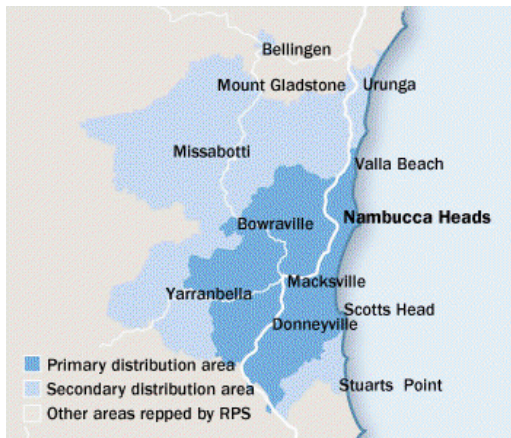


# Guardian News



**Area:** Mid North Coast, NSW  
**Published Circulation Readership †**  
 2420 6577  
**Type:** Paid **Frequency:** Weekly  
**Website:** nambuccaheads.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	15051	8288	23339
<b>Total Males</b>	7284	4144	11428
<b>Total Females</b>	7767	4144	11911
<b>Total Dwellings</b>	5912	3284	9196
<b>Fully Owned</b>	2825	1544	4369
<b>Being Purchased</b>	1387	875	2262
<b>Rented</b>	1700	865	2565

## The Paper

The Guardian News is the paper of record in this growth market. Its circulation concentrates in Nambucca Heads and Macksville, the two major urban centres. The News' high penetration rate and guaranteed readership provides a strong vehicle for advertisers in this growth market.

## The Market

The Nambucca Shire Council Local Government area is situated on the Mid North Coast of New South Wales about half way between Sydney and Brisbane. Current population of the Nambucca region is 17,610, which is expected to increase by some 7,700 to the Year 2016. Census statistics show that 54 per cent of the population has an annual income of more than \$60,000. The Nambucca's economy is currently influenced by rural pursuits - the Valley has a strong banana and small crops industry; most forms of agriculture; and a wide cross-section of light industrial activities. Both Macksville and Nambucca business areas provide a sound base for future expansion. The decision by Woolworths supermarket to establish a store at Nambucca is seen as a display of confidence in the area. Tourism also plays a major role in the Nambucca's economy. The Valley has a diverse eco-tourism base from the hinterland to the sea. It's holiday time all-year-round with clean, sweeping beaches, sparkling estuaries and heritage towns steeped in history. All this... and a climate hard to better anywhere in the world makes the Nambucca a popular holiday destination.

## 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:** 12 noon 3 working days prior **Material:** 5pm 3 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
<b>Ex GST</b>	\$7.83	\$6.34	\$5.95	\$4.96	\$4.56	-	\$4.09	-
<b>Inc GST</b>	\$8.61	\$6.97	\$6.55	\$5.46	\$5.02	-	\$4.50	-

**COLOUR: Full Colour \$465.00**

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** PMEN **QuickCut Paper Code** NGN

Production Email: [thehub@ruralpress.com](mailto:thehub@ruralpress.com); [cc:classified.nambucca@ruralpress.com](mailto:cc:classified.nambucca@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 \$6.91 Inc GST \$7.60**

**PV Ex GST \$7.75 Inc GST \$8.53**

**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
<b>Published Circulation</b>	No	No	No	No	Yes 2420	No	No
<b>Inserts</b>	0	0	0	0	2650	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

42 Bowra Street, NAMBUCCA HEADS NSW 2448