

# Mandurah Mail



**Area:** Western Australia, WA  
**Published Th** **Circulation\*** **Readership †**  
 37380 55948  
**Type:** Free **Frequency:** Weekly  
**Website:** www.mandurahmail.com.au  
**Approx PIs<sup>‡</sup>:** 200496  
**Audited Circulation:** CAB September 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	75566	0	75566
<b>Total Males</b>	37118	0	37118
<b>Total Females</b>	38448	0	38448
<b>Total Dwellings</b>	26055	0	26055
<b>Fully Owned</b>	9427	0	9427
<b>Being Purchased</b>	9563	0	9563
<b>Rented</b>	7065	0	7065

## The Paper

The Mandurah Mail has been outstandingly successful entering the market in competition with two long established publications in 1991. It established itself quickly and today publishes an average of 240 pages weekly and is the market leader. The paper's strong Letters to the Editor page is testament to the regard in which it is held by the community. The Mail is not afraid to take on the big issues while at the same time making sure the community is kept informed and entertained. The main coverage centres are Mandurah, Pinjarra, Harvey, Waroona and Dwellingup. Mandurah alone has an estimated population of 70,000 people.

## The Market

The Peel Region is one of contrasts. Sparkling waters, rich farmlands, magnificent forests and several established and growing industries are all part of the landscape and fabric that makes the Peel so popular. Just an hour from Perth, the region's economy is driven by mining, manufacturing, building and construction, retail and tourism. Agriculture also makes a significant contribution to the Peel's diverse economy. Peel had a gross regional product of \$5.5 billion in 2006-07. This was a 21.5 per cent increase over the previous financial year, making Peel the fourth largest regional economy in WA, and the fastest growing. The economic climate encourages investment across a wide range of industries including manufacturing, tourism, agriculture, technology and commerce. With strong telecommunications infrastructure and access to ports, roads, rail and international airport facilities, the Peel Region offers an attractive environment for astute investors and organisations looking to build a competitive base. The Peel is the home to almost 93,000 people with a skilled and energetic workforce ready to meet the challenges of the 21st century. The region continues to be a favourite destination for day trippers. The introduction of the Perth-Mandurah railway in December 2007 has opened up a whole new world of possibilities for the region. Average weekend patronage on the Mandurah line on Saturday is 23,398. That average increases on Sunday on the Mandurah line to 24,660 which is much higher than the other four major lines in Western Australia.

## 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: 2pm 2 working days prior **Material:** 2pm 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	10000cm	15000cm	25000cm
<b>Ex GST</b>	\$7.30	\$6.58	\$6.15	\$5.82	\$5.50	\$5.10	\$4.74	\$4.38	\$4.02
<b>Inc GST</b>	\$8.03	\$7.24	\$6.77	\$6.40	\$6.05	\$5.61	\$5.21	\$4.82	\$4.42

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** CMRW **QuickCut Paper Code** MAN  
 Production Email: mail.mandurahmail@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 1pm 2 working days prior **Material** 1pm 2 working days prior

## RATES:

Casual	Ex GST	Inc GST	Adzuna.com.au Lift Rates	Display	Ex GST	Inc GST	Lineage	Ex GST	Inc GST	COLOUR:
\$21.65	\$23.82	\$15.00	\$16.50	\$5.00	\$5.50	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
<b>Circulation</b>					37299		
<b>Inserts</b>					37400		
<b>Readership</b>					55948		

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

290 Pinjarra Road, MANDURAH WA 6210