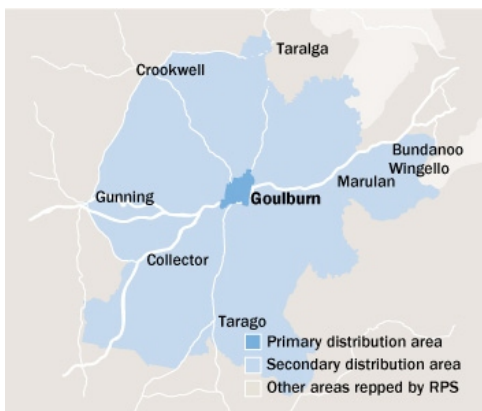


Goulburn Post



Area: South Coast and Southern Highlands, NSW
Published: Mo, We, Fr
Circulation*: 3010
Readership †: 8316
Type: Paid
Frequency: Tri-Weekly
Website: goulburnpost.com.au
Approx PI's*: 376627
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	20130	12924	33054
Total Males	10071	6462	16533
Total Females	10059	6462	16521
Total Dwellings	7371	4564	11935
Fully Owned	2720	2215	4935
Being Purchased	2209	1548	3757
Rented	2442	801	3243

The Paper

The Goulburn Post serves the city of Goulburn and the Southern Tablelands. Published three times a week, the Goulburn Post covers the outlying villages of Crookwell, Taralga, Gunning, Marulan and Collector.

The Market

A solid public service sector, booming tourism, fat lamb production and wool make up the thriving economy of Goulburn and district. More than 200,000 people visit Goulburn and district each year, putting \$36 million into the local economy. The latest Australian Bureau of Statistics figures shows a 4.8 per cent increase for the Local Government area in Goulburn district. The City of Goulburn, steeped in heritage, is one hour from Canberra, two hours from Sydney and is a popular stop over destination for people travelling to the snow in winter and the South Coast in summer. Goulburn's retail sector, which has two large shopping malls, services a wide part of the Southern Tablelands. The NSW Police College, regional health headquarters, high security jail and manufacturing plants provide the core of stable and ongoing employment and income. Goulburn is regarded as the best fine wool growing area in the world. Super fine wool producers annually set Australian records for wool prices. There is a growing diversity in agriculture, reflected in new Alpaca stud farms and pine plantations. Located on the main route between Sydney and Melbourne, Goulburn is serviced by rail and the Hume Highway, which now bypasses the city, offering a quieter, cleaner lifestyle, but still bringing growing patronage from tourists.

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 4 working days prior **Material:** 12 noon 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	10000cm	15000cm
Ex GST	\$13.81	\$12.93	\$12.17	\$11.60	\$11.11	\$10.24	\$9.62
Inc GST	\$15.19	\$14.22	\$13.39	\$12.76	\$12.22	\$11.26	\$10.58

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** G444 **QuickCut Paper Code** GOULP
 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
32	64	97	131	163	198	230	260	0	0	0

DEADLINES: Bookings 12 noon 3 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual	Ex GST \$13.04	Inc GST \$14.34								
PV	Ex GST \$15.17	Inc GST \$16.69								
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

COLOUR:

Full Colour	\$465.00
Inc GST	\$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation		3187		3326		3251	
Inserts		3795		4727		3906	
Readership		7968		8316		8128	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

9 Pirie Street, Fyshwick ACT 2609