



THE COFFS COAST ADVOCATE

DEDICATED TO COFFS HARBOUR AND SURROUNDS

Having celebrated its centenary in 2007, The Coffs Coast Advocate is a local institution for residents of Coffs Harbour and surrounding districts. The popular newspaper provides comprehensive coverage of local news, events and issues of relevance to the Coffs Coast community, as well as national and international news. The Coffs Coast Advocate directly reflects the coastal community it services, and also features content on healthy living, environmental concerns, travel, entertainment, local business, motoring and a full-colour property lift-out each Saturday.

MAJOR SECTIONS

- Property Week
- Commercial Property
- CARS
- Detours
- The Guide
- Sport
- Junior Sport
- coffsjobs
- Better Business
- Weekender
- Easy Eating
- Smarter Shopping
- The Chalk Board
- NiE
- Rural Weekly

PUBLISHED
COVER PRICE
READERSHIP
CIRCULATION
PAGE IMPRESSIONS
UNIQUE BROWSERS

Every Wednesday and Saturday
 Free
 42,000
 31,210#
 407,286†
 46,427†

CIRCULATION AREAS AND POSTCODES

Bellingen	2454	Lowanna	2450	Sawtell	2452
Coffs Harbour	2450	Moonee Beach	2450	Toormina	2452
Coramba	2450	Mullaway	2456	Ulong	2450
Corindi Beach	2456	Nambucca Heads	2448	Urunga	2455
Dorrigo	2453	Nana Glen	2450	Valla	2448
Emerald Beach	2456	Red Rock	2456	Woolgoolga	2456
Glenreagh	2450	Repton	2454		



ADVERTISING DEADLINES

ROP Booking	11am, 2 working days prior
ROP Material	5pm, 2 working days prior
Classified Booking	4pm, 2 working days prior
Classified Material	4pm, 2 working days prior
Insert Booking	7 working days prior
Insert Material	5 working days prior

CONTACT DETAILS

For more information, contact your Media Sales Consultant, or The Coffs Coast Advocate office:
 Phone 02 6650 2900
 Fax 02 6651 5345



The **COFFS COAST** Advocate
www.coffscoastadvocate.com.au

Source: Morgan September 2011; W/Sat av. readership; APN total distribution area #CAB April to September 2011 †Nielsen SiteCensus December 2011

THE COFFS COAST ADVOCATE

WEDNESDAY / SATURDAY READER PROFILE

FILTER: COFFS COAST TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 76,000	REACH %	PUBLICATION PROFILE %	COFFS COAST AREA POPULATION PROFILE %
TOTAL READERSHIP: 42,000 DAILY*	55	100	-
Primary readership	60	81	75
GENDER			
Male	48	42	48
Female	62	58	52
AGE			
14-24	41	13	17
25-34	55	10	10
35-49	55	24	25
50-64	56	26	26
65+	65	26	22
Average age		50 years	48 years
EMPLOYMENT			
Employed full-time or part-time	55	53	53
Retired	63	27	24
OCCUPATION			
Professionals / managers [†]	54	20	20
White collar workers [†]	58	41	39
Small business owner / business decision maker	53	17	18
SOCIO-ECONOMIC STATUS			
AB / C quintiles	49	29	32
HOUSEHOLD DETAILS			
Own or paying off own home	58	68	64
Main grocery buyer	59	70	66
Household decision maker	58	86	82
Children under 18 in household	53	42	43
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	53	46	48
Light / non commercial radio listeners	53	83	85
Light / non cinema attendees	56	60	59
FINANCE			
Average household income		\$60,400	\$64,100
Average savings and investments (excl. property)		\$186,200	\$198,400