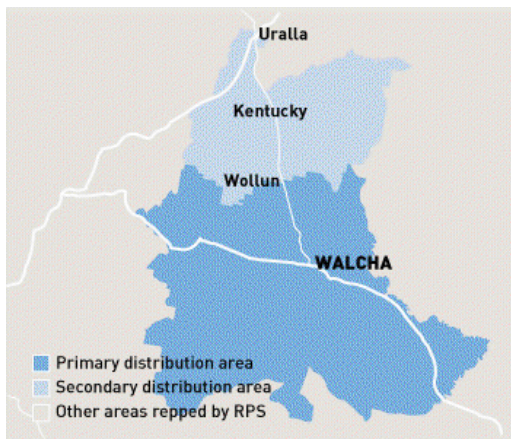


# Walcha News



**Area:** Tamworth and Northern, NSW  
**Published Circulation Readership †**  
 732 2349  
**Type:** Paid **Frequency:** Weekly  
**Website:** walcha.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	2466	2680	5146
<b>Total Males</b>	1228	1340	2568
<b>Total Females</b>	1238	1340	2578
<b>Total Dwellings</b>	913	1045	1958
<b>Fully Owned</b>	451	462	913
<b>Being Purchased</b>	230	321	551
<b>Rented</b>	232	262	494

## The Paper

The Walcha News is a weekly publication which serves the Walcha District, situated on the south eastern edge of the NSW Northern Tablelands. Its 966 circulation into homes gives it nearly total market saturation. The district has a population of 3200 and covers substantial geographical areas stretching 50km to the east, 70km to the south, 30km to the west and 15km to the north.

## The Market

Known as the "Pasture Wonderland", the district is renowned for its production of fine wool and prime beef. The Walcha district is situated adjacent to the spectacular Macleay River Wilderness. This rugged landscape, with its plunging gorges and clear mountain streams boasting an abundance of both rainbow and brown trout is a reason why tourism has become Walcha's fastest growing industry.

## 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:** 12 noon 2 working days 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
<b>Ex GST</b>	\$5.87	\$5.70	\$5.14	\$4.41	\$4.25	-	-	-
<b>Inc GST</b>	\$6.46	\$6.27	\$5.65	\$4.85	\$4.68	-	-	-

**COLOUR: Full Colour \$465.00**

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut Yes Publisher Code TNDL QuickCut Paper Code WALC**

Production Email: [walcha.news@ruralpress.com](mailto:walcha.news@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS: Max Cms:38 Max Cols:4**

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

**DEADLINES: Bookings** 12 noon 2 working days prior **Material** 12 noon 2 working days prior

## RATES:

**Casual Ex GST \$14.89 Inc GST \$16.38**

**PV Ex GST \$17.11 Inc GST \$18.82**

**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
<b>Published Circulation</b>	No	No	No	No	Yes 732	No	No
<b>Inserts</b>	0	0	0	0	800	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 -**

**Inc GST -**

## Insert Destination

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340