



Area: Tamworth and Northern, NSW
 Published Circulation Readership †
 16573 30962
 Type: Free Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	42980	0	42980
Total Males	20775	0	20775
Total Females	22205	0	22205
Total Dwellings	15413	0	15413
Fully Owned	5528	0	5528
Being Purchased	5142	0	5142
Rented	4743	0	4743

The Paper

The Tamworth Times serves a vast and versatile readership to all households in Tamworth, the Central Business District, Taminda (Tamworth's Industrial Sector) and smaller populated areas outside of Tamworth. As a free weekly paper The Tamworth Times is keenly sought for its local and community news. It carries regular segments of local interest by guest columnists and a community calendar of what's on in Tamworth. Local and general interest features are a regular part of The Tamworth Times providing interest to readers and opportunities for advertisers. As a shoppers guide, The Tamworth Times' circulation provides local and national advertisers with excellent market exposure for supermarkets, local real estate and general retail and service industry businesses. As a home delivered paper The Times ensures household penetration is maximised.AK6

The Market

The tablelands prides itself on being a quality cattle, sheep meat and wool growing source. Though dozens of towns and villages dot the landscape, two major cities service much of the region. Tamworth, with a district population of 55,000 is an agricultural service centre and home to diverse manufacturing and business support services. It enjoys international recognition for its aviation industry, boasting a British Aerospace military pilot training academy. The city of Tamworth is probably even better known for its mantle as Australasia's Country Music Capital.

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 4 working days prior Material: 12 noon 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	\$9.79	\$9.26	\$8.29	\$7.98	\$7.75	-	\$7.46	\$6.75
Inc GST	\$10.77	\$10.19	\$9.12	\$8.78	\$8.53	-	\$8.21	\$7.43

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code TNDL QuickCut Paper Code TAMT
 Production Email: prod.ndl@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 35 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 9.30am 2 working days prior

RATES:

Casual	Ex GST \$9.34	Inc GST \$10.27
PV	Ex GST \$10.78	Inc GST \$11.86
JOB.COM.AU Lift Rates	Display Ex GST \$10.00	Inc GST \$11.00
	Lineage Ex GST \$5.00	Inc GST \$5.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published Circulation	No	No	No	Yes 16573	No	No	No
Inserts	0	0	0	16600	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	

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340