



THE GYMPIE TIMES

DEDICATED TO GYMPIE AND SURROUNDS

The Gympie Times
Established 1868
Nobody knows Cooloola better

Keefe makes Collingwood's primary list - P.56

Little McMiracle home with her parents - P.18

www.gympietimes.com.au SATURDAY, NOVEMBER 11, 2011. Weather: Showers 17-22°C Details: P.55

Abu Dhabi's Crown Prince helps Mary River turtles - P.7

NATIONAL AWARD
Gympie company is at the top of their game

Story: Jennifer Park

A Gympie engineering company has won one of the top prizes in the 2011 Australian Engineering Awards for its gas engine repair service. The award was presented to the company by the Australian Engineering Council in Melbourne.

The award-winning company is Smith & Sons, a family-owned business that has been operating in Gympie since 1945. The company's service is based on the principle of 'no job too small'.

Smith & Sons has been recognized for its commitment to customer service and its dedication to providing a high-quality repair service. The company's success is attributed to its skilled technicians and its focus on customer satisfaction.

The award ceremony was held in Melbourne and was attended by representatives from the Australian Engineering Council and the Gympie community. Smith & Sons was presented with the award by the Australian Engineering Council's President, Mr. Peter Smith.

Mr. Peter Smith, President of the Australian Engineering Council, said: "Smith & Sons has demonstrated a high level of commitment to its customers and to the engineering profession. Their award-winning service is a testament to their skill and dedication."

Mr. Peter Smith also praised the company's commitment to the community and its focus on providing a high-quality repair service. He said: "Smith & Sons is a true example of a family-owned business that has built a successful reputation for itself over many years."

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Established in 1868 at the beginning of the region-defining Gympie Gold Rush, The Gympie Times has long-since provided residents and visitors with in-depth coverage of local news, sport, people and events. After 140 years in print, the publication stands by its traditional community focus, but strives to continually evolve to reflect the prospering city it services.

MAJOR SECTIONS

- Domain incorporating PROPERTY Week
- Drive incorporating CARS
- MyCareer.com.au incorporating search4jobs
- Commercial Property
- The Guide
- Sport
- Better Business
- Easy Eating
- Smarter Shopping
- Weekend
- Up Close
- Gotcha
- Class Act
- NiE
- Rural Weekly (Wide Bay edition)

PUBLISHED COVER PRICE

Daily, Tuesday to Saturday
\$1.20 Tue - Fri
\$1.30 Saturday

READERSHIP

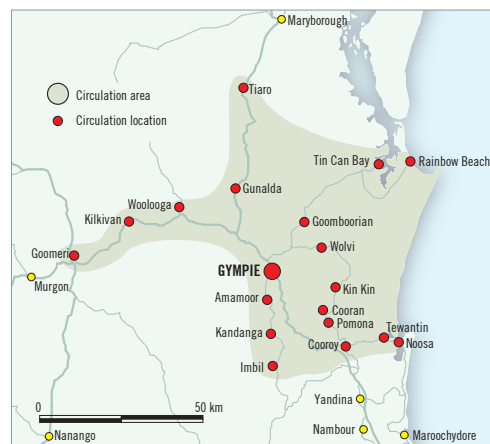
12,000 Tue - Fri
16,000 Saturday

CIRCULATION

4,213 Tue - Fri#
7,959 Saturday#

CIRCULATION AREAS AND POSTCODES

Amamoor	4570	Gympie	4570	Rainbow Beach	4581
Cooloola Cove	4580	Imbil	4570	Tewantin	4565
Cooran	4569	Kandanga	4570	Tiaro	4650
Goomboorian	4570	Kilkivan	4600	Tin Can Bay	4580
Goomeri	4601	Kin Kin	4571	Wolvi	4570
Gunalda	4570	Pomona	4568	Woolooga	4570



ADVERTISING DEADLINES

ROP Booking	10am, 2 working days prior
ROP Material	4pm, 2 working days prior
Classified Booking	3pm, 2 working days prior
Classified Material	3pm, 2 working days 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 Gympie Times office:
Phone 07 5480 4200
Fax 07 5480 4204



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Source: Morgan September 2011; APN total distribution area #ABC July to September 2011

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TUESDAY TO SATURDAY READER PROFILE

FILTER: GYMPIE TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 34,000

TOTAL READERSHIP: 13,000 DAILY*

	REACH %	PUBLICATION PROFILE %	GYMPIE AREA POPULATION PROFILE %
Primary readership	39	44	42
GENDER			
Male	33	45	49
Female	39	55	51
AGE			
14-24	17	4	8
25-34	56	25	16
35-49	28	22	29
50-64	32	23	27
65+	47	26	20
Average age		51 years	49 years
EMPLOYMENT			
Employed full-time or part-time	39	58	54
Retired	34	26	27
OCCUPATION			
Professionals / managers [†]	33	6	7
White collar workers [†]	40	35	32
Small business owner / business decision maker	44	30	24
SOCIO-ECONOMIC STATUS			
AB / C quintiles	30	12	15
HOUSEHOLD DETAILS			
Own or paying off own home	36	73	73
Main grocery buyer	34	76	80
Household decision maker	37	97	96
Children under 18 in household	40	46	42
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	38	39	37
Light / non commercial radio listeners	35	78	81
Light / non cinema attendees	35	65	68
FINANCE			
Average household income		\$56,400	\$52,800
Average savings and investments (excl. property)		\$270,000	\$225,900

