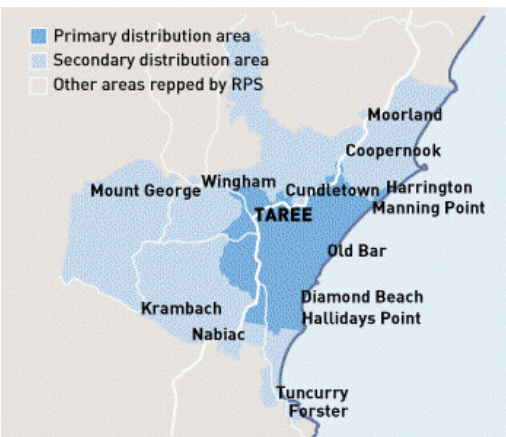


# MANNING RIVER Times



Area: Mid North Coast, NSW  
 Published Circulation Readership †  
 4577 15206  
 Type: Paid Frequency: Tri-Weekly  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
Total Persons	30094	33426	63520
Total Males	14540	16713	31253
Total Females	15554	16713	32267
Total Dwellings	11419	13166	24585
Fully Owned	4978	6558	11536
Being Purchased	3071	3279	6350
Rented	3370	3329	6699

## The Paper

The Manning River Times has been published continuously since 1869 and is referred to as "The Mirror of the Manning", winning the Spicers Award for Best Australian Country Newspaper. A tri-weekly, the Manning River Times publishes around 120 pages each week packed with information on the local community as well as an extensive advertising base. Wednesday's edition carries a special quarterfold entertainment magazine, Midcoast Happenings

## The Market

Taree and the Manning Valley are located on the Mid North Coast of NSW with a population of over 45,000. Taree, with a population of 17,600, is the regional commercial centre servicing 10 coastal and rural towns. Agriculture remains a major economic component of the area (over \$30 million) as is the timber industry. However, major companies relocated to the area now manufacture everything from pleasure boats (exported overseas) to railway and mining equipment as well as seafood processing for Australian and overseas markets. Eco-tourism is a rapidly growing market, ideally suited to the Manning Valley with its extensive coastal plains, low ridges and valleys and of course the Manning River and the tributaries. The area has a mild climate with warm, moist summers, cool dry winters and warm dry springs.

## DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34.5	72.5	110	148	186.5	223.5	261	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	\$10.48	\$8.79	\$7.58	\$6.75	\$5.77	-	\$5.62	\$5.35
Inc GST	\$11.53	\$9.67	\$8.34	\$7.43	\$6.35	-	\$6.18	\$5.89

COLOUR: Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code PMEN QuickCut Paper Code MANR

Production Email: [mncproduction@ruralpress.com](mailto:mncproduction@ruralpress.com); cc: [bookings.taree@ruralpress.com](mailto: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 2 working day prior Material 11am 2 working day prior

## RATES:

Casual Ex GST \$11.16 Inc GST \$12.28

PV Ex GST \$12.82 Inc GST \$14.10

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	Yes	No	Yes	No
Circulation			3194	3927		4577	
Inserts	0	0	3500	4300	0	5000	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