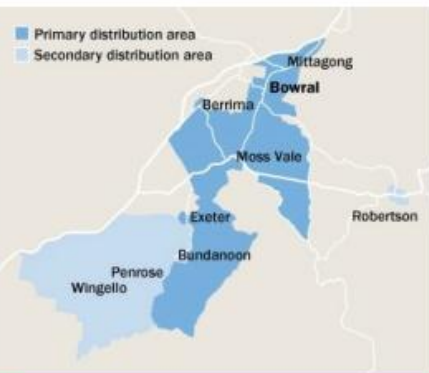


Highlands Post



Area: South Coast and Southern Highlands, NSW
Published Circulation* **Readership †**
 Th 13830
Type: Free **Frequency:** Weekly
Audited Circulation: Pub Stat January 2015

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	27854	4180	32034
Total Males	13113	2090	15203
Total Females	14741	2090	16831
Total Dwellings	10078	1583	11661
Fully Owned	4309	747	5056
Being Purchased	3193	593	3786
Rented	2576	243	2819

The Paper

Now in its 73rd year of publication the Highlands Post newspaper has established itself as a quality community newspaper servicing all of the Southern Highlands. A free weekly newspaper, the Highlands Post is the largest circulation newspaper in the area. More than 14,300 copies are distributed exclusively in the Southern Highlands region through home deliveries, bulk drops and newsagencies. The Highlands Post also publishes the largest real estate guide in the region, Property Press

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 Highlands Post has been servicing these towns for over 70 years. 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 * 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: 12pm 5 working days prior **Material:** 12pm 4 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	\$77.39
	\$85.13

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code HIPO QuickCut Paper Code BHP
 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 5 pm 4 working days prior **Material** 12pm 3 working days prior

RATES:	COLOUR:	
Casual Ex GST \$11.47 Inc GST \$12.62	Full Colour	\$465.00
PV Ex GST \$19.54 Inc GST \$21.49	Inc GST	\$511.50

Adzuna.com.au Lift Rates Display **Ex GST \$20.00 Inc GST \$22.00**
 Lineage **Ex GST \$5.00 Inc GST \$5.50**

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

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Circulation							
Inserts							
Readership							

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination
 Cnr Hume Hwy & Bendooley St, WELBY, NSW, 2575