CABOOLTURE NEWS

Providing local news and views for over 80 years, the **Caboolture News** has built a large and loyal following – it is currently read by 40% of the Caboolture population*. A popular choice for local residents and advertisers, the **Caboolture News** is a vibrant publication that features local news, opinions, motoring, business, real estate, trades and services, plus a television guide.

MAJOR SECTIONS

- Local news
- Our Community
- Opinion
- Around the Ridges
- Business
- Entertainment
- Domain incorporating PROPERTY Week
- Local sport
- General classifieds
- Trades and services
- Television Guide
- MyCareer.com.au incorporating search4jobs

KEY ADVERTISING BENEFITS

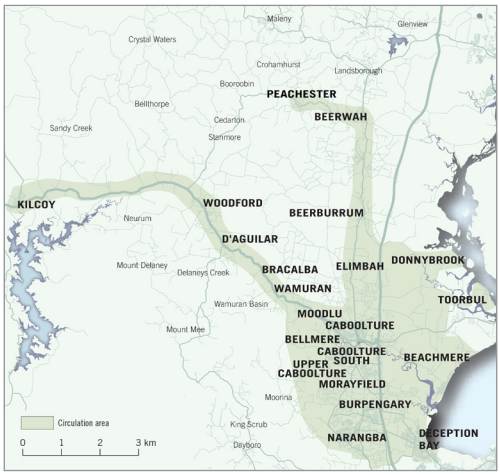
- Delivered to local homes and businesses – guaranteed target audience delivery
- Trusted and relied-upon, the **Caboolture News** reflects the voice of the community, and is the ideal environment to reach highly connected and engaged readers
- 7-day shelf life – longevity of advertisements; multiple advertising exposures
- Clean layout and effective navigation – maximises advertising cut-through

HOME DELIVERED FREE	Every Wednesday
CIRCULATION	34,719
READERSHIP	46,000**

CIRCULATION AREAS AND POSTCODES

Beachmere	4510	Kilcoy	4515
Beerburrum	4517	Morayfield	4506
Beerwah	4519	Narangba	4504
Burpengary	4505	Peachester	4519
Caboolture	4510	Toorbul	4510
Deception Bay	4508	Wamuran	4512
Donnybrook	4510	Woodford	4514
Elimbah	4516		

Source: CAB April to September 2011
*Morgan September 2011; Caboolture total distribution area
**APN total distribution area



ADVERTISING DEADLINES

ROP Booking	12:30pm Friday prior
ROP Material	5pm Monday prior
Classified Booking (lineage)	10am Friday prior
Classified Material (display)	10am Friday prior
Insert Booking	7 working days prior
Insert Material	5 working days prior

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APN AUSTRALIAN REGIONAL MEDIA

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