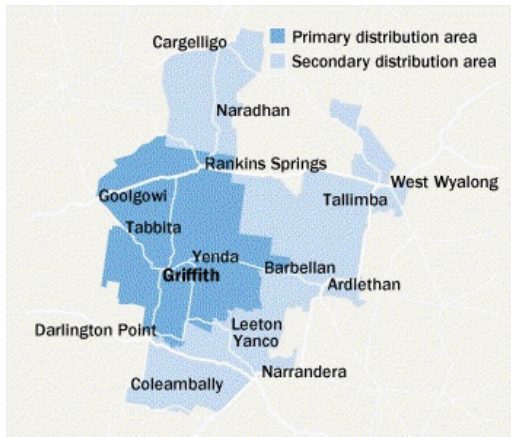


# The Area News



**Area:** Wagga and Murrumbidgee, NSW  
**Published Circulation Readership †**  
 5999 15998  
**Type:** Paid **Frequency:** Tri-Weekly  
**Website:** griffith.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	27173	21930	49103
<b>Total Males</b>	13714	10965	24679
<b>Total Females</b>	13459	10965	24424
<b>Total Dwellings</b>	8843	7798	16641
<b>Fully Owned</b>	3462	3352	6814
<b>Being Purchased</b>	2574	2315	4889
<b>Rented</b>	2807	2131	4938

## The Paper

The Area News has been serving the Griffith Community and surrounding districts, an area enjoying an enviable reputation as a leading wine and food producing area, for over 80 years. In 2005 The Area News won the very prestigious Pacific Area Newspaper Publications Association's "Newspaper of the Year" award. Published every Monday, Wednesday and Friday. The Area News is proud to serve the residents, business and farming communities of this vibrant multi-cultural region. The paper is Griffith's only audited print medium.

## The Market

The Riverina region of New South Wales stretches some 500 kilometres east from the alpine peaks of Kosciuszko National Park across the sheep/wheat belt of the South Wet Slopes and the Riverine Plains (including the vast horticultural districts of the Murrumbidgee and Coleambally Irrigation Areas), to the semi-arid plains of Hay, the region boasts a broad and diverse industry base. The region's main industries are: agriculture and horticulture; manufacturing, food processing; defence - army and airforce; softwood forestry, logging, wood and paper processing; textiles; viticulture and winemaking (the region is Australia's largest producer of wine with about 50% of the region's wine production exported); tertiary education.

## DISPLAY / EGN ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

**DEADLINES:** Bookings: 10am 2 working days prior **Material:** 10am 1 working day 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>	\$9.49	-	\$8.12	\$7.23	\$6.81	-	\$6.25	-
<b>Inc GST</b>	\$10.44	-	\$8.93	\$7.95	\$7.49	-	\$6.88	-

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** **QuickCut Paper Code**  
 Production Email: [national@rivmediagroup.com.au](mailto:national@rivmediagroup.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

**DEADLINES:** Bookings 12 noon 1 working day prior **Material** 12 noon 1 working day prior

## RATES:

<b>Casual</b>	<b>Ex GST</b> \$9.94	<b>Inc GST</b> \$10.93
<b>PV</b>	<b>Ex GST</b> \$9.94	<b>Inc GST</b> \$10.93
<b>JOBS.COM.AU Lift Rates</b>	Display <b>Ex GST</b> \$10.00	<b>Inc GST</b> \$11.00
	Lineage <b>Ex GST</b> \$5.00	<b>Inc GST</b> \$5.50

## 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>		5198		4945		5999	
<b>Inserts</b>	0	7200	0	5500	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

<b>Ex GST</b>	-
<b>Inc GST</b>	-
<b>Insert Destination</b>	

Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690