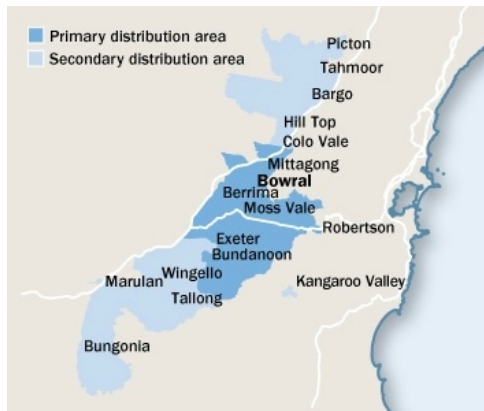


Southern Highland News



Area: South Coast and Southern Highlands, NSW
Published: Mo, We, Fr
Circulation*: 1625
Readership †: 6376
Type: Paid
Frequency: Tri-Weekly
Website: www.southernhighlandnews.com.au
Approx PI's[^]: 197430
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	33750	25406	59156
Total Males	15983	12703	28686
Total Females	17767	12703	30470
Total Dwellings	12204	8415	20619
Fully Owned	5327	2769	8096
Being Purchased	3955	3997	7952
Rented	2922	1649	4571

The Paper

The Southern Highland News has been the district's biggest selling newspaper for many years. Since its first issue in 1958 the Southern Highland News established itself as the voice of the community. Published three times a week every Monday, Wednesday and Friday it is the only paid circulation paper in the district. Not only is the publication chosen by national and local supermarket chains to advertise their weekly specials the paper also publishes the largest classified advertising section. The Southern Highland News has a weekly circulation of 8,100 and as well as covering all the major local news issues, has a highly regarded Community News Section encompassing some 31 pages per week.

The Market

The Southern Highlands is positioned half way between Sydney and Canberra on the main southern corridor. Situated 90 minutes from each of these major cities the shire has a population of nearly 42,000 and is maintaining a steady growth rate. The shire consists of several small villages that surround the major retail centres of Bowral, Mittagong and Moss Vale. The Southern Highlands is supported by a very strong manufacturing sector and tourism industry. The manufacturing sector employs 1600 people and has an annual turnover of \$600 million. Home of the Bradman Museum, the Tulip Festival, Historic Berrima, and breathtaking National Parks the Southern Highlands has a thriving tourism industry that generates over \$100 million a year through visitors to the Highlands. Bowral's close proximity to both Sydney and Canberra means that many people commute to these business centres each day from the Southern Highlands.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 5pm 4 working days prior **Material:** 5pm 3 working days prior

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

	Casual	500cm	1000cm	2500cm	5000cm	7500cm	10000cm	15000cm
Ex GST	\$10.57	\$7.17	\$6.68	\$6.52	\$6.34	\$5.65	\$5.10	\$4.76
Inc GST	\$11.63	\$7.89	\$7.35	\$7.17	\$6.97	\$6.22	\$5.61	\$5.24

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code HIPO QuickCut Paper Code SHN
 Production Email: prod.highlandnews@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

DEADLINES: Bookings 5pm 2 working day prior **Material** 5pm 2 working day prior

RATES:

Casual	Ex GST \$10.58	Inc GST \$11.64								
PV	Ex GST \$19.54	Inc GST \$21.49								
Adzuna.com.au Lift Rates	Display	Ex GST \$15.00	Inc GST \$16.50							
	Lineage	Ex GST \$5.00	Inc GST \$5.50							

COLOUR:

Full Colour	\$465.00
Inc GST	\$511.50

Production Email: classifieds.highlandnews@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation		1601		2550		1787	
Inserts		1974		3022		2144	
Readership		4003		6376		4467	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick, ACT, 2609