN



Area: Western Australia, WA
 Published Circulation* Readership †
 Tu 709 2113
 Type: Paid Frequency: Weekly
 Website: donnybrookmail.com.au
 Approx PI's: 5727
 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	5307	2590	7897
Total Males	2551	1295	3846
Total Females	2756	1295	4051
Total Dwellings	1962	906	2868
Fully Owned	768	450	1218
Being Purchased	696	302	998
Rented	498	154	652

The Paper

The Donnybrook Bridgetown Mail services the area of 15,917 square kilometres. The paper's circulation area has a population of 17,841 with about 8,200 dwellings and more than 1500 registered businesses. The Mail's circulation is concentrated in Donnybrook and Bridgetown and provides the most detailed news for this market.

The Market

Major industries in the area include fruit and vegetable growing, with more than a third of Western Australia's vegetable and fruit crop produced in the region. Other major industries include wheat, sheep, beef and dairy farming, timber and forestry, tourism and wine making. The Donnybrook area is responsible for extensive fruit exports, especially the Pink Lady Apple, of which it produces nearly 100 per cent of Australia's output. Major attractions during the year include the Bridgetown Blues Festival which draws a crowd in excess of 20,000 people from across WA, the Donnybrook Apple Festival (10,000-15,000), the Balingup Small Farm Field Day (8000-10,000) and the Boyup Brook Country Music Festival (10,000).

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 Thursday prior Material: 5pm Thursday 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	\$5.05	\$4.52	\$4.27	\$4.05	\$3.78	\$3.53	\$3.27	\$3.02	\$2.76
Inc GST	\$5.56	\$4.97	\$4.70	\$4.46	\$4.16	\$3.88	\$3.60	\$3.32	\$3.04

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code CMRW QuickCut Paper Code DBM
 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 3.30pm Friday prior Material 5pm Friday 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			845				
Inserts			997				
Readership			2113				

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Rafferty Close, MANDURAH WA