

F Bush 'n Beach FISHING



13, 500 copies of Bush 'n Beach Fishing are printed and distributed from far north Queensland to Sydney. The highest reader penetration is from Rockhampton to South West Rocks. This offers a great opportunity to target Australia's population growth centres that enjoy a yearlong fishing and boating season and have the greatest concentration of registered recreational boats and recreational anglers.

Advertising Rates

Casual rate is \$4.95 per column centimetre (one column is 3.38cm wide). That diminishes to \$3.60 for regular monthly advertisers and volume buys:

Mono	Price	Full Colour	Price	Spot Colour	Price
Full Page	\$925	Full Page	\$1270	One Spot	\$110
Half Page	\$465	Half Page	\$770	Two Spots	\$220
Quarter Page	\$265	Quarter Page	\$570		

Gloss Page: Full Page, from \$1100

(All prices include GST)

Mechanical Details

Full Page: 38cm deep x 26cm wide; Half Page: 26cm x 5cols or 19cm x 7cols; Quarter Page: 13cm x 5cols or 16cm x 4cols; Screen: 95 to 100; Material is to be supplied on Zip Disc or CD in **Quark or Illustrator format.**

One column: 3.38cm, **Two columns:** 7.14cm, **Three columns:** 10.96cm, **Four columns:** 14.75cm, **Five columns:** 18.54cm, **Six columns:** 22.33cm, **Seven columns:** 26.13cm

Publishing Information

Edition	Copy	To Printer	Newsagent
December	10.11.03	21.11.03	26.11.03
January	01.12.03	12.12.03	24.12.03