



Area: Mid North Coast, NSW
Published Circulation 3200 **Readership †** 9739
Type: Paid **Frequency:** Bi-Weekly
Website: kempsey.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	16670	15560	32230
Total Males	8129	7780	15909
Total Females	8541	7780	16321
Total Dwellings	6437	5038	11475
Fully Owned	2933	2317	5250
Being Purchased	1584	1655	3239
Rented	1920	1066	2986

The Paper

The Macleay Argus published bi-weekly provides the most indepth local news of the community in which it circulates. It provides the ideal advertising vehicle for those wishing to reach the more affluent shoppers in the Kempsey community.

The Market

Situated on the Macleay River in the heart of Australia's Holiday Coast, Kempsey was established in 1835 and became a thriving port with activities centred upon timber, beef and dairy cattle. Major industries in Kempsey today include world famous hat-maker Akubra, Nestle, Boral Bricks and Explosive Entertainment - formerly Syd Howard Pyrotechnics. Potatoes and maize are among the principal crops grown while beef and dairy cattle still graze the lush pastures of the Macleay Valley. Kempsey enjoys a well-earned reputation with off road enthusiasts for the Power House 500 Off Road Race held in July each year. Other major promotions include Celebrate the Macleay, Country Music Week (September), BP Clybucca Rally and the annual rodeo held in October. Well serviced by road, rail and air, Kempsey is ideally sited on the Pacific Highway, midway between Sydney and Brisbane.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35.1	73.1	111	149	187	227.5	263	0	0	0	0

DEADLINES: Bookings: 12 noon 2 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	\$7.83	\$6.32	\$5.95	\$4.96	\$4.56	-	\$4.50	-
Inc GST	\$8.61	\$6.95	\$6.55	\$5.46	\$5.02	-	\$4.95	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** PMEN **QuickCut Paper Code** MACA

Production Email: thehub@ruralpress.com; cc:bookings.kempsey@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 12 noon 1 working day prior **Material** 12 noon 1 working day prior

RATES:

Casual Ex GST \$8.97 **Inc GST** \$9.87

PV Ex GST \$10.78 **Inc GST** \$11.86

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	No	No	Yes	No	No	Yes	No
Circulation			3200			3168	
Inserts	0	0	3700	0	0	3700	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

Macleay Argus, Rear of 72-74 Elbow Street, WEST KEMPSEY NSW 2440