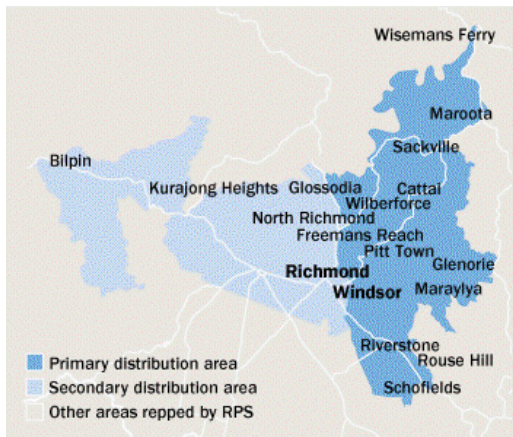


# HAWKESBURY GAZETTE



**Area:** Hawkesbury and Blue Mountains, NSW  
**Published:** 7225  
**Circulation:** 23941  
**Readership †:**  
**Type:** Paid  
**Frequency:** Weekly  
**Website:** hawkesburygazette.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	42730	28212	70942
<b>Total Males</b>	21052	14106	35158
<b>Total Females</b>	21678	14106	35784
<b>Total Dwellings</b>	14117	8439	22556
<b>Fully Owned</b>	3984	2879	6863
<b>Being Purchased</b>	5697	3861	9558
<b>Rented</b>	4436	1699	6135

## The Paper

Hawkesbury residents regard the Gazette as an essential part of life in their community providing the local detailed source of news and information. The weekly Hawkesbury Gazette publishes in excess of 70 pages per week, reporting on everything from vital issues, including police, council and business to local people and events which touch our everyday lives. The Gazette is sold throughout the region each Wednesday.

## The Market

The Hawkesbury region is located in North Western Sydney and is a mixture of rural and residential with an average of three people per household. The population is a mix of well established homes and new development areas. 81.4% of the work force travels to work by car (either driver or passenger). Tourism is a major industry, estimated at around \$30 million. Ninety-six per cent of small businesses in the Hawkesbury employ approximately 20 persons. The Hawkesbury region is broken into three main shopping areas - Windsor, Richmond and North Richmond. Each is serviced by at least one national grocery retailer. The Richmond "Marketplace" is the area's major shopping centre, supported by a host of national retail store chains. A proportion of the population travel to Penrith or Blacktown for work and shopping. The inflow of new residents ensures the market continues to grow.

## DISPLAY / EGN 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: 5pm 4 working days prior Material: 5pm 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>	\$16.72	\$10.78	\$10.48	\$10.04	\$9.72	-	\$9.51	\$9.26
<b>Inc GST</b>	\$18.39	\$11.86	\$11.53	\$11.04	\$10.69	-	\$10.46	\$10.19

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** HAGN **QuickCut Paper Code** HG

Production Email: [sales.hawkgazette@ruralpress.com](mailto:sales.hawkgazette@ruralpress.com)

## CLASSIFIED ADVERTISING

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

1	2	3	4	5	6	7	8	9	10	11
31	64	97	130	163	196	229	260	0	0	0

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

## RATES:

**Casual Ex GST** \$9.34 **Inc GST** \$10.27

**JOBS.COM.AU Lift Rates** Display **Ex GST** \$10.00 **Inc GST** \$11.00  
 Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

## COLOUR:

**Full Colour** \$465.00  
**Inc GST** \$511.50

## 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>				7225			
<b>Inserts</b>	0	0	0	8300	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**

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