

Kiama Independent

Area: South Coast and Southern Highlands, NSW

Published **Circulation***
We 6082

Type: Free **Frequency:** Weekly

Website: www.kiama-independent.com.au

Audited Circulation: CAB September 2014

* Average per day

The Paper

Published every Wednesday, the Kiama Independent along with the Wollongong Advertiser and Lake Times are the Illawarra's leading FREE community newspaper distributed weekly to over 100,000 homes. It has been providing the Illawarra region with community news for over 25 years. As a proud arm of the region's flagship daily The Illawarra Mercury the Kiama Independent maintains its community feel with the added benefit of being part of an iconic local brand. The Kiama Independent targets the Kiama Local Government area.

The Market

The Kiama Independent has a captured audience based on the geographical market in which it is distributed primarily between Kiama Downs to Gerroa and Jamberoo. With a population of over 400,000 in the Illawarra region, the Kiama Independent has the ability to appeal to a broad range of readers regardless of lifecycle stage. It contains a large penetration of a broad cross-section of people whether married or de facto, young or old, homeowners or tenants and all with a broad interest in the happenings within their local community.

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	140	186	233	280	-	374	63.5	129	194	260

DEADLINES: Bookings: 3pm Thursday prior **Material:** 12pm Monday prior

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

Ex GST	Casual
Inc GST	\$26.20
	\$28.82

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
30.7	63.4	96.1	128.8	161.5	194.2	226.9	259.6	0	0	0

DEADLINES: Bookings 1.30pm Monday prior **Material** 1.30pm Monday prior

RATES:

Casual	Ex GST \$13.18	Inc GST \$14.50
PV	Ex GST \$16.48	Inc GST \$18.13
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							
Inserts				6200			

SOURCE: FRM Circulation Database November 2013

INSERTS

Insert Destination

Walker Distributions, 1/12 Sunset Ave, Warilla, NSW, 2528