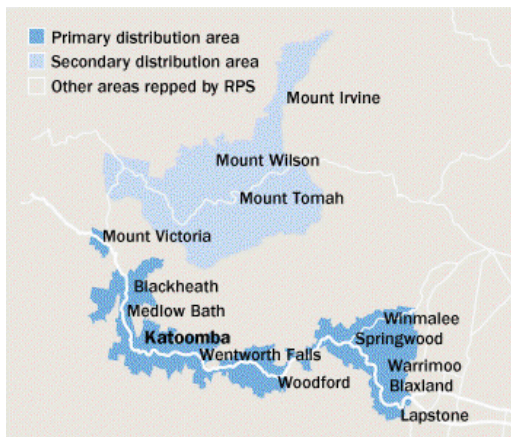


BLUE MOUNTAINS Gazette



Area: Hawkesbury and Blue Mountains, NSW

Published Circulation Readership †
34583 65930

Type: Free Frequency: Weekly

Website: bluemountains.yourguide.com.au

Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	74490	496	74986
Total Males	36144	248	36392
Total Females	38346	248	38594
Total Dwellings	26572	180	26752
Fully Owned	10171	87	10258
Being Purchased	10955	70	11025
Rented	5446	23	5469

The Paper

The Blue Mountains Gazette, which has an average size of 80 pages each edition, has been serving the district for over 39 years. The key to its success is community involvement. It carries up to seven pages a week of letters to the editor, has a comprehensive coverage of sport, entertainment, 10-12 pages of classifieds, council and community news, features etc, making it one of the leading suburban newspapers serving the outer western region of Sydney.

The Market

The Blue Mountains City is made up of 22 villages and townships, each with their own individual character. It is a city within a World Heritage National Park. The Blue Mountains tourism industry generates over \$100 million annually for the local economy. Visitors come to enjoy the natural beauty of the area and to see such attractions as The Three Sisters, the Scenic Skyway, the Scenic Railway and the historic buildings and galleries. Modern resorts, along with bed and breakfast establishments, motels and hotels provide a comprehensive range of accommodation for tourists to enjoy their stay. Along with these, the Mountains is famous for quality restaurants serving a great range of cuisine. The natural beauty and the area's closeness to Sydney has also made it an ideal place to reside. The population in the main comprises young and middle aged families who have built quality homes, resulting in a thriving local building and service industry. The pleasant climate has also proved attractive for the elderly with many retirement villages being established in the area. The State government has recognised the existence of a lively arts community by declaring the Blue Mountains a City of the Arts.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62	129	195	262	0	0	0	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
Ex GST	\$19.62	\$18.55	\$17.23	\$15.88	\$14.62	-	\$13.55	-
Inc GST	\$21.58	\$20.41	\$18.95	\$17.47	\$16.08	-	\$14.91	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code BLMG QuickCut Paper Code BMG

Production Email: prod.bmgazette@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 2pm 2 working days prior Material 2pm 2 working days prior

RATES:

Casual Ex GST \$20.07 Inc GST \$22.08

PV Ex GST \$20.07 Inc GST \$22.08

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 34583	No	No	No
Inserts	0	0	0	34900	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

159 Bells Line of Road, NORTH RICHMOND NSW 2754