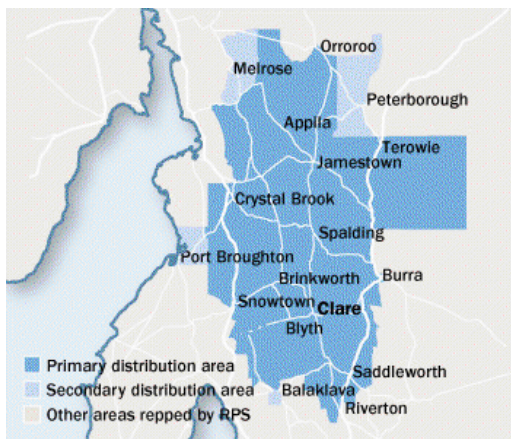


Northern Argus



Area: South Australia, SA
 Published Circulation Readership †
 4694 12682
 Type: Paid Frequency: Weekly
 Website: clare.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	19862	5156	25018
Total Males	9949	2578	12527
Total Females	9913	2578	12491
Total Dwellings	7509	2064	9573
Fully Owned	3684	1096	4780
Being Purchased	2268	548	2816
Rented	1557	420	1977

The Paper

The Northern Argus has been the voice of the Clare Valley and the Mid North since it was founded in 1869. The weekly newspaper covers all aspects of life in the community including news, sport, farming, social and school news, a regular motoring section, a regular wine page and many other regular features. The healthy classifieds and letters to the editor sections are indications of its loyal readership.

The Market

The Mid North is an important wealth-producing region for South Australia with its wine, tourism, wool and agricultural industries. At the heart of the Mid North is the Clare Valley which is best known as a premium wine region producing some of Australia's best known labels including Jim Barry, Knappstein, Taylors, Annie's Lane, Kirrihill, O'leary Walker and Kilikanoon. These, along with the many smaller wineries, make the Clare Valley a popular tourist destination for daytrippers from Adelaide and interstate and international visitors. Clare boasts a comprehensive shopping district which attracts consumers from outlying districts while other major centres of the region include Riverton, Burra, Jamestown, Gladstone, Crystal Brook, Peterborough and Orroroo.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 3pm Thursday prior **Material:** 12 noon 2 working days prior

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	Casual	500cm	1000cm	2500cm	5000cm	7500cm	10000cm	15000cm
Ex GST	\$6.03	\$5.73	\$5.43	\$5.13	\$4.82	\$4.52	\$4.22	-
Inc GST	\$6.63	\$6.30	\$5.97	\$5.64	\$5.30	\$4.97	\$4.64	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** WNRA **QuickCut Paper Code** NA

Production Email: sales.northernargus@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings 3pm Thursday prior **Material** 12 noon 2 working days prior

RATES:

Casual Ex GST \$6.18 **Inc GST** \$6.80

PV Ex GST \$6.18 **Inc GST** \$6.80

JOBS.COM.AU Lift Rates Display **Ex GST** \$10.00 **Inc GST** \$11.00

Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published Circulation	No	No	No	Yes 4694	No	No	No
Inserts	0	0	0	5200	0	0	0

INSERTS

Strict conditions apply to discount insert rates. Unless you are sure of your usage level use 1-100000 rate. Levels are in multiples of 1000 per annum

per 1000 Casual

Ex GST \$150.00

Inc GST \$165.00

Insert Destination

Bridge Printing, 110-118 Adelaide Rd, Murray Bridge, SA, 5253