



# DAILY NEWS

CONNECTING THE TWEED, MURWILLUMBAH AND SOUTHERN GOLD COAST REGIONS

As "The Voice of Tweed Since 1888", the Daily News has been an established and integral part of the Tweed Heads community for over 120 years. The new Daily News is set to continue this tradition, delivering its respected and relied-upon news, entertainment and consumer information to a broader audience spanning the Tweed, Murwillumbah and southern Gold Coast regions. The Daily News includes a range of specialised sections covering local entertainment, events, dining, fishing and education, as well as a comprehensive guide to motoring, real estate and a bumper employment section.

## MAJOR SECTIONS

- Domain incorporating PROPERTY Week
- Drive incorporating CARS
- MyCareer.com.au incorporating search4jobs
- Commercial Property
- Sport
- Better Business
- Easy Eating
- Smarter Shopping
- Weekend
- The Mix
- Buzz
- NiE
- TV Guide
- Hooked on Water
- Weekend Racing Guide

**PUBLISHED**  
**COVER PRICE**  
**READERSHIP**  
**CIRCULATION**

Every Saturday  
\$0.50  
8,000  
3,982<sup>#</sup>

## CIRCULATION AREAS AND POSTCODES

Banora Point	2486	Kingscliff	2487	Robina	4226
Bilambil	2486	Mermaid Beach	4218	Robina Town Centre	4230
Bond University	4229	Mermaid Waters	4218	Tallebudgera	4228
Burleigh Heads	4220	Merrimac	4226	Terranora	2486
Burringbar	2483	Mooball	2483	Tugun	4224
Cabarita Beach	2488	Mudgeeraba	4213	Tweed Heads	2485
Coolangatta	4225	Murwillumbah	2484	Tweed Heads South	2486
Currumbin	4223	Ocean Shores	2483	Varsity Lakes	4227
Elanora	4221	Palm Beach	4221	West Burleigh	4219
Fingal Head	2487	Pottsville	2489		
Hastings Point	2489	Reedy Creek	4227		



## BOOST FOR NEW HOME BUILDERS



**GOLDEN COAST:** Council considers \$10,000 incentive for those who construct

**GREAT PRIZES UP FOR GRABS**  
Mercedes Live 2pm to 4pm  
Hastings Point Surf Club  
Supporting the August  
Mercedes Prizes Drawing 25 to 26 August  
COURTESY: MERCEDES-BENZ  
Tweed Heads



## ADVERTISING DEADLINES

ROP Booking	10am Thursday prior
Complete Material	9am Friday prior
Insert Booking	7 working days prior
Insert Material	5 working days prior

## CONTACT DETAILS

For bookings and information, contact your Media Sales Consultant, or the Daily News office:  
Phone 07 5524 6400  
Fax 07 5524 6333



# DAILY NEWS

## READER PROFILE

**FILTER: TWEED TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 73,000**

**TOTAL READERSHIP: 8,000\***

### GENDER

	REACH %	PUBLICATION PROFILE %	TWEED AREA POPULATION PROFILE %
Male	8	36	49
Female	13	64	51

### AGE

14-24	0	0	0
25-34	8	8	10
35-49	12	27	23
50-64	14	34	24
65+	12	31	28
Average age		57 years	51 years

### EMPLOYMENT

Employed full-time or part-time	9	49	54
Retired	12	35	30

### OCCUPATION

Professionals / managers <sup>†</sup>	19	29	16
White collar workers <sup>†</sup>	8	28	36
Small business owner / business decision maker	11	28	27

### SOCIO-ECONOMIC STATUS

AB / C quintiles	11	31	30
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### HOUSEHOLD DETAILS

Own or paying off own home	11	82	80
Main grocery buyer	14	68	50
Household decision maker	13	100	83
Children under 18 in household	7	24	36

### MEDIA CONSUMPTION<sup>^</sup>

Light / non commercial TV viewers	9	42	48
Light / non commercial radio listeners	10	79	86
Light / non cinema attendees	11	59	55

### FINANCE

Average household income		\$72,400	\$76,300
Average savings and investments (excl. property)		\$233,500	\$258,800



Source: Morgan September 2011; M-Sat av. readership; Tweed total distribution area  
 \*APN total distribution area <sup>†</sup>Based on main income earner <sup>^</sup>Light/non TV ≤ 2hrs/day;  
 Light/non radio ≤ 2hrs/day; Light/non cinema ≤ 1 visit in last 3-12months