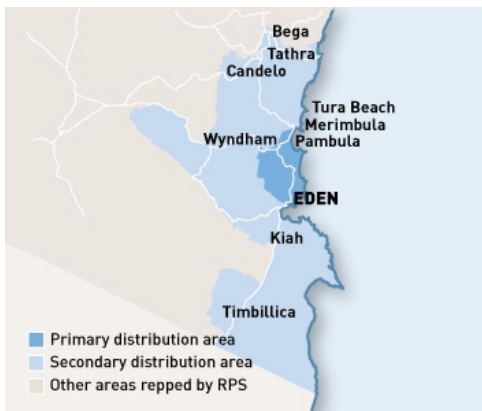


Magnet



Area: South Coast and Southern Highlands, NSW

Published **Circulation*** **Readership †**
Th 1145 3182

Type: Paid Frequency: Weekly

Website: edenmagnet.com.au

Approx PI's*: 21751

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	5580	17020	22600
Total Males	2770	8510	11280
Total Females	2810	8510	11320
Total Dwellings	2021	6545	8566
Fully Owned	871	2955	3826
Being Purchased	535	1883	2418
Rented	615	1707	2322

The Paper

Eden has been served by a local newspaper continuously for more than 105 years. The Magnet concentrates on local community news as well as issues that affect the local industries and the residents of the shire. The Magnet publishes about 40 pages once a week. One of the paper's features is Coastwide Classifieds which offers the readers and advertisers classified advertisements from Batemans Bay to south of the Victorian border.

The Market

Eden is a timber, fishing and tourist town on the far south coast of New South Wales with a population of about 4,000. It is home to one of the State's largest fishing ports and has a tuna cannery operated by Heinz Greenseas which employs about 150 people. The Harris Dalshowa chipmill employs 75 people and there are more than 350 other workers involved in the region's timber industry. Located half way between Sydney and Melbourne and only three hours from Canberra, Eden has a growing tourist industry. As the first NSW coastal town north of the Victorian border, Eden attracts many visitors from Melbourne and is now attracting an increasing number from Canberra. Whale-watching has become popular in the past eight years, now attracting more than 2,500 tourists each October and November. The Pacific Whale Foundation has selected Eden as a key site for research. The foundation's research team spends about six weeks in Eden each year. Other tourist attractions around Eden include the Ben Boyd National Park, Mount Imlay and Eden's Killer Whale Museum. The museum is home to the skeleton of Old Tom - Eden's famous killer whale. Plans are underway for a major multi-purpose wharf which will provide a large economic boost for the entire region. Eden is also home to Australia's only marine technology high school.

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 Monday prior Material: 11am Wednesday prior

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

Ex GST \$76.39
Inc GST \$84.03

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code SCRN QuickCut Paper Code EDMAG
Production Email: sandy.huff@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 Tuesday prior Material 5pm Tuesday 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: sandy.huff@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					1273		
Inserts					1461		
Readership					3182		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609