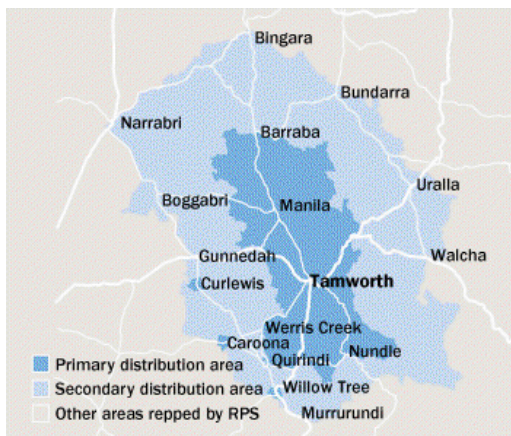


The Northern Daily
LEADER



Area: Tamworth and Northern, NSW
Published Circulation Readership †
 11053 29843
Type: Paid **Frequency:** Daily
Website: northerndailyleader.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	57940	30688	88628
Total Males	28248	15344	43592
Total Females	29692	15344	45036
Total Dwellings	20848	11325	32173
Fully Owned	8185	5017	13202
Being Purchased	6658	3132	9790
Rented	6005	3176	9181

The Paper

The strength of The Northern Daily Leader lies in its enormous penetration into the region's market place. From its Tamworth base and reaching many hundreds of kilometres into the North West/New England region The Leader is a diverse publication catering for the tastes and interest of many consumers. For its reader, The Leader, like many newspapers is a window to the world. It's a way for local people to learn about their neighbours, their town's economy and their own future. Published six days a week - Monday to Saturday - The Leader is a local newspaper generating most of its stories from Tamworth and the region but also paying special attention to the bigger picture of national and international news and sport. AK138

The Market

The Northern Daily Leader serves a vast and versatile region. Its daily readership sweeps across the North West Slopes and Plains and climbs across the Northern Tablelands. The district is rich in agriculture. The Tablelands prides itself on being a quality cattle, sheepmeat and wool growing source. Though dozens of towns and villages dot the landscape, two major cities service much of the region. Tamworth, with a district population of 55,000, is an agricultural service centre and home to diverse manufacturing and business support services. It enjoys international recognition for its aviation industry, boasting a British Aerospace military pilot training academy. The city is probably even better known for its mantle as Australasia's Country Music Capital. The Country Music Festival, held during the month of January, generates over \$60 million annually for Tamworth and provides further diversification in the local economy.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

	1	2	3	4	5	6	7	8	9	10	11
	35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 4 working days prior **Material:** 12 noon 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	\$14.21	\$12.96	\$12.52	\$12.22	\$11.51	-	\$10.63	\$9.96
Inc GST	\$15.63	\$14.26	\$13.77	\$13.44	\$12.66	-	\$11.69	\$10.96

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** TNDL **QuickCut Paper Code** NDL

Production Email: prod.ndl@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 35 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 12 noon 2 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual Ex GST \$26.73 **Inc GST** \$29.40

PV Ex GST \$29.86 **Inc GST** \$32.85

JOBS.COM.AU Lift Rates Display **Ex GST** \$10.00 **Inc GST** \$11.00

Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

COLOUR:

Full Colour \$465.00

Inc GST \$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Published	No	Yes	Yes	Yes	Yes	Yes	Yes
Circulation		6656	6795	6475	6394	6620	11053
Inserts	0	7400	7400	7400	7400	7400	12000

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

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340