

# Town & Country Magazine

Magazine



## Reaching

a captive target market is the objective of advertisers in our competitive market place. Town & Country Magazine showcases your business to an estimated 142,000 readers every week.

Having a reputation as a respected source of regional and rural news,

built on and established over two decades. The team at Town & Country Magazine is well equipped with an intimate knowledge of your region and will work with you to develop an advertising strategy that best suits your business.

Advertising company and business professionals who are responsible

for marketing products and services that reach beyond the confines of their immediate city or town centres recognize the enormous benefit of only paying for one advertisement in Town & Country Magazine and going into 17 local newspapers throughout the south east region ensuring maximum exposure in their market demographic.

**So remember when you place one advertisement in  
Town & Country it is equivalent to placing 17 advertisements.**

**1 advertisement = 17 newspapers = 142,000 potential customers**

**At Town & Country Magazine we look forward to assisting you with all your advertising needs.**

Yours faithfully,

***Gavin Halder***

Manager

Town & Country Magazine

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# Town & Country Magazine

## Circulation Details

**AREA:** South-Eastern New South Wales  
**CIRCULATION:** 36,000  
**READERSHIP:** estimated 142,000  
**PUBLISHED:** Weekly Insert

## The Market

The coverage area of South East Town & Country Magazine is diverse. Covering infrastructural platforms, the business sector and community affairs (encompassed within its town distribution) the coverage area is also renowned for beef and lamb production, fine wool growing, cropping, dairying, irrigation and viticulture along with sea and tree change dwellers.

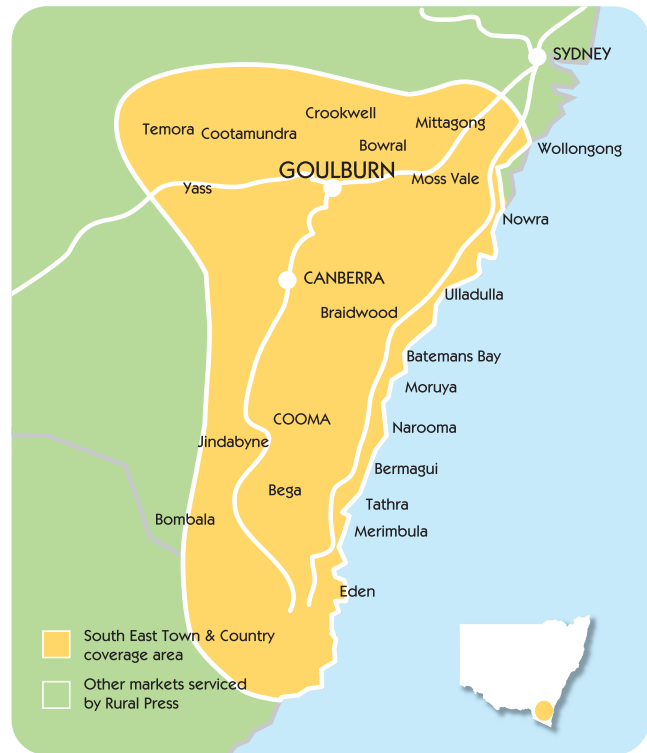
A growing industry in its demographic is the tourism industry, which has enjoyed enormous growth over recent times. The majestic South Coast Illawarra, Ulladulla and Sapphire areas are renowned and popular tourist destinations & form a large part of our region. All major events within South East NSW are covered by the magazine.

**Regular Major features include:** Travel, Education and Careers, Country Homes & the Town & Country Ag guide just to name a few.

## The Paper

excess of 36,000 & is inserted into 17 newspapers weekly. Along with regional and rural stories covered in the Early General News, well read informative features cover a wide range of relevant issues (enabling advertisers to directly target their audience)

The classified advertising section is a proven performer for general classified advertising, clearing sales, position vacant, stock & station advertising; no other publication boasts the distribution of the Town & Country Classified section.



## Demographic Profile



Total population in coverage area: **265,873**



Total value of retail turnover in coverage area: **\$1,685 MILLION**



Owned/Purchased **78,000** Rented **22,415** **TOTAL 100,554**

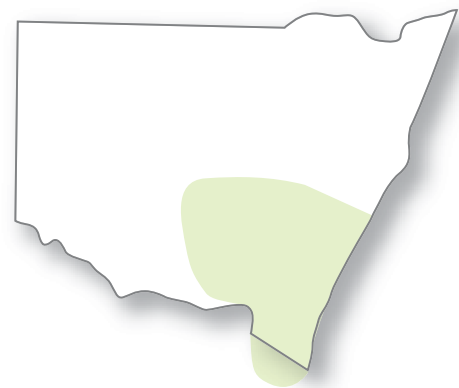


# 142,000\* readers weekly

Town & Country Magazine boasts a circulation in excess of 36,000 and is inserted weekly into 17 regional newspapers. Each Paper is 'paid' (purchased).

## Inserted each week into the following newspapers:

Bay Post (Batemans Bay)	Friday	Milton Ulladulla Times	Wednesday
Bega News	Tuesday	Narooma News	Wednesday
Bombala Times	Wednesday	News Weekly (Merimbula/Pambula)	Wednesday
Cooma-Monaro Express	Tuesday	Moruya Examiner	Wednesday
Cootamundra Herald	Wednesday	South Coast Register (Nowra)	Monday
Crookwell Gazette	Tuesday	Southern Highland News	Monday
Goulburn Post	Monday	Summit Sun (Jindabyne)	Thursday
The Magnet (Eden)	Thursday	Braidwood Times	Wednesday
		Yass Tribune	Wednesday



## Reach your potential customers in...

Araluen	Bigga	Bundanoon	Coolamah	Genoa (VIC)	Kangaroo Valley	Mollymook	Perisher	Thredbo
Ardlethan	Binalong	Bungendore	Cooma	Gerrigong	Kianga	Moruya	Potato Point	Tilba
Ariah Park	Binda	Burradoo	Cootamundra	Goulburn	Mallacoota (VIC)	Moss Vale	Sanctuary Point	Tomakin
Barmedman	Bodalla	Calalla Bay	Crookwell	Greenwell Point	Manyana	Murrumbateman	Shoalhaven Heads	Tuena
Batemans Bay	Bomaderry	Calalla Beach	Culburra	Gundaroo	Marrar	Narooma	St Georges Basin	Tura Beach
Bega	Bombala	Candelo	Currarong	Gunning	Marulan	Nelligan	Sussex Inlet	Tuross Head
Bemboka	Bookham	Carellan	Dalgety	Hall	Majors Creek	Nerriga	Stockinbingal	Ulladulla
Bermagui	Boorowa	Cathcart	Dalmeny	Harden	Merimbula	Nimmitabel	Sussex Inlet	Vincentia
Berridale	Bowning	Civic (ACT)	Dalton	Hill Top	Michaelago	Nowra	Tallong	Wallendbeen
Berrima	Bowral	Cobargo	Delegate	Huskisson	Milton	Pambula	Tarago	Wingelo
Berry	Braidwood	Collector	Dunmore	Jindabyne	Mittagong	Pambula Beach	Taralga	Wyndham
Bethangra	Bredbo	Colo Vale	Eden	Jugiong		Penrose	Tathra	Yass
	Broulee	Coolac	Ganmain					



Where else do you get this *value?*



# Town & Country Magazine



## Artwork Specifications

### Complete Advertisements

#### High resolution PDF files:

- Fonts must be embedded
- If appearing in colour, pdf must be CMYK colour
- Ads created in Indesign must use Acrobat Distiller to create PDF
- Encapsulated Post Script [EPS] files:  
Fonts converted to outlines
- If appearing in colour, artwork must be CMYK colour
- Photoshop EPS files: Minimum DPI of 200 for artwork
- Fonts converted to outlines
- Mono artwork should be saved as Greyscale

#### Sending complete material:

**Email:** [gavin.halder@fairfaxmedia.com.au](mailto:gavin.halder@fairfaxmedia.com.au)  
*We do not accept responsibility for outside artwork*

### Applications we use

#### Quark Xpress 4.1

Material sent in later versions cannot be opened. Please save as version 4 in [collected folder]

#### Adobe Photoshop 6, Adobe Acrobat 5 and Adobe Distiller 5

Material sent in Acrobat after version 3 could default as RIP at printery can only handle Acrobat 3 files

#### We do not accept any of the following files

Publisher	Microsoft Works
Corel	Apple Works
Indesign	

### Photographs and Artwork

#### High resolution JPG or TIFF files:

- Photographs RGB
- Photographs must be a minimum of 35cm wide if saved at 72dpi
- JPG files can be saved at medium compression
- 300dpi images cropped at correct size

#### Artwork:

If appearing in colour, artwork must be **CMYK colour**, otherwise saved as Greyscale Minimum 300dpi

### Email

**Email:** [gavin.halder@fairfaxmedia.com.au](mailto:gavin.halder@fairfaxmedia.com.au)

**Subject:** Att: (Name of advertising consultant)

#### Email window:

Brief message  
describing content relevance

*Please attach all material - do not embed in documents*



## Advertising Rates & Deadlines

### Early General News Rate

Casual Display Rate (colour)  
**\$15.99** per column centimeter inc GST  
Column Width 3.5cm

### Contract Rate

500cm  
1000cm  
2000cm  
5000cm & over

Please discuss your advertising requirements with your Town & Country Magazine representative to secure contract rate.

### Preferred Positions

(subject to availability)  
Front Page Stripe 9cm x 24.5cm  
(7 columns)  
Rate on application

**Page 3**  
20% loading  
Size on application

**Page 5**  
10% loading  
Size on application

**Back Page**  
Full page 38cm x 7 column (24.5cm)  
Price on application

### Web Advertising

Various advertising spots are also available on Town & Country Magazines website at [www.townandcountrymagazine.com.au](http://www.townandcountrymagazine.com.au) from as low as \$7.00 per week

Be sure to contact your representative for more details now.

### Advertising Deadlines:

Published Weekly:  
Commencing Monday

Early General News  
Booking deadline:  
Wednesday prior to publication  
Copy Deadline:  
Thursday am prior to publication

Classified Advertising  
Booking deadline:  
Thursday prior to publication  
Copy Deadline:  
Thursday 4pm

### Classifications:

Early General News  
Features  
Market Page  
Real Estate  
Classified Section –  
see over for rates and further classifications

### Co-op Features – lift outs

- celebrating milestones
- moving premises
- expanding

Talk to your advertising representative about your requirements

### Catalogue Inserts

Inserts are accepted for Town & Country Magazine subject to conditions, please talk to your advertising representative about your requirements.



# Town & Country Magazine Classifieds

## Display

### Stock & Property

- \$26.80 inc GST per Double Column (6cm wide)
- Includes Clearing Sales, Auction Sales, Stock
- Property/Real Estate, Machinery

### General

- \$26.80 inc GST per Double Column
- Includes all other categories not listed above

### Positions Vacant

- \$26.80 inc GST per Double Column

### Grape Vine (community, non profit groups)

- \$36.00 per 5 x 2 per week

**1800 244 849 (freecall)**  
**BOOKING DEADLINE THURSDAY 4pm**

Spot colour available  
from \$55 inc GST.  
Full colour from \$110 inc GST.  
Please indicate on booking.

## Lineage

- Cost per word \$3.60
- Min Price \$36.00 for 10 words

## Service Directory

- Minimum 4 week campaign with advertisement size 6cm x 2 column
- Cost \$71.40 per week
- Total Cost \$285.60 (4 week buy)

