



Area: Mid North Coast, NSW
 Published Circulation Readership †
 24275 43339
 Type: Free Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	50982	14828	65810
Total Males	24246	7414	31660
Total Females	26736	7414	34150
Total Dwellings	19210	5646	24856
Fully Owned	8187	3020	11207
Being Purchased	5279	1563	6842
Rented	5744	1063	6807

The Paper

The Port Macquarie Express with a spread of Hastings news is home delivered to the major urban areas in the shire of Hastings.

The Market

Port Macquarie is the fastest-growing town on the Mid North Coast of NSW, about half way between Sydney and Brisbane. It is a very popular tourist destination, famous for its scenic landscape, beaches and resorts. The area also boasts the best weather in NSW, with the least number of days where maximum temperatures exceed 30 degrees or drop below 15 degrees. These factors are major reasons for the town's exceptional growth rate: over the past few years Port Macquarie has been growing at a remarkable five people per day. The growth has included people of all ages and the town now boasts a population of about 40,000, with 60,000 people in the Hastings region. Port Macquarie has grown to be the premier town on the Mid North Coast, with excellent recreational and educational facilities. Many businesses have chosen to relocate to the area, the town has a corporate office for Country Energy and many retail outlets for major real estate and motoring firms. Port Macquarie is also home to the North Coast Institute of TAFE, that includes learning opportunities through the University of Newcastle which also has a campus on site. There are many styles of accommodation including Quality Resort Sails, Rydges Port Macquarie and the latest up market property to open the Mercure Centro Port Macquarie. Port Macquarie has two large shopping centres and a vibrant Central Business District. The two shopping centres are Settlement City, which includes a Big W department store, Woolworths Supermarket and specialty shops; and Port Central Shopping Centre, which includes a Target department store, Ritc

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:5pm 4 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
Ex GST	\$14.35	\$11.85	\$11.31	\$11.10	\$10.48	-	\$9.88	\$9.02
Inc GST	\$15.79	\$13.04	\$12.44	\$12.21	\$11.53	-	\$10.87	\$9.92

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

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Production Email: thehub@ruralpress.com; cc:bookings.portnews@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

COLOUR:

Full Colour \$465.00

Inc GST \$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published Circulation	No	No	No	Yes 24275	No	No	No
Inserts	0	0	0	24510	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

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Insert Destination

16-20 Milton Circuit, Port Macquarie NSW 2444