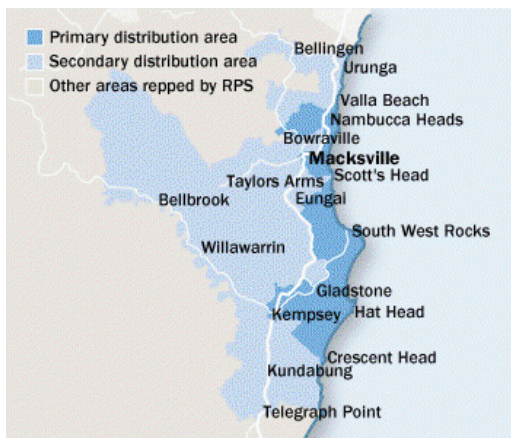


**MID-COAST**  
**Observer**



Area: Mid North Coast, NSW  
 Published Circulation Readership †  
 18790 34200  
 Type: Free Frequency: Weekly  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

**AREA STATISTICS**

	Primary	Secondary	Total
Total Persons	32917	18842	51759
Total Males	15953	9421	25374
Total Females	16964	9421	26385
Total Dwellings	12658	6488	19146
Fully Owned	5762	3026	8788
Being Purchased	3044	2074	5118
Rented	3852	1388	5240

**The Paper**

The weekly free regional community Mid Coast Observer circulates over 17,500 copies throughout the Macleay, Nambucca and Bellingen Shires, catering for a total population of 56,300 people from Telegraph Point in the south to Dorrigo in the North. The Mid Coast Observer, with its free distribution to many communities, provides a snapshot of the major issues affecting the region on a weekly basis.

**The Market**

The Macleay region takes in 2,600 square kilometres and its people are producers involved in all facets of primary production, timber industry, light industry, tourism and fishing both recreational and commercial. Observer territory boasts and promotes relaxed family holidays.

- Beaches - Some of the best patrolled and unpatrolled beaches on the north coast.
- Mountains - Close proximity to the Great Dividing Range where you can enjoy beautiful scenery, camping, bush walking, four wheel driving.
- The Great Rivers - The Macleay, The Nambucca and the Bellingen, where you can boat, fish and swim.
- Deep Sea Fishing - The tropical currents meet the southern currents in the heart of Observer territory, the result is fishing second to none.

While dairying and beef cattle are the main agricultural base, tourism continues to grow.

**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: 4pm 4 working days prior Material: 4pm 4 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	\$14.21	\$11.53	\$11.31	\$11.16	\$11.10	-	\$9.02	\$8.29
Inc GST	\$15.63	\$12.68	\$12.44	\$12.28	\$12.21	-	\$9.92	\$9.12

**COLOUR: Full Colour \$465.00**

**MATERIAL:**

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code PMEN QuickCut Paper Code MIDC

Production Email: [thehub@ruralpress.com](mailto:thehub@ruralpress.com); [cc: bookings.kempsey@ruralpress.com](mailto: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 10am 2 working days prior Material 10am 2 working days prior**

**RATES:**

Casual Ex GST \$16.84 Inc GST \$18.52

PV Ex GST \$18.92 Inc GST \$20.81

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	Yes 18790	No	No	No
Inserts	0	0	0	18800	0	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**

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