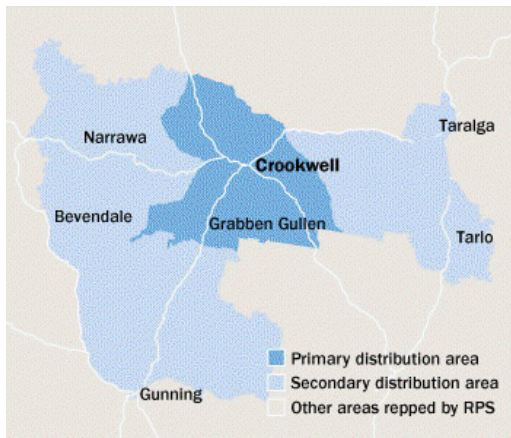




# Crookwell Gazette



**Area:** Canberra and South East, NSW  
**Published:** 991 **Circulation:** 2994 **Readership †:** 2994  
**Type:** Paid **Frequency:** Bi-Weekly  
**Website:** crookwell.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	2931	1712	4643
<b>Total Males</b>	1442	856	2298
<b>Total Females</b>	1489	856	2345
<b>Total Dwellings</b>	1083	610	1693
<b>Fully Owned</b>	600	321	921
<b>Being Purchased</b>	273	163	436
<b>Rented</b>	210	126	336

## The Paper

Founded on October 3, 1885, the Crookwell Gazette is the object of a high level of community support. The Goulburn Post, based in Goulburn, 50km away, also circulates in the shire, publishing regularly news written by its Crookwell-based correspondent. The bi-weekly Gazette focuses on community affairs and news for the farming and business communities, and promotes local interests in general. Coverage of local sports events fill two to three pages of every issue's eight pages. Much coverage and publicity is given to major annual events like the Crookwell Show, the Country Weekend Music Festival, the Cullen Sapphire Country Music Festival, the Tuena Goldrush Festival and Open Gardens.AK85

## The Market

The Crookwell Shire, atop the Great Dividing Range, is intensely agricultural with a total population of 4250, of whom 2016 live in the town of Crookwell. A third of the population are over 50, and 92.6 per cent are Australian born. Crookwell produces some of the best potatoes and Merino wool in the world, with agricultural production totalling \$42 million. 741 persons earn weekly incomes of \$400 to \$800 and 323 persons earn from \$800 to over \$1500 weekly. Of a total of 1792 employed persons, 688 are in agriculture, 158 in retail trade, 116 in education, 137 in health and community services. The town and shire are excellent tourist destinations and Crookwell is part of Capital Country Tourism which includes Canberra and the 11 surrounding shires.

## DISPLAY / EGN 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:** 12 noon 4 working days prior **Material:** 12 noon 3 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>	\$5.94	\$4.09	\$3.82	\$3.25	-	-	-	-
<b>Inc GST</b>	\$6.53	\$4.50	\$4.20	\$3.58	-	-	-	-

**COLOUR: Full Colour \$465.00**

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut Yes Publisher Code G444 QuickCut Paper Code CRGAZ**

Production Email: [kevin.tozer@ruralpress.com](mailto:kevin.tozer@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** 12 noon 3 working days prior **Material** 12 noon 2 working days prior

## RATES:

<b>Casual</b>	<b>Ex GST</b> \$6.24	<b>Inc GST</b> \$6.86										<b>COLOUR:</b>	
<b>PV</b>	<b>Ex GST</b> \$6.24	<b>Inc GST</b> \$6.86										<b>Full Colour</b>	\$465.00
<b>JOBS.COM.AU Lift Rates</b>												<b>Inc GST</b>	\$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Published</b>	No	No	Yes	No	Yes	No	No
<b>Circulation</b>			892		991		
<b>Inserts</b>	0	0	1100	0	1100	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**

<b>Ex GST</b>	-
<b>Inc GST</b>	-

## Insert Destination

Capital Fine Print, 9 Pirie Street, FYSHWICK ACT 2609