

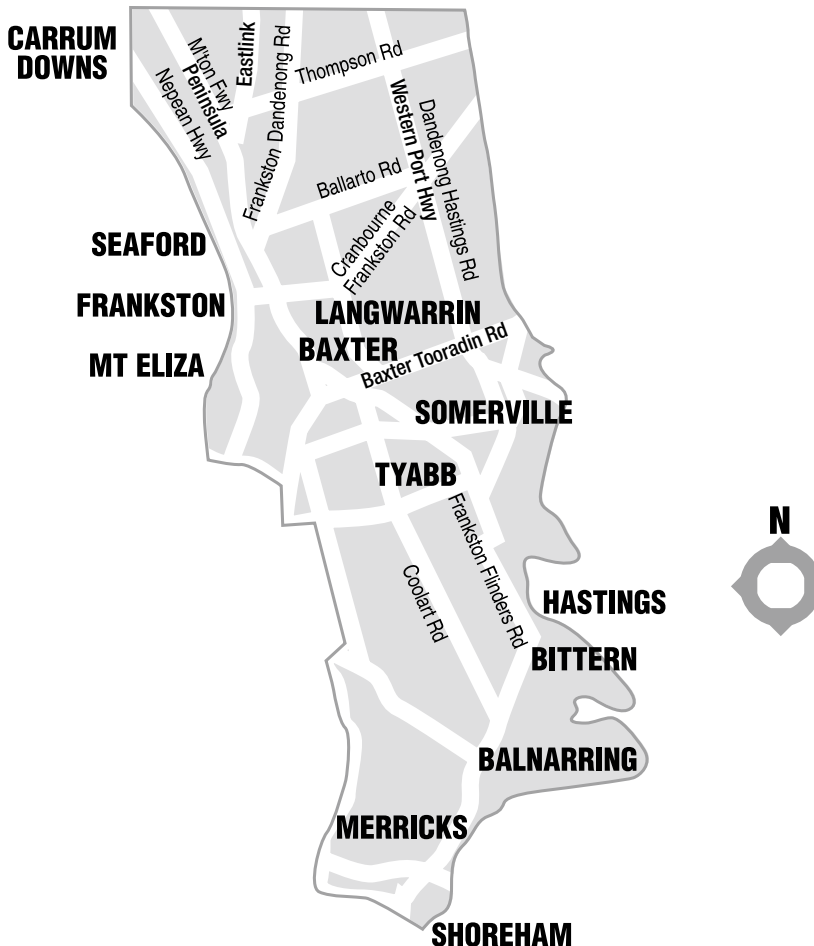


Circulation:

54,109*



CIRCULATIONS
AUDIT BOARD
*CAB Audit Apr 09-Sep 09



Published Tuesday
(Code: FRJ)

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Delivery Summary:

Balnarring	3926	Frankston.....	3199	Red Hill.....	3937
Baxter.....	3911	Hastings.....	3915	Seaford.....	3198
Bittern	3918	Langwarrin.....	3910	Shoreham	3916
Carrum Downs	3201	Mt Eliza	3930	Somers.....	3927
Crib Point.....	3919	Point Leo.....	3916	Somerville.....	3912
Flinders	3029	Pearcedale.....	3912	Tyabb.....	3913

Delivery to addresses marked with "No Advertising Material" or "No Junk Mail" may vary. The delivery summary is a guide only. Some publications may deliver to part suburbs only. For more details, please refer to your account manager.

Fairfax Community Classifieds

t: 13 24 25 or (03) 9238 7770

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FRANKSTON/HASTINGS INDEPENDENT

Launched in 1984, The Independent newspapers are well established and known as newspapers "With the community at heart".

They embody and embrace the communities they serve – and provide an attractive medium to carry advertisers' messages into households and business.

From our peers over the past couple of years, both newspapers have received awards and commendations for journalism, photography, advertising campaigns and community service projects.

We see the accolades as signposts to our commitment to community and family values.

Company executives and staff are active in the promotion of regional events.

Our newspaper community partnership includes;

- Major media partner of the Frankston Arts Centre
- Frankston City Festival of Lights and Waterfront Festival
- RACV Great Australian Rally
- Mornington Peninsula Shire events including Pet & Pony
- Fit for Life driving program in secondary schools, which was recognised in 2003–04 with a Community Newspapers of Australia community service award
- Plus many more partnerships

READERSHIP FACTS**

- 67,000 weekly readers
- 52% are women, 48% are men
- 46% of readers are aged between 25-49 years
- 40% enjoy full-time employment
- The average household income is \$70,840
- 35% of readers have children in their household
- 39% of readers classify themselves as "big spenders"
- 69% believe quality is more important than price
- 78% own or are paying off a house
- 14% of readers plan to buy a car in the next four years
- 80% readers have accessed the internet in the last 4 weeks
- 42% are heavy readers of print
- 58% of readers went to a café for coffee or tea in the last 3 months and on average went 5.82 times
- 66% of readers went to a clothing store or boutique in the last 3 months and on average went 5.71 times

**Roy Morgan Readership Survey Oct 07–Sep 09

Display Deadlines

Bookings.....Friday 11.00am
Supplied materialMonday 11.00am

Real Estate Deadlines

Bookings.....Thursday 10.00am
Supplied MaterialFriday 11.00am

Classified Deadlines

Trades Monday midday
Real Estate Monday midday
Auto Monday midday
Weddings & Celebrations Monday midday
All other Classifieds Monday midday

Loadings

Front page POA
Prior to Page 15.....30%

Colour

Spot colour - \$195.00 per colour (Excl. GST)
\$214.50 per colour (Incl. GST)
Full colour - \$440.00 (Excl. GST)
\$484.00 (Incl. GST)

Insert Rates

\$68.00 (Excl. GST) per 1,000 up to 8 (A4) pages
\$74.80 (Incl. GST) per 1,000 up to 8 (A4) pages
POA more than 8 (A4) pages

Advertising Rates	Casual	
	Excl. GST	Incl. GST
Full Page	\$4,608.00	\$5,068.80
1/2 Page	\$2,304.00	\$2,534.40
1/4 Page	\$1,152.00	\$1,267.20

Annual Spend Discount	Excl. GST	Incl. GST
3%	\$5,250.00	\$5,775.00
8%	\$10,500.00	\$11,550.00
13%	\$21,000.00	\$23,100.00
18%	\$42,000.00	\$46,200.00
25%	\$63,000.00	\$69,300.00
30%	\$105,000.00	\$115,500.00

Production costs may be charged. Please inquire. Early deadlines apply to public holidays. Rates are effective until June 2010.