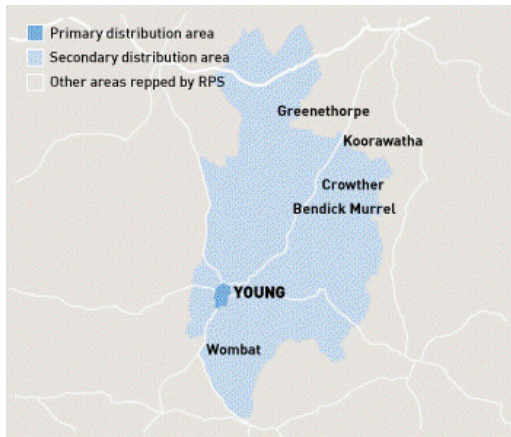


# THE YOUNG WITNESS

*The State's Cherry Capital*



**Area:** Bathurst and Central West, NSW  
**Published Circulation Readership †**  
 2510 6534  
**Type:** Paid **Frequency:** Tri-Weekly  
**Website:** young.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	7149	4662	11811
<b>Total Males</b>	3394	2331	5725
<b>Total Females</b>	3755	2331	6086
<b>Total Dwellings</b>	2636	1530	4166
<b>Fully Owned</b>	1026	769	1795
<b>Being Purchased</b>	713	534	1247
<b>Rented</b>	897	227	1124

## The Paper

The Young Witness through its community involvement and reporting news from all sections of the community has readership levels exceeding 70 per cent of its local population.

## The Market

Young, the "Cherry Capital of Australia" is situated in the south west of New South Wales. The town population is about 8,500 with a total of 11,046 in the shire. Young is about half way between the major regional centres of Orange and Wagga Wagga and is about one and a half hours drive from Canberra. The district produces about \$12 million worth of cherries in an average season and this represents about 3500 tonnes - 80% of the state's production. Young is a large producer of stone fruit, producing prune crops worth about \$2 million and plums, peaches and nectarines worth about \$7 million. It is a major grain growing area of wheat, canola, oats and barley. Sheep grazing is an important industry in the region and the district has several piggeries. Locally based steel manufacturing company, National Engineering, employs about 120 people. The Young district has started producing wine grapes, an industry worth more than \$2.5 million.

## 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>	\$10.48	\$9.96	\$9.42	\$8.29	\$7.75	-	\$7.58	-
<b>Inc GST</b>	\$11.53	\$10.96	\$10.36	\$9.12	\$8.53	-	\$8.34	-

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** YW

Production Email: [manager.youngwitness@ruralpress.com](mailto:manager.youngwitness@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** \$11.71 **Inc GST** \$12.88

**PV Ex GST** \$14.06 **Inc GST** \$15.47

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

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

Production Email: [classifieds.young@ruralpress.com](mailto:classifieds.young@ruralpress.com)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Published</b>	No	Yes	No	Yes	No	Yes	No
<b>Circulation</b>		1411		1727		2510	
<b>Inserts</b>	0	2000	0	2090	0	2850	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**

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