



Area: Hunter, NSW
 Published Circulation 17530 Readership † 33273
 Type: I Frequency: Fortnightly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

The Paper

Covering 20,000 square kilometres of the Hunter Valley, well known for its rich grazing and dairy country, the Hunter Valley Town & Country Leader caters for the agricultural sector including small mixed farming, hobby farms and vineyards. Published fortnightly, Hunter Town & Country Leader Magazine circulates into six regional newspapers: Maitland Mercury, Singleton Argus, Dungog Chronicle, Muswellbrook Chronicle, Gloucester Advocate and Scone Advocate.

The Market

The Lower and Upper Hunter extending from Maitland through to Murrurundi in the west has one of the most diverse industrial and agricultural bases of any region. Its diverse and growing tourism sector particularly through the vineyards combined with coal mining, power generation, vegetable growing, beef and sheep meat production and dairying all contribute to making this market a rich one for advertisers.

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: 9am 6 working days prior **Material:** 5pm 4 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	\$18.02	\$16.72	\$16.17	\$16.04	\$14.21	-	\$13.67	\$13.55
Inc GST	\$19.82	\$18.39	\$17.79	\$17.64	\$15.63	-	\$15.04	\$14.91

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** MAME **QuickCut Paper Code** HTC

Production Email: prod.mercury@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 9am 6 working days prior **Material** 5pm 4 working days prior

RATES:

Casual Ex GST \$14.21 **Inc GST** \$15.63

PV Ex GST \$14.21 **Inc GST** \$15.63

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
Published	No	Yes	No	No	No	No	No
Circulation		17530					
Inserts	0	17530	0	0	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

Tamworth - 2-6 Lockheed Street, TAMWORTH NSW 2340 / Maitland - 258 High Street, MAITLAND NSW 2320