

The Advertiser, Lake Times

Area: South Coast and Southern Highlands, NSW
Published We **Circulation*** 0 **Readership †** 91000
Type: Free **Frequency:** Weekly
Audited Circulation: Pub Stat 0

† Estimated based on readers per copy
 * Average per day

The Paper

Published every Wednesday, the Advertiser along with the Lake Times and Kiama Independent are the Illawarra's leading FREE community newspaper distributed weekly to over 100,000 homes. It has been providing the Illawarra region with community news for over 25 years. As a proud arm of the region's flagship daily The Illawarra Mercury the Advertiser maintains its community feel with the added benefit of being part of an iconic local brand. The Advertiser targets the Northern Suburbs and Wollongong's CBD. The Illawarra region has a population of over 400,000 people yet there is only one newspaper that successfully reaches the most readers in the region. The Advertiser is a FREE community newspaper servicing the Illawarra region which features targeted local news content and advertising based on the three specific editions or full run advertising to take advantage of the most effective advertising reach.

The Market

The Advertiser has a captured audience based on the geographical market in which it is distributed primarily between Helensburgh and Gerroa. With a population of over 400,000 in the Illawarra region, the Advertiser has the ability to appeal to a broad range of readers regardless of lifecycle stage. It contains a large penetration of a broad cross-section of people whether married or de facto, young or old, homeowners or tenants and all with a broad interest in the happenings within their local community. The audience is exposed to high quality journalism with the knowledge that it is distributed free each week.

DISPLAY / EGN ADVERTISING * This publication uses a Modular layout

Modules: Depth:0mm Width:0mm

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 Thursday prior **Material:**12.00pm 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
 \$74.81
 \$82.29

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut No

Production Email: nationalagencyisen@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 1.30pm Monday prior **Material** 1.30pm Monday prior

RATES:

Casual Ex GST \$13.18 **Inc GST** \$14.50

Casual Ex GST \$16.48 **Inc GST** \$18.13

Adzuna.com.au Lift Rates Display **Ex GST** \$0.00 **Inc GST** \$0.00
 Lineage **Ex GST** \$0.00 **Inc GST** \$0.00

Production Email: nationalagencyisen@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				91000			
Inserts							
Readership				91000			

SOURCE: FRM Circulation Database 0

INSERTS

Insert Destination