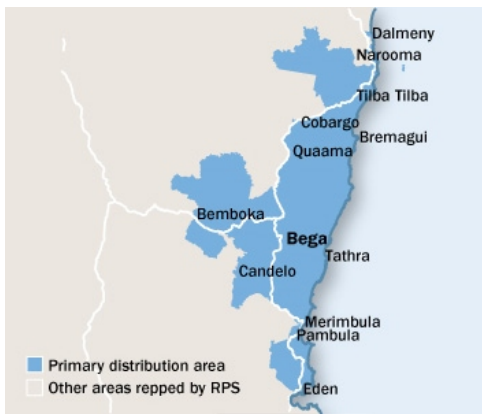


Bega District News



Area: South Coast and Southern Highlands, NSW

Published Circulation* Readership †
Tu, Fr 1796 7031

Type: Paid Frequency: Bi-Weekly

Website: begadistrictnews.com.au

Approx PI's[^]: 79263

Audited Circulation: ABC September 2014

† Estimated based on readers per copy

[^] Monthly website page impressions

* Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	32878	0	32878
Total Males	16085	0	16085
Total Females	16793	0	16793
Total Dwellings	12353	0	12353
Fully Owned	5839	0	5839
Being Purchased	3208	0	3208
Rented	3306	0	3306

The Paper

The Bega District News boasts an excellent home penetration rate. As well as Bega, it also serves Tathra, Candelo, Bermagui, Bemboka, Quaama, Wolumla and Cobargo and is respected as the region's "senior" newspaper.

The Market

Bega, with a population of 4700, is the administrative and services centre for the picturesque Bega Valley Shire which has a population of over 28,000. Bega is also the far south coast's main retail centre, well represented by the major stores, and attracts shoppers from a wide area. It has a very strong Chamber of Commerce and Industry. Served by the bi-weekly Bega District News since 1864, Bega is the centre of a strong dairying and beef industry. Bega cheese and associated Bega Co-op products are the highest selling Australian made product range in the nation's supermarkets.

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: 3pm 3 working days prior Material: 11.00am 1 working day 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	\$76.39
	\$84.03

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code BEDN QuickCut Paper Code BDN

Production Email: runa.oneill@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 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 5pm 2 working days prior Material 5pm 2 working days prior

RATES:

Casual Ex GST \$14.80 Inc GST \$16.28

PV Ex GST \$16.43 Inc GST \$18.07

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: runa.oneill@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Circulation			1484			2812	
Inserts			1757			3217	
Readership			3710			7031	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609