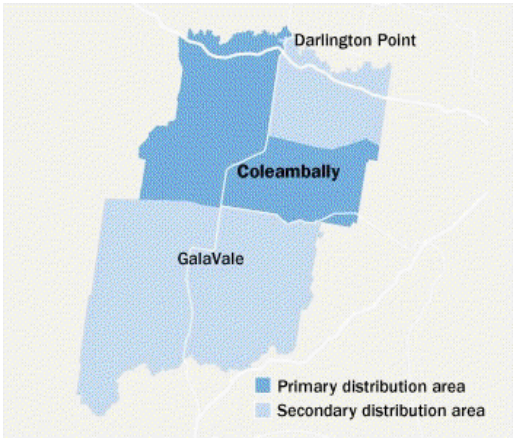
# The Observer




**Area**: Wagga and Murrumbidgee, NSW

| Published | Circulation | Readership † |
|---|---|---|
| | 386 | 1188 |

**Type**: Paid **Frequency**: Weekly
**Website**: colypoint.yourguide.com.au
**Audited Circulation**: Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

| | Primary | Secondary | Total |
|---|---|---|---|
| **Total Persons** | 1164 | 1722 | 2886 |
| **Total Males** | 606 | 861 | 1467 |
| **Total Females** | 558 | 861 | 1419 |
| | | | |
| **Total Dwellings** | 404 | 541 | 945 |
| **Fully Owned** | 164 | 196 | 360 |
| **Being Purchased** | 104 | 160 | 264 |
| **Rented** | 136 | 185 | 321 |

## The Paper

Established in 1970, The Observer has been part of the Riverina Media Group since 1982. Through the pages of The Observer, the townships of Coleambally and Darlington Point have been kept up-to-date with all the local news, happenings and sporting events. The newspaper has a solid distribution each Wednesday and is circulated throughout the townships of Coleambally, Darlington Point and surrounding communities.

## 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 |
|---|---|---|---|---|---|---|---|---|
| **Ex GST** | $4.33 | - | $3.43 | $3.31 | $3.25 | - | $3.08 | - |
| **Inc GST** | $4.76 | - | $3.77 | $3.64 | $3.58 | - | $3.39 | - |

**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

## 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** 4pm Monday prior **Material** 4pm Monday prior

### RATES:

**Casual** **Ex GST** $6.23 **Inc GST** $6.85

**JOBS.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** | No | No | No | Yes | No | No | No |
| **Circulation** | | | | 386 | | | |
| **Inserts** | 0 | 0 | 0 | 430 | 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**
Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690