



Area: Mid North Coast, NSW
Published Circulation 21783 **Readership †** 40470
Type: Free **Frequency:** Weekly
Website: taree.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	53942	8982	62924
Total Males	25999	4491	30490
Total Females	27943	4491	32434
Total Dwellings	20762	3090	23852
Fully Owned	9644	1570	11214
Being Purchased	5170	1054	6224
Rented	5948	466	6414

The Paper

The Manning-Great Lakes Extra is a free regional weekly newspaper with a circulation of 20,250. Major distribution centres are Taree, Forster-Tuncurry, Wingham and surrounding towns and villages on the Mid North Coast. The paper has a strong motor vehicle and general retail advertising base as well as covering community news and sport from the region. The Extra regularly runs over 40 pages, with extensive use of colour.

The Market

The Manning and Great Lakes regions are located on the Mid North Coast of NSW. While the Manning is based on dairy farming, timber and light industry, the Great Lakes (centred on Forster-Tuncurry) is widely renowned as a favoured tourist and retirement destination. Greater Taree City (the Manning) has a population of 45,000 with the main centres being Taree (17,600) and Wingham (4,850) plus the coastal centres of Harrington, Crowdy Head, Old Bar, Hallidays Point and several inland villages. The Great Lakes is packed with natural attractions - 145km of beaches plus lakes and rivers and 1,000 square kilometres of national parks and seven state forests. There are 11 clubs, four golf courses and five bowling clubs to service a permanent population of 27,000 plus thousands of visitors annually.

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: 10am 2 working days prior **Material:** 2pm 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	\$14.35	\$11.71	\$11.31	\$11.10	\$10.48	-	\$9.96	\$9.02
Inc GST	\$15.79	\$12.88	\$12.44	\$12.21	\$11.53	-	\$10.96	\$9.92

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** PMEN **QuickCut Paper Code** MANG

Production Email: mncproduction@ruralpress.com; cc: bookings.taree@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 10.30am 1 working day prior **Material** 10.30am 1 working day prior

RATES:

Casual Ex GST \$15.22 **Inc GST** \$16.74

PV Ex GST \$17.70 **Inc GST** \$19.47

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 21783	No	No
Inserts	0	0	0	0	21800	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

65 Manning Street, TAREE NSW 2340