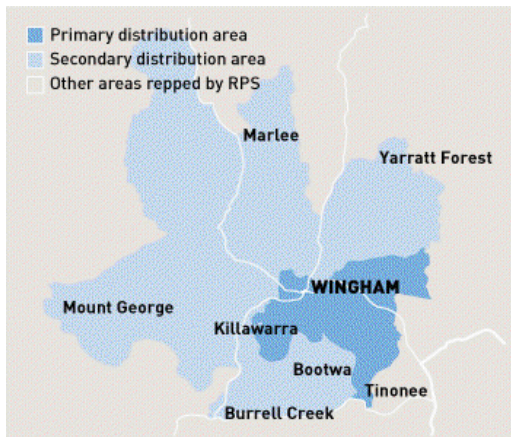


# Wingham Chronicle



**Area:** Mid North Coast, NSW  
**Published**    **Circulation**    **Readership †**  
 1208                      3248  
**Type:** Paid    **Frequency:** Weekly  
**Website:** wingham.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	6319	2008	8327
<b>Total Males</b>	3052	1004	4056
<b>Total Females</b>	3267	1004	4271
<b>Total Dwellings</b>	2242	687	2929
<b>Fully Owned</b>	993	362	1355
<b>Being Purchased</b>	782	233	1015
<b>Rented</b>	467	92	559

## The Paper

The Wingham Chronicle has been published since 1880 and is regarded as the town's bible. If something happens in the town or surrounding district - it's in the Chronicle. The paper identifies strongly with its community and gets behind annual town promotions such as Beef Week and retail sale days. Regular pages of school news, created in conjunction with the town's four schools, are popular, along with all the sports results from a strongly sports-minded community.

## The Market

Located on the Manning River, 12km west of Taree, Wingham is a town built around the dairy and beef cattle industries. The town's biggest employer is the local abattoir, run by Wingham Beef Exports Pty Ltd. Apart from cattle there is an expanding sheep and goat industry, with several studs in the area breeding both wool and meat. Wingham has a population of 4,850, with many residents commuting to work in Taree or working in support roles with agricultural-based industries. The town is serviced by air through Taree and has three XPT rail services each day in each direction. Wingham is well known for the Manning Valley Beef Week which is run in the first week of May each year. Catering for all facets of the beef industry, it is the leading event of its type on the North Coast.

## DISPLAY / EGN ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34.5	72.5	110	148	186.5	223.5	261	0	0	0	0

**DEADLINES:** Bookings: 10am 3 working days prior **Material:** 10am 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>	\$4.71	\$3.72	\$3.56	\$3.43	\$3.25	-	-	-
<b>Inc GST</b>	\$5.18	\$4.09	\$3.92	\$3.77	\$3.58	-	-	-

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** PMEN **QuickCut Paper Code** WC

Production Email: [mncproduction@ruralpress.com](mailto:mncproduction@ruralpress.com); [cc:bookings.taree@ruralpress.com](mailto:cc:bookings.taree@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

**DEADLINES:** Bookings 10.30am 2 working day prior **Material** 11am 2 working day prior

## RATES:

**Casual Ex GST** \$7.27 **Inc GST** \$8.00

**PV Ex GST** \$8.66 **Inc GST** \$9.53

**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</b>	No	No	No	Yes	No	No	No
<b>Circulation</b>				1208			
<b>Inserts</b>	0	0	0	1400	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** -

**Inc GST** -

**Insert Destination**

65 Manning Street, TAREE NSW 2340