

ILLAWARRA MERCURY



Area: South Coast and Southern Highlands, NSW
Published: Mo, Tu, We, Th, Fr, Sa
Circulation*: 13728
Readership: 65000
Type: Paid
Frequency: Daily
Website: www.illawarramercury.com.au
Approx P1's: 2363289
Audited Circulation: ABC June 2015

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

The Paper

Celebrating over a 150 years to the Illawarra region, an award winning product and the only paid daily newspaper in the region. The Illawarra Mercury is the premier print advertising medium in the Illawarra. Combined with its award winning status – winner of the prestigious 2006 PANPA Newspaper of the Year Award (20,000 – 50,000 Circulation Category for dailies and Sundays), the Illawarra Mercury continues to shine. In a region with a population of over 400,000, The Illawarra Mercury is a vital information provider to the Illawarra and a powerful advertising medium. It services a vibrant, technology driven community tackling the challenges of the 21st century and leading the nation in world-class steel making and heavy industry, with the University of Wollongong forging an international reputation in information technology and other fields. All this in a beautiful location between bush clad mountains and the sea, beginning just 45 kilometres south of Australia's largest city, Sydney.

The Market

Beginning just 45 kilometres from Sydney lies the vibrant coastal region of the Illawarra. With a primary circulation centred on the geographical region of the Illawarra, the secondary region covers a vast area encompassing the Southern Highlands of NSW as well as south to the border at Eden. Available state-wide, the Illawarra Mercury covers readers of the region and beyond. With a primary circulation of Helensburgh in the north to Gerroa in the south, the Illawarra Mercury covers a population of over 400,000 people. Its secondary circulation area continues to encompass the Southern Highlands of NSW, the South Coast as far as Eden in the south.

DISPLAY / EGN ADVERTISING * This publication uses a Modular layout

Modules: Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
45	92	139	186	233	280	328	374	63	129	194	260

DEADLINES: Bookings: 3 working days prior 3pm **Material:** 1 working day prior 12.00pm

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	CASUAL
Mon-Fri	Ex GST \$179.95 Inc GST \$197.95
Saturday	Ex GST \$194.77 Inc GST \$214.25

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** **QuickCut Paper Code**
 Production Email: nationalagencyisen@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 37 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30.7018	63.46	96.21	128.96	161.72	194.47	227.23	260	0	0	0

DEADLINES: Bookings 12 noon 1 working day prior **Material** 5pm 1 working day prior

RATES:

Casual	Ex GST \$27.35	Inc GST \$30.09
PV	Ex GST \$26.07	Inc GST \$28.68
PV SAT	Ex GST \$32.26	Inc GST \$35.49
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: nationalagencyisen@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Circulation	14000	14000	14000	14000	14000	18000	21000
Inserts	14000	14000	14000	14000	14000	18000	21000
Readership	65000	65000	65000	65000	65000	65000	65000

SOURCE: FRM Circulation Database November 2013

INSERTS

Insert Destination

14000 delivered to Monday to Thurs, Capital Fine Print
 18000 delivered to Friday, Capital Fine Print
 22000 delivered to Sat, Capital Fine Print