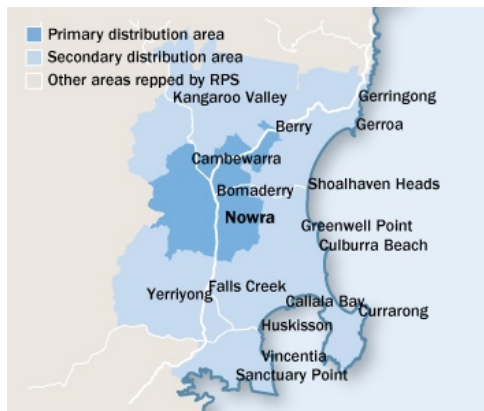


South Coast Register



Area: South Coast and Southern Highlands, NSW
Published We, Fr **Circulation*** 2125 **Readership †** 12490
Type: Paid **Frequency:** Bi-Weekly
Website: southcoastregister.com.au
Approx PI's[^]: 310841
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	32668	36622	69290
Total Males	15801	18311	34112
Total Females	16867	18311	35178
Total Dwellings	11693	13442	25135
Fully Owned	4241	6790	11031
Being Purchased	3848	3725	7573
Rented	3604	2927	6531

The Paper

The South Coast Register, first published in 1885, is a tri-weekly newspaper serving readers from Gerringong in the north to Sussex Inlet in the south - an area of 4,000 square kilometres. Published Monday, Wednesday and Friday, the South Coast Register has strong connections with the Shoalhaven community. The Register has a proud record of informing readers about local news, community happenings and sporting events. This paid newspaper publishes more than 160 pages of quality local information each week. Wednesday's edition boasts a 24-page colour Property Guide supplement that is also distributed via participating Real Estate Agents. The Property Guide is the real estate bible of the Shoalhaven. As an added value service all advertisements appearing in the Property Guide are also uploaded to the web each week at www.nowra.yourguide.com.au Regarded as the Shoalhaven's leading newspaper, the Register also gained international recognition when it was awarded the Pacific Area Newspapers Association's 2001 and 2002 Award for Best Newspaper of the Year in its circulation category.

The Market

The Shoalhaven boasts a population of over 85,000 and growing. 35 picturesque towns and villages make the Shoalhaven an idyllic tourist destination, offering rolling green pastures, secluded bays, pristine beaches and unique crafts and local cuisine. Each town and village has its own unique appeal Underpinning the region's vibrant tourist industry are strong manufacturing, retail and agricultural sectors. While dairying is the area's main agricultural enterprise the area also boasts a burgeoning viticulture industry targeting the boutique wine market. The area is home to the Navy's Fleet Air Arm base HMAS Albatross, while the Defence Force's officer training school is located at HMAS Creswell, on the shores of beautiful Jervis Bay. The Shoalhaven is located less than an hour's drive south from Wollongong and less than two hours from Sydney. The national capital is only two and a half hours by car.

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:** 5pm 2 working days 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	\$87.86
	\$96.65

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code SCRN QuickCut Paper Code SCR
 Production Email: jackie.king@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	\$11.04	Inc GST	\$12.14
Casual Ex GST	\$12.32	Inc GST	\$13.55
Adzuna.com.au Lift Rates	Display	Ex GST	\$15.00
	Lineage	Ex GST	\$5.00
		Inc GST	\$16.50
		Inc GST	\$5.50

Production Email: jennifer.rae@fairfaxmedia.com.au; leony.east@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				4996		1160	
Inserts				5699		1483	
Readership				12490		2900	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, FYSHWICK ACT 2609