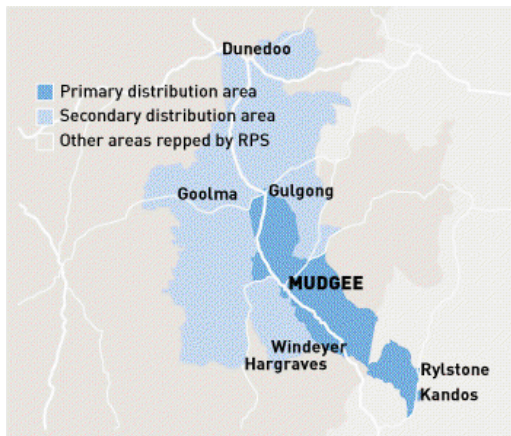


THE WEEKLY



Area: Dubbo and North West, NSW
 Published Circulation Readership †
 3087 7600
 Type: Paid Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	14191	4930	19121
Total Males	6888	2465	9353
Total Females	7303	2465	9768
Total Dwellings	5318	1631	6949
Fully Owned	2137	838	2975
Being Purchased	1485	556	2041
Rented	1696	237	1933

The Paper

The Weekly provides a full colour production of news stories, contributed stories and opinions from people throughout the region which encompasses Coolah, Dunedoo, Gulgong, Kandos, Rylstone, Mudgee and outlying districts. Publishing of The Weekly began in March 2004 and in no time it has become a popular read for thousands of people out their in the community interested in local news and views. The Weekly's motto has always been

The Market

The region is a 3.5 hour drive north west of Sydney and is renowned for its agriculturue, wine growing, home grown food products and tourist attractions. The Mudgee/Gulgong region is also popular for its diversity of artists, its culniary expertise which attracts vast numbers of people to the area, particularly during wine month (September) when the streets are overflowing with visitors. The famous fine and superfine wool in the Mudgee district is still a major industry. The Mudgee Small Farm Field Days attracts around 30,000 visitors every July. The MSFFD places great emphasis on the educational side of farming, providing a major draw card for both small hobby farmers and large scale farmers from throughout the country.

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 3 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	\$9.97	\$9.43	\$8.29	\$7.75	-	\$7.58	-
Inc GST	\$11.53	\$10.97	\$10.37	\$9.12	\$8.53	-	\$8.34	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code DALD QuickCut Paper Code MG

Production Email: mail.mguardian@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 10am 1 working days prior Material 10am 1 working days prior

RATES:

Casual Ex GST \$12.99 Inc GST \$14.29

PV Ex GST \$15.41 Inc GST \$16.95

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 3087	No	No	No
Inserts	0	0	0	3400	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

216 Macquarie Street, DUBBO NSW 2830