

Milton Ulladulla Times



Area: South Coast and Southern Highlands, NSW

Published **Circulation*** **Readership †**
 We 4513 11255

Type: Paid Frequency: Weekly

Website: ulladullatimes.com.au

Approx PIs[‡]: 51923

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	20382	1506	21888
Total Males	9978	753	10731
Total Females	10404	753	11157
Total Dwellings	7918	550	8468
Fully Owned	4283	323	4606
Being Purchased	1919	155	2074
Rented	1716	72	1788

The Paper

The Times newspaper is published on Wednesdays. It contains strong news coverage as well as sport, community events and activities, classified advertising and general information. It contains a weekly Real Estate Guide and Jobsguide. www.ulladulla.yourguide.com

The Market

The economy of the central and southern Shoalhaven region is based heavily on tourism. One of the fastest growing areas in NSW, this district boasts beautiful beaches, lakes, rivers and waterways. Less than three hours drive from both Sydney and Canberra, the central and southern Shoalhaven areas are holiday meccas for these cities. The largest towns in central Shoalhaven are Huskisson, Vincentia, Sanctuary Point and St Georges Basin while the magnificent Jervis Bay is its most prominent landmark. In southern Shoalhaven the larger towns include Sussex Inlet, Milton, Ulladulla, Mollmook and Burrill Lake while its most outstanding feature is the beautiful Ulladulla harbour which is home to a large commercial fishing fleet. Major industries include fishing, dairying, timber and tourism.

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: 10am Tuesday

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	\$60.02
	\$66.02

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code SCRN QuickCut Paper Code SUSS
 Production Email: freddie.simon@fairfamedia.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 11am Tuesday Material 11am Tuesday

RATES:

Casual Ex GST \$6.98	Inc GST \$7.68
Casual Ex GST \$8.73	Inc GST \$9.60
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: classifieds.ulladulla@fairfaxmedia.com.au, debbie.

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				4502			
Inserts				5078			
Readership				11255			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609