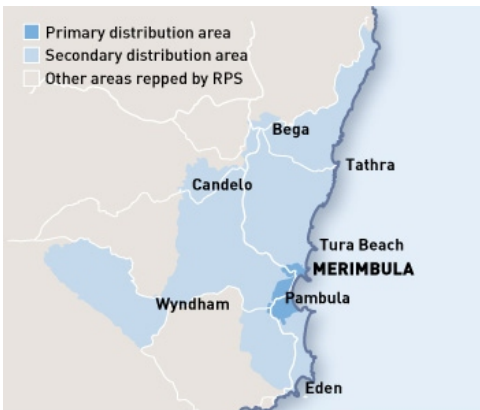


Merimbula NEWS
WEEKLY
MERIMBULA PAMBULA TURRA



Area: South Coast and Southern Highlands, NSW

Published **Circulation*** **Readership †**
We 3255 8138

Type: Paid Frequency: Weekly

Website: merimbulanewsonline.com.au

Approx PI's: 44779

Audited Circulation: Pub Stat December 2015

† Estimated based on readers per copy

* Monthly website page impressions

* Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	5649	16818	22467
Total Males	2777	8409	11186
Total Females	2872	8409	11281
Total Dwellings	2164	6344	8508
Fully Owned	946	2841	3787
Being Purchased	529	1867	2396
Rented	689	1636	2325

The Paper

Award winning Rural Press publication for highest rising circulation (1999). Country Press Association, award winning paper for Journalism (2000). An unrivalled reach of 97% of homes in its market. With a steady and constant demand for property both commercial and residential the News Weekly has sold out over the holiday period, and has the fastest growing subscriber list on the coast. The News Weekly is very highly regarded amongst locals and tourists and was one of the first South Coast papers to incorporate colour.

The Market

Magical Merimbula is one of only a handful of places in the world where you can sunbake and swim in unpolluted water in the morning then drive for 2.5 hrs and ski at Australia's premier snow fields that afternoon. Situated halfway between Sydney and Melbourne and just 3 hours to Canberra, Merimbula is fast becoming the holiday and business centre in the shire. Merimbula already boasts the strongest retail sector, with an ever increasing number of national chains. The airport has daily flights to Sydney and Melbourne. Merimbula has four clubs, three golf courses, world class game and estuary fishing, oyster and mussel farms and a host of other recreational facilities. The population is more than 10,500. During school holidays and peak periods the population has reached more than 40,000.

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 Friday prior Material:5pm Monday 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
\$76.39
\$84.03

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code BEDN QuickCut Paper Code MN
Production Email: sandra.irving@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: Bookings5pm Monday prior Material5pm Monday 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: sandra.irving@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				3255			
Inserts				3720			
Readership				8138			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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