



Area: Hunter, NSW

Published Circulation Readership †
5982 11400

Type: Free Frequency: Weekly
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15365	0	15365
Total Males	7641	0	7641
Total Females	7724	0	7724
Total Dwellings	5111	0	5111
Fully Owned	1698	0	1698
Being Purchased	2249	0	2249
Rented	1164	0	1164

The Paper

Published every Friday and letter box delivered throughout the Thornton, Thornton North, Somerset Park, Beresfield, Tarro and Woodberry areas, the Lower Hunter Weekend Star is a valuable disseminator of news and information to residents. With a circulation of 6000 the Lower Hunter Weekend Star provides excellent coverage of the local market. With an average of 44 pages per week, including Maitland's best read real estate liftout, the Lower Hunter Weekend Star provides the most comprehensive coverage of micro-community news in its area. It also boasts a strong classifieds section. The strength of the Lower Hunter Star is the strong focus it places on this community. As a vehicle for catalogue inserts the Lower Hunter Weekend Star is very effective

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 Hutner 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. Thornton's location, less than 35 kilometres from the large industrial/port city of Newcastle and port of the Maitland local government area, its close proximity to the extensive coal mining developments as one of the fastest growing regional areas in New South Wales. The area encompasses the major residential growth corridor for Newcastle/Maitland

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: 12 noon 2 working days prior Material: 1pm 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	\$4.99	-	\$4.74	-	\$4.49	-	\$4.00	-
Inc GST	\$5.49	-	\$5.21	-	\$4.94	-	\$4.40	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code MAME QuickCut Paper Code LHW

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 \$4.59 Inc GST \$5.05

PV Ex GST \$6.05 Inc GST \$6.66

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	No	5982	No
Inserts	0	0	0	0	0	6000	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