

# EASTERN SUBURBS LIFE

[www.easternsuburbslife.com](http://www.easternsuburbslife.com)

Estimated Readership 25,000 per edition - Eastern Suburbs Life is published 8 times a year throughout the Woollahra, Waverley & Randwick Municipalities. It combines Online, Hard Copy, Digital and Social Media promotion. Annual estimated readership 200,000.

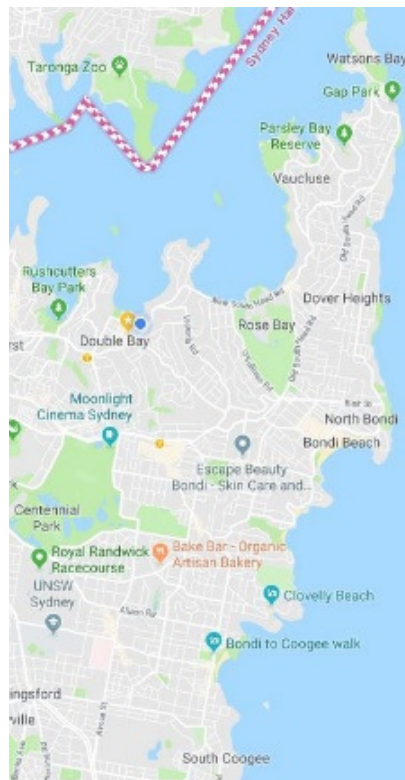
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ADVERTS & ADVERTORIAL	FULL PAGE	HALF PAGE (H)	QTR PAGE	CLASSIFIED
Standard Rate – Per Edition	\$1,000	\$500	\$350	\$250
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Height	375 mm	176 mm	176 mm	50 mm
Loadings: Front Page 100% - Back Page 50% - Early Right Hand & Features Pages 30%				
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## READERSHIP & DISTRIBUTION

### READERSHIP:-

- EMPLOYMENT RATE 96.5%
- MEDIAN AGE 32 TO 41
- ESTIMATED READERSHIP 50,000/SEASON
- 28.6% IN WHOLLY OWNED HOME
- AVERAGE HOUSEHOLD INCOME \$122,500 P.A.



Major Suburbs	Post Code
Elizabeth Bay	2011
Paddington	2021
Bondi Junction	2022
Bellevue Hill	2023
Waverley	2024
Woollahra	2025
Bondi / Bondi Beach	2026
Darling Point/Point Piper	2027
Double Bay	2028
Rose Bay	2029
Watsons Bay	2030
Randwick	2031
Kingsford	2032
Kensington	2033
Coogee	2034
Maroubra	2035
Little Bay	2036

**TOTAL POPULATION 270,000+**

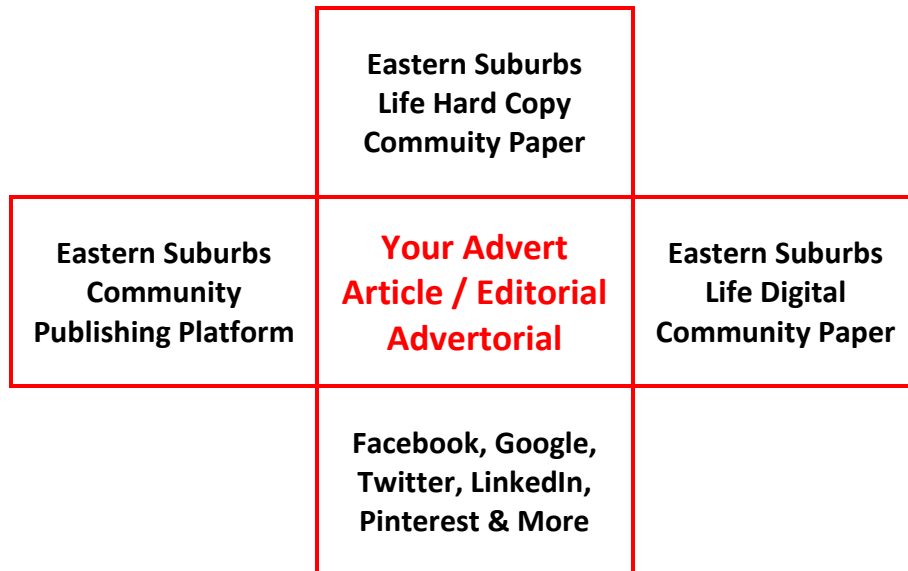
Distribution to Newsagents, Cafes, Hairdressers, Businesses, Community Groups & Satellite Locations.  
Source: Australian Bureau of Statistics 2016 Census

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This means you get more exposure for your money. We are also unique because we focus on a tight geographic area which allows us to keep our distribution costs to a minimum and ensure your business is promoted directly to the most prestigious suburbs. That's two more ways we help you get value for your money.

### **Warren Buffet on the future of local community papers...**

“Newspapers continue to reign supreme, however, in the delivery of local news. If you want to know what’s going on in your town – whether the news is about the mayor or taxes or high school football – there is no substitute for a local newspaper that is doing its job. A reader’s eyes may glaze over after they take in a couple of paragraphs about Canadian tariffs or political developments in Pakistan; a story about the reader himself or his neighbours will be read to the end. Wherever there is a pervasive sense of community, a paper that serves the special informational needs of that community will remain indispensable to a significant portion of its residents.

“Charlie and I believe that papers delivering comprehensive and reliable information to tightly-bound communities and having a sensible Internet strategy will remain viable for a long time. “

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