



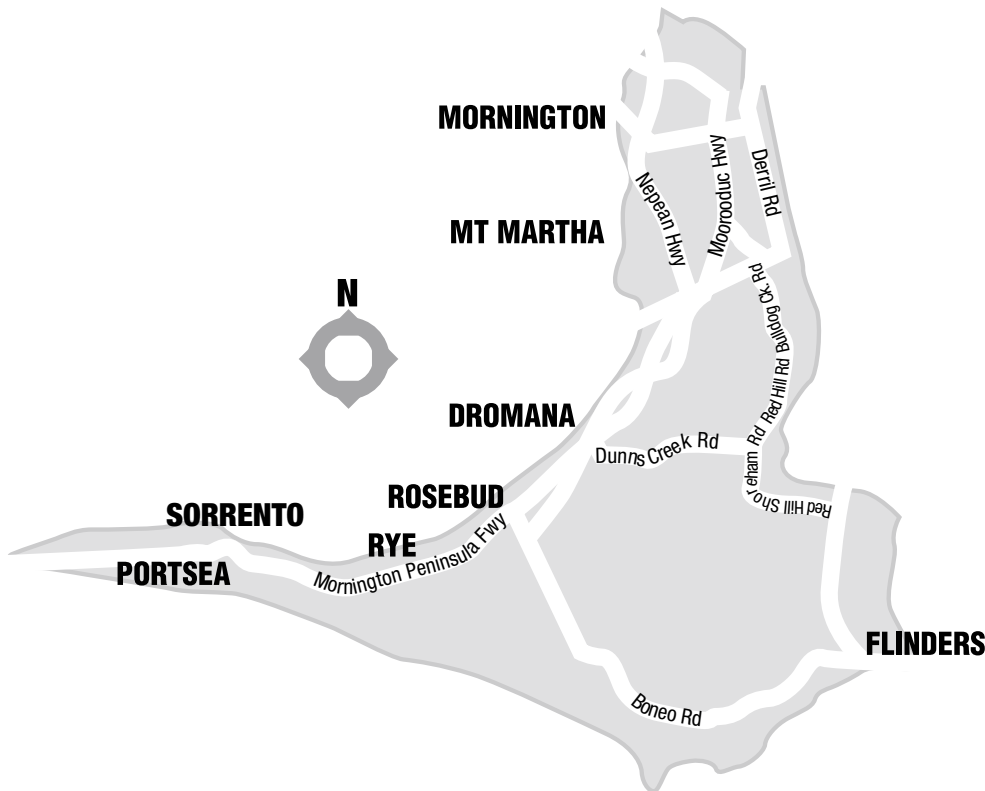
Circulation:

30,574*



CIRCULATIONS
 AUDIT BOARD

*CAB Audit Apr 09–Sep 09



Published Wednesday
 (Code: MPI)

Contact details:

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Delivery Summary:

Blairgowrie	3942	Mt Martha	3934	Safety Beach	3936
Dromana	3936	Portsea	3944	Sorrento	3943
Flinders	3029	Red Hill	3937	Tootgarook	3941
McCrae	3938	Rosebud	3939		
Mornington	3931	Rye	3941		

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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Mornington and Southern Peninsula
the Mail

Launched in 1984, The Mail is well established and known as a newspaper "With the community at heart".

The Mail embodies and embraces the communities it serves – and provides an attractive medium to carry advertisers' messages into households and business.

The Mail has 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's community partnership includes;

- Sponsor and media partner of Frankston Arts Centre's theatre season;
- The Arts Centre's annual film festival;
- RACV Great Australian Rally;
- Mornington Peninsula Pet and Pony Expo;
- 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 sponsorships, which are also linked to various fundraising events for local community projects.

Display Deadlines

Bookings Monday 1.00pm
 Supplied material Tuesday 11.00am

Real Estate Deadlines

Bookings Monday 11.00am
 Supplied material Tuesday 11.00am

Classified Deadlines

Trades Tuesday midday
 Real Estate Tuesday midday
 Auto Tuesday midday
 Weddings & Celebrations Tuesday midday
 All other Classifieds Tuesday 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	\$2,890.00	\$3,179.00
1/2 Page	\$1,445.00	\$1,589.50
1/4 Page	\$722.00	\$794.20

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.

READERSHIP FACTS**

- 58% are women, 42% are men
- 41% of readers are aged between 25-49 years
- 33% enjoy full-time employment
- The average household income is \$68,240
- 35% of readers have children in their household
- 80% believe quality is more important than price
- 74% own or are paying off a house
- 17% of readers plan to buy a car in the next four years
- 84% have accessed the internet in the last 4 weeks
- 43% are heavy readers of print
- 41% of readers went to a café for coffee or tea in the last 3 months and on average went 2.55 times
- 71% of readers went to a clothing store or boutique in the last 3 months and on average went 6.08 times
- 13% of readers intend on spending over \$5,000 renovating their home in the next 12 months

**Roy Morgan Readership Survey Oct 07–Sep 09