

# COOLUM & NORTH SHORE NEWS



A popular lead-in to the weekend, the **Coolum & North Shore News** is a vibrant publication that connects and reflects the people and interests of the Coolum community. Since its inception in 2005, the title has won over locals with its relevant and reliable content, which includes news, views and entertainment, plus a comprehensive property guide, trades and services, and television guide.

## MAJOR SECTIONS

- Local news
- Local sport
- MyCareer.com.au
- Community happenings
- Trades and services
- incorporating search4jobs
- My local life
- General classifieds
- Shopping and services
- Schools
- Domain incorporating PROPERTY Week
- Opinion
- Drive incorporating CARS
- Out and about
- Downtime

## KEY ADVERTISING BENEFITS

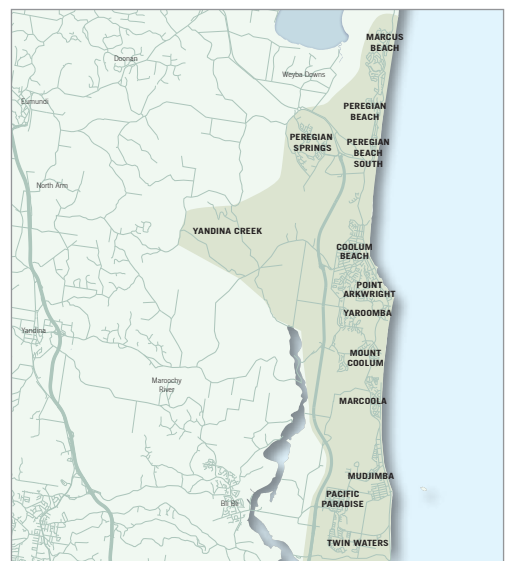
- Delivered directly to local homes – guaranteed target audience delivery
- Trusted and relied-upon, **Coolum & North Shore News** reflects the unique voice of the community, and is the ideal medium to reach connected and highly engaged readers
- 7-day shelf life – longevity of advertisements; multiple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

**HOME DELIVERED FREE** Every Friday  
**READERSHIP** 17,000  
**CIRCULATION** 12,743#

## CIRCULATION AREAS AND POSTCODES

Coolum Beach	4573	Peregian Beach	4573
Marcoola	4564	Peregian Beach South	4573
Marcus Beach	4573	Peregian Springs	4573
Maroochy North Shore	4564	Twin Waters	4564
Mudjimba	4564	Yandina Creek	4561
Pacific Paradise	4564	Yaroomba	4573

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



## ADVERTISING DEADLINES

ROP Booking	5pm Monday prior
ROP Material	3pm Tuesday prior
Classified Booking (lineage)	2:30pm Tuesday prior
Classified Material (display)	2:30pm Tuesday prior
Insert Booking	7 working days prior
Insert Material	5 working days prior
Editorial Submissions	12pm Monday prior

## CONTACT DETAILS

Phone 07 5440 2300  
 Fax 07 5446 3413  
 Email [coolumnews@scnews.com.au](mailto:coolumnews@scnews.com.au)



**Coolum & North Shore News**  
 Your home, your voice