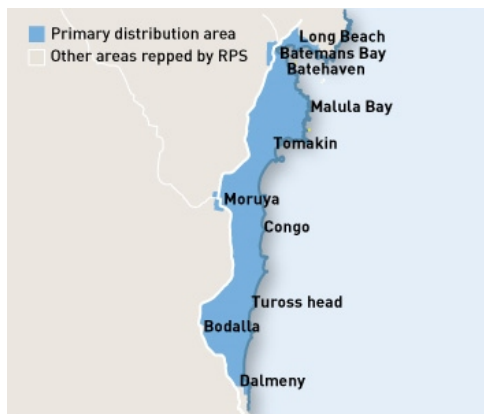


# EUROBODALLA SHIRE Independent



Area: South Coast and Southern Highlands, NSW

Published Th Circulation\* 9941 Readership † 14902

Type: Free Frequency: Weekly

Audited Circulation: Pub Stat December 2014

† Estimated based on readers per copy  
\* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	24050	0	24050
<b>Total Males</b>	11654	0	11654
<b>Total Females</b>	12396	0	12396
<b>Total Dwellings</b>	9144	0	9144
<b>Fully Owned</b>	4439	0	4439
<b>Being Purchased</b>	2196	0	2196
<b>Rented</b>	2509	0	2509

## The Paper

With its free distribution to all the urban areas including Moruya, Batemans Bay and Narooma, the Independent provides a strong advertising vehicle for advertisers who wish to maximise the number of houses reached in this growth market.

## The Market

Should Mother Nature choose her home, she would live on the Eurobodalla Nature Coast - The Land of Many Waters where lush greens of the south east forests meet the crystal clear waters of the Pacific. Pure sandy beaches are flanked by the rugged headlands and the backdrop is the spectacular escarpment of the Great Dividing Range. The rapid growth of the Eurobodalla Nature Coast in the last decade has been due to the influx of new residents and new money, and that is a trend that is likely to continue. While there has always been strong local investment it is the new money that lifts the area to new levels. Retailing, service industries and tourism have become more prominent while traditional agriculture, fishing and forestry draw back which is consistent with the NSW pattern. The Eurobodalla Nature Coast is a vibrant and fast growing area and the Independent covers it all.

## 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: 10am Wednesday prior

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

Ex GST  
Inc GST

**CASUAL**  
\$85.87  
\$94.46

### MATERIAL:

Preferred method of receiving material: Quickcut  
QuickCut Yes Publisher Code BAPO QuickCut Paper Code ESI  
Production Email: linda.verzosa@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 10am Wednesday prior Material 10am Wednesday prior

### RATES:

Casual Ex GST \$14.06 Inc GST \$15.47  
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: linda.verzosa@fairfaxmedia.com.au

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Circulation</b>					9935		
<b>Inserts</b>					9941		
<b>Readership</b>					14902		

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609