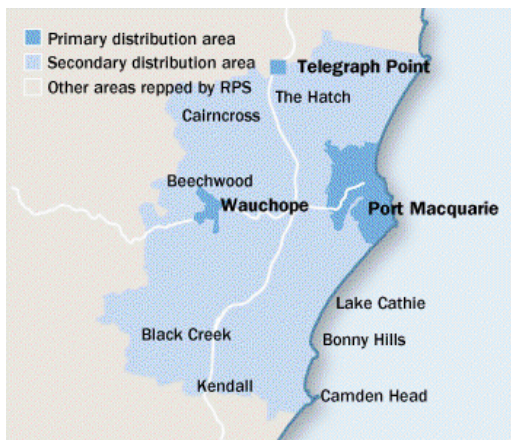


# Port Macquarie News



**Area:** Mid North Coast, NSW  
**Published Circulation Readership †**  
 6003 19967  
**Type:** Paid **Frequency:** Tri-Weekly  
**Website:** portnews.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	44848	18390	63238
<b>Total Males</b>	21211	9195	30406
<b>Total Females</b>	23637	9195	32832
<b>Total Dwellings</b>	16998	6953	23951
<b>Fully Owned</b>	7208	3562	10770
<b>Being Purchased</b>	4494	1993	6487
<b>Rented</b>	5296	1398	6694

## The Paper

The News has worked hard on circulation and continues to be one of the fastest growing regional papers in Australia. The paper has a strong emphasis on local news and sport presented in a bright, entertaining manner. The paper sponsors many local events and enjoys outstanding support from the business and wider communities.

## 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 about 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 tw

## 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 3 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
<b>Ex GST</b>	\$10.48	\$8.79	\$7.58	\$6.75	\$5.77	-	\$5.62	\$5.35
<b>Inc GST</b>	\$11.53	\$9.67	\$8.34	\$7.43	\$6.35	-	\$6.18	\$5.89

**COLOUR: Full Colour \$465.00**

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut Yes Publisher Code PMEN QuickCut Paper Code PORN**

Production Email: [thehub@ruralpress.com](mailto:thehub@ruralpress.com); [cc:bookings.portnews@ruralpress.com](mailto: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:** 2pm 2 working days prior **Material:** 4pm 2 working days prior

## RATES:

**Casual Ex GST \$10.48 Inc GST \$11.53**

**PV Ex GST \$12.09 Inc GST \$13.30**

**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
<b>Published</b>	No	Yes	No	Yes	No	Yes	No
<b>Circulation</b>		4213		4793		6003	
<b>Inserts</b>	0	4800	0	5000	0	6500	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

16-20 Milton Circuit, Port Macquarie NSW 2444