



# THE MORNING BULLETIN

DEDICATED TO ROCKHAMPTON AND SURROUNDS

Established in 1861, The Morning Bulletin has provided the diverse Rockhampton region with reliable, locally-driven news and entertainment for over 145 years. As the only local daily newspaper dedicated to the area, the popular title has long been considered an inherent feature of community culture, and is loved by its readers.

### MAJOR SECTIONS

- Domain incorporating PROPERTY Week
- Drive incorporating CARS
- MyCareer.com.au incorporating search4jobs
- Commercial Property
- The Guide
- Sport
- Junior Sport
- Better Business
- Easy Eating
- Smarter Shopping
- Weekend
- Our Town
- Pulse
- Fishing & Boating
- Rural Weekly (Central QLD edition)

### PUBLISHED COVER PRICE

Daily, Monday to Saturday  
 \$1.20 Mon - Fri  
 \$1.70 Saturday

### READERSHIP

43,000 Mon - Fri  
 50,000 Saturday

### CIRCULATION

15,618 Mon - Fri#  
 21,566 Saturday#

### CIRCULATION AREAS AND POSTCODES

Alpha	4724	Emerald	4720	Parkhurst	4702
Alton Downs	4702	Emu Park	4710	Rockhampton	4700
Bajool	4699	Glendale	4711	Sarina	4737
Baralaba	4702	Goovigen	4702	Springhurst	4722
Baraldine	4725	Gracemere	4702	St Lawrence	4707
Biloela	4715	Jericho	4728	Tannum Sands	4680
Blackall	4472	Longreach	4730	Taroom	4420
Blackwater	4717	Marlborough	4705	Thangool	4716
Bororen	4678	Middlemount	4746	The Caves	4702
Bouldercombe	4702	Miriam Vale	4677	Theodore	4719
Callide	4715	Moranbah	4744	Tieri	4709
Capella	4723	Mount Larcom	4695	Wowan	4702
Clermont	4721	Mount Morgan	4714	Yaamba	4704
Duaranga	4712	Moura	4718	Yeppoon	4703
Dysart	4745	Nth Rockhampton	4701		



**The Morning Bulletin**  
 www.themorningbulletin.com.au



**Matt's hotel delivers Rolls Royce treatment**

WEEK 10000: The Morning Bulletin has been named the 1000th Best Paper in the Australian Business Review, and when it stars in an upcoming television show. See story on Page 6. PHOTO: CHRIS SMITH/STOCK



**KATIE'S GOT A FLAIR FOR FASHION**  
 BUZZ - PAGE 25

## JOB EXPLOSION

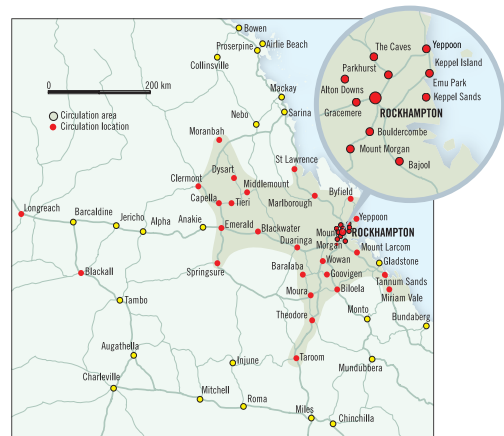
### \$20B LNG GREEN LIGHT SET TO SPARK BOOM TIME FOR ROCKY REGION

**WHAT IT MEANS FOR YOU**  
 FIND OUT ON PAGES 4 & 5



**NUTTY KNIGHTS HUNT FOR GRAIL**  
 SPAMALOT - P55

**AFFORDABLE QUALITY HOMES**  
 New Disabled Friendly Display Home  
 "Now open on display. Sunday. You won't believe it until you see this beach house. Also for Sale or Rent. Feed the ducks from your back door..."  
 24 Sorrento Way Zillie Bay Sunday 1:00pm-3:30pm  
 Book 14 days before today's Special Lift-off for a Feature



### ADVERTISING DEADLINES

ROP Booking	1pm, 2 working days prior
ROP Material	5pm, 2 working days prior
Classified Booking	5pm, 2 working days prior
Classified Material	5pm, 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 Morning Bulletin office:  
 Phone 07 4930 4222  
 Fax 07 4930 4360

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

# THE MORNING BULLETIN – ROCKHAMPTON

## MONDAY TO SATURDAY READER PROFILE

**FILTER: ROCKHAMPTON TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 133,000**

	REACH %	PUBLICATION PROFILE %	ROCKHAMPTON AREA POPULATION PROFILE %
<b>TOTAL READERSHIP: 44,000 DAILY*</b>	30	100	-
Primary readership	39	87	68
<b>GENDER</b>			
Male	29	49	51
Female	32	51	49
<b>AGE</b>			
14-24	23	15	21
25-34	20	12	18
35-49	27	24	27
50-64	39	27	21
65+	48	23	14
Average age		49 years	43 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	28	60	65
Retired	49	25	15
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	29	16	17
White collar workers <sup>†</sup>	35	26	23
Small business owner / business decision maker	37	19	15
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	24	28	35
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	37	68	56
Main grocery buyer	32	69	65
Household decision maker	33	91	85
Children under 18 in household	26	39	45
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	25	35	43
Light / non commercial radio listeners	28	74	78
Light / non cinema attendees	35	67	59
<b>FINANCE</b>			
Average household income		\$90,100	\$102,600
Average savings and investments (excl. property)		\$241,700	\$196,300