



Area: Hunter, NSW
Published Circulation Readership †
 5121 14666
Type: Paid **Frequency:** Daily
Website: maitlandmercury.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	59887	30316	90203
Total Males	29346	15158	44504
Total Females	30541	15158	45699
Total Dwellings	20591	10584	31175
Fully Owned	7028	4105	11133
Being Purchased	8215	4184	12399
Rented	5348	2295	7643

The Paper

Since 1843 The Maitland Mercury has played an integral part in shaping the life of the community and in turn, the Maitland Community has shaped The Mercury. The Maitland Mercury's growth and development has paralleled those of its city. Today's Mercury boasts many market leading features including the Lower Hunter Valley's No 1 Real Estate and Property Supplement, published as a colour liftout every Friday. Other unique benefits include a daily TV Guide, regular reader giveaways, Maitland's best Motor Vehicle market coverage, daily classifieds and unrivalled local sport and general news coverage.

The Market

Maitland City, first settled in approximately 1810, is the focus of a diversity of economic activities including agriculture, mining and industry. The city'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 recreation 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	73	111	149	187	225	263	0	0	0	0

DEADLINES: Bookings: 12 noon 2 working days prior **Material:** 12 noon 1 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** MM
 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 12 noon 2 working day prior **Material** 12 noon 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					

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	Yes	Yes	Yes	Yes	No
Circulation		3825	4164	3669	4542	5121	
Inserts	0	4700	4700	4700	4700	5500	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	

Fairfax Regional Printers, Holmwood Business Park, 7 Enterprise Drive BERESFIELD NSW 2322