



Area: Hunter, NSW
Published Circulation Readership †
 18625 35530
Type: Free **Frequency:** Weekly
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	44798	0	44798
Total Males	21772	0	21772
Total Females	23026	0	23026
Total Dwellings	15760	0	15760
Fully Owned	5502	0	5502
Being Purchased	5753	0	5753
Rented	4505	0	4505

The Paper

Published every Thursday and letter box delivered throughout the Maitland City area, Beresfield and Morpeth, the Lower Hunter Star is a valuable adjunct to Maitland's daily newspaper, The Maitland Mercury. With an audited circulation of 19,903, The Lower Hunter Star provides excellent coverage of the local market. With an average of 48 pages per week including Maitland's best read Real Estate liftout, The Lower Hunter Star includes a complete local entertainment guide, strong classifieds content as well as a growing motoring section. Retail advertising and micro community news are the Lower Hunter Star's great strength. As a vehicle for catalogue inserts the Lower Hunter Star is very popular. A number of cost effective advertising packages are available when using the classic combination of the paid daily newspaper, The Maitland Mercury and the free Lower Hunter Star.

The Market

The Hunter Valley is the focus of diverse economic activities including agriculture, mining and industry. The area's location on the rich alluvial flats of the Hunter and Paterson Rivers has established its reputation as one of the most highly productive rural areas in NSW and a major service centre for a rich agricultural hinterland. Maitland's location, only 35 kilometres from the large industrial/port city of Newcastle, its close proximity to the extensive coal mining developments within the mid to upper Hunter, and its accessibility to a variety of recreational areas, has led to its development as a major sub-regional centre.

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 2 working days prior **Material:** 11am 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	\$14.13	\$10.34	\$8.90	\$8.19	\$7.91	-	\$7.46	\$6.75
Inc GST	\$15.54	\$11.37	\$9.79	\$9.01	\$8.70	-	\$8.21	\$7.43

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** MAME **QuickCut Paper Code** HSN

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 5pm 1 working day prior **Material** 5pm 1 working day prior

RATES:

Casual Ex GST \$14.80 **Inc GST** \$16.28

PV Ex GST \$17.65 **Inc GST** \$19.42

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	No	Yes 18625	No	No
Inserts	0	0	0	0	18625	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

Hunter Distribution Network, 7 Enterprise Drive, BERESFIELD, NSW, 2322