



ST GEORGE & SUTHERLAND SHIRE Leader

ST GEORGE & SUTHERLAND SHIRE LEADER OVERVIEW

199,000 Total readership

Stretching from the Arncliffe in the north, south to the upper reaches of the Illawarra, and east to Botany bay and the sands of Cronulla, the Leader has gained the deserved reputation as the leading news source across all platforms; its readers turning to both print and digital to be informed on all the news, sport, business and entertainment information they need.

Serving almost 450,000 people, The Leader, once a week and in two editions caters for the St George region councils and the iconic Sutherland Shire, provides cost effective and deep reaching advertising opportunities. This massive circulation is the largest of any community newspaper in Australia.

Source: emma conducted by Ipsos MediaCT | People 14+ for the 12 months ending Dec 2015 | Nielsen Online Ratings Dec 2015.

DISTRIBUTION MAP

St George & Sutherland Shire Leader is part of **Fairfax Community Newspaper (FCN)** NSW; designed to provide local residents with specialised local news, sport, council information, entertainment and events, as well as product or service availabilities in their local area.

AUDIENCE

By constantly supporting businesses, as well as sponsoring many local events, the St George and Sutherland Shire Leader is able to provide residents with specialised local news on sport, council, entertainments and community events, as well as products and services available.

146,645 Circulation

Source: Audit Bureau of Circulations, September 2015

St George & Sutherland Shire Leader Rates

EGN/Display, Classifieds, Trades & Services:

SECTION	RATE EX GST	RATE INCL GST
Display Module FULL RUN edition	\$208.05	\$228.86
Display Module SINGLE edition	\$137.00	\$150.70
Classifieds Jobs, Notices, For Sale, Real Estate & General Classifieds (Full run edition only)	\$28.00	\$30.80
Adult Services (Full run edition only)	\$30.00	\$33.00
Trades & Professional Services Directory (Full run edition only)	\$51.00	\$56.10

Domain (real estate):

SECTION	RATE EX GST	RATE INCL GST
Domain (real estate) FULL RUN edition	\$75.73	\$83.30
Domain (real estate) SINGLE edition	\$54.09	\$59.50
Domain (real estate-Private Sale) FULL RUN edition	\$100.00	\$110.00
Domain (real estate-Private Sale) SINGLE edition	\$80.00	\$88.00
Real estate consists of 48 units per page		

Casual colour load \$400 for process colour (\$440 incl GST) and \$200 for Spot Colour (\$220 incl GST). For information on preferred position loads, Inserts, Adhesive Notes and other marketing opportunities, please contact your Fairfax Community Sales Office.

AD SPECS

Please note all verbal bookings, alterations or cancellations must be confirmed in writing prior to booking deadlines. Alterations or cancellations after deadline may not be accepted and charges may still apply.

Failure to supply material resulting in an advertisement's non appearance will also incur charges.

Earlier deadlines may occasionally be implemented to accommodate press and production time lines, especially around and after Public Holidays.

Deadlines

Domain (Real Estate Gloss Magazine)

DOMAIN REAL ESTATE	DEADLINE
Publication Day	Wednesday
Booking & Cancellation	10am Tuesday week prior
Material Copy (Ad Creation)	12pm Wednesday week prior
Complete Supplied Material	12noon Thursday week prior

Newsprint/Display

ST GEORGE AND SUTHERLAND SHIRE LEADER	DEADLINE
Publication Day	Wednesday
Booking & Cancellation	10am Wednesday week prior
Material Copy (Ad Creation)	5pm Wednesday week prior
Complete Supplied Material	4pm Friday week prior

Classifieds Deadlines:

ST GEORGE AND SUTHERLAND SHIRE LEADER	DEADLINE
Publication Day	Wednesday
Booking & Copy (Ad creation) for Classifieds, Trades & Services	12:30pm Monday
Booking & Supplied material for Classifieds, Trades & Services	2:30pm Monday
Booking (lineage ads only) Phone Deadline for Classifieds, Trades & Services	4:30pm Monday

Modular Display Sizes

1 Module Wide

Code	T11	T21	T31	T41	T51	T81
Specs (mm)	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63

2 Modules Wide

Code	T12	T22	T32	T42	T52	T82
Specs (mm)	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129

3 Modules Wide

Code	T23	T43	T63	T83*
Specs (mm)	92 x 194	186 x 194	280 x 194	374 x 194

4 Modules Wide

Code	T14	T24	T34	T44	T64*	T74*	T84
Specs (mm)	45 x 260	92 x 260	139 x 260	186 x 260	280 x 260	328 x 260	374 x 260

8 Modules Wide (double page)

Code	T88
Specs (mm)	374 x 550

* only for Real Estate & Motoring