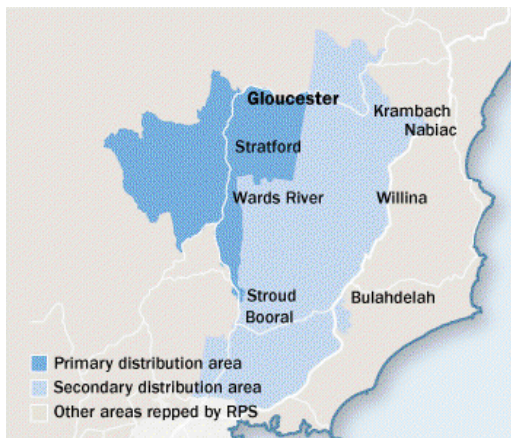




The Gloucester Advocate



Area: Hunter, NSW
Published Circulation Readership †
 1883 5154
Type: Paid **Frequency:** Weekly
Website: gloucester.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	4968	4884	9852
Total Males	2406	2442	4848
Total Females	2562	2442	5004
Total Dwellings	1888	1679	3567
Fully Owned	946	857	1803
Being Purchased	494	528	1022
Rented	448	294	742

The Paper

Established in 1905, the Gloucester Advocate is the eyes and ears of the glorious Gloucester district. It is a weekly paid with a huge penetration into the local area and covers all aspects of the area's vital issues, its social, community and sporting information.

The Market

The Gloucester Advocate serves the glorious Mid North Coast hinterland district of Gloucester, an area criss-crossed with clear, unpolluted mountain streams as they head towards the coast near Taree, 70km away. Forster-Tuncurry is about a similar distance to the east, with Raymond Terrace about 80km to the south. Gloucester's appeal today is highlighted by its proximity to the huge untamed Barringtons, the National Parks and Wilderness areas. It is the "Base Camp for the Barringtons", a favourite destination for tourists, and a mecca for bushwalkers and lovers of nature. The Gloucester area is famous for its traditional beef and dairy cattle and its associated saleyards and more recently for diversification into pioneering work with silver perch fish farming, rabbit breeding and processing, Boar goats and Alpacas, and a major new coal mining industry. The dairying industry is established on the rich river flats, particularly near the beautiful Barrington River, while the beef cattle populate the rolling hills of a scenic wonderland.

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	225	261	0	0	0	0

DEADLINES: Bookings: 5pm 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
Ex GST	\$9.11	\$6.55	\$5.86	\$5.47	\$5.14	-	\$4.88	\$4.56
Inc GST	\$10.02	\$7.21	\$6.45	\$6.02	\$5.65	-	\$5.37	\$5.02

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** PMEN **QuickCut Paper Code** GA

Production Email: mncproduction@ruralpress.com; [cc: bookings.gloucester@ruralpress.com](mailto:cc:bookings.gloucester@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 4 pm 2 working days prior **Material** 4 pm 2 working days prior

RATES:

Casual Ex GST \$8.04 **Inc GST** \$8.84

PV Ex GST \$9.82 **Inc GST** \$10.80

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	No	No	No	Yes	No	No	No
Circulation				1883			
Inserts	0	0	0	2050	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 -

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