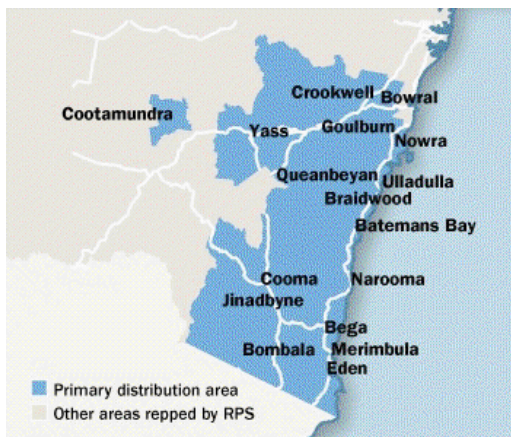


Town & Country Magazine



Area: South Coast and Southern Highlands, NSW
Published **Circulation** **Readership †**
 38600 97964
Type: I **Frequency:** Weekly
Audited Circulation: Pub Stat

† Estimated based on readers per copy

The Paper

Town & Country Magazine is inserted into 17 rural & regional newspapers weekly. Along with events covered in rural news, well read informative features cover a wide range of relevant issues (enabling advertisers to directly target their audience). These include Stock & Property, Motoring, Southern Stud Stock and Town & Country Living (looking at human interest stories, arts and crafts, homes and gardens etc.) In addition the classified advertising section is a proven performer for clearing sales, general classified advertising, and for stock and machinery. Town & Country Magazine offers very effective rural coverage for South East NSW.

The Market

The coverage area of South East Town & Country Magazine covers a diverse agricultural area renowned for beef and lamb production, fine wool, cropping, mixed farming, hobby farming, dairying, irrigation and viticulture. The total value of agricultural production exceeds \$1,215 million in this rich agricultural belt. Major events covered by the magazine include: Canberra Show, The Southern Tablelands Merino Show and Sale, Southern Beef Week and the Murrumbateman Field Days. Regular major features include: Travel Times, Education and Careers (quarterly), Growing Grapes and Olives, Arts Around Canberra, Southern Stud Stock, South East Ag Guide and Farm Forestry.

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: 5pm 5 working days prior Material: 5pm 4 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	\$15.12	-	\$13.67	\$12.81	\$12.47	\$11.47	-	-
Inc GST	\$16.63	-	\$15.04	\$14.09	\$13.72	\$12.62	-	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** DALD **QuickCut Paper Code** SETC

Production Email: kevin.tozer@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 5pm 4 working days prior Material 5pm 2 working days prior

RATES:

Casual Ex GST \$16.03 **Inc GST** \$17.63

PV Ex GST \$16.03 **Inc GST** \$17.63

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	No	No	No	No	No
Circulation		38600					
Inserts	0	41000	0	0	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

Capital Fine Print, 9 Pirie Street, Fyshwick, ACT, 2609