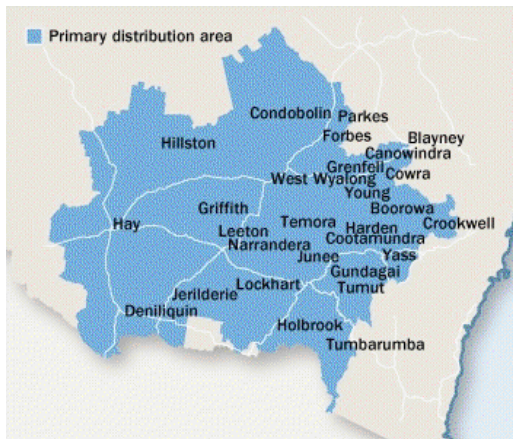


SOUTHERN WEEKLY



Area: Wagga and Murrumbidgee, NSW
Published Circulation Readership †
 43057 86359
Type: I **Frequency:** Weekly
Audited Circulation: Pub Stat

† Estimated based on readers per copy

The Paper

The Southern Weekly gives readers a weekly glimpse of the events and issues affecting our towns and rural areas. It's the most established publication of its type in the southern region with more than 49,000 copies distributed throughout the Central West, South West Slopes and Riverina area. The Southern Weekly is inserted into 25 local country newspapers and rural mail boxes from Parkes to Albury and Hay to Crookwell. The newspaper's office is conveniently located at Wagga Wagga providing a central base for clients and readers.

The Market

The Southern Weekly reflects the enormous diversity of one of the richest regions in New South Wales, bounded by the Lachlan and Murray Rivers. It incorporates the areas of the Murrumbidgee Irrigation Area, South West Slopes, Southern Tablelands, Central West, the Riverina and the vast western Riverina plains. The area produces a wide range of agricultural enterprises and is home to the state's richest broadacre belt (wheat, canola etc). The Southern Weekly circulates in a region renowned for its beef and prime lamb production and is home to many of Australia's leading Merino studs, from fine to strong wool. The area also encompasses other agricultural industries, including cotton, rice, orchards, vineyards, pigs and alternate farming. The Southern Weekly is proud of its commitment to rural and regional Australia through coverage of many of the states major agricultural shows and field days and up-to-date issues affecting the rural community.

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 SOUT

Production Email: manager.southernweekly@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 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 3 working days prior Material 5pm 3 working days prior

RATES:

Casual Ex GST \$24.30 Inc GST \$26.73

PV Ex GST \$24.30 Inc GST \$26.73

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		43057					
Inserts	0	43100	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

6200 delivered to 216 Macquarie Street, DUBBO NSW 2830

38500 delivered to Capital Fine Print, 9 Pirie Street, Fyshwick, ACT, 2609