



Area: Hunter, NSW
 Published Circulation Readership †
 17633 30042
 Type: Free Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	35136	6864	42000
Total Males	17811	3432	21243
Total Females	17325	3432	20757
Total Dwellings	11905	2401	14306
Fully Owned	3870	1006	4876
Being Purchased	4221	697	4918
Rented	3814	698	4512

The Paper

The Hunter Valley News services the three major towns and their surrounding communities in the Upper Hunter. The free paper delivers in the urban centres and provides a week to week snapshot of the major issues affecting this region as a whole.

The Market

About half the 50,000 population of the Upper Hunter is directly or indirectly associated with the mining and power generation industries. Annual average incomes in the region are said to be among the highest in regional Australia - estimated at around the \$45,000 mark. Of the three major towns, Singleton (pop 12,500) and Muswellbrook (pop 11,500) are strongly industry and mining based. Scone (about 4000) is rural based, however many miners reside there. Scone is known as the Horse Capital of Australia with horse studs providing employment in the Upper Hunter. The remaining communities of Denman, Merriwa, Aberdeen and Murrurundi are rural based with the exception of Aberdeen, which has developed around an export and domestic meat processing plant. Strong buying power, increased mobility and time has seen shopping behaviour patterns embrace all the Upper Hunter rather than just the old traditional town "loyalty". Tourism groups, associations and individuals are growing, working together with the regions rich variety of wine producing vineyards, its natural beauty and proximity to Newcastle, the Central Coast and Sydney.

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: 5pm 3 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
Ex GST	\$15.26	\$12.54	\$10.78	\$8.97	\$7.58	-	\$6.39	-
Inc GST	\$16.79	\$13.79	\$11.86	\$9.87	\$8.34	-	\$7.03	-

COLOUR: Full Colour \$465.00

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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 12 noon 2 working days prior Material 12 noon 2 working days prior

RATES:

Casual	Ex GST \$15.26	Inc GST \$16.79
PV	Ex GST \$18.11	Inc GST \$19.92
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 Circulation	No	No	No	Yes 17633	No	No	No
Inserts	0	0	0	17700	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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