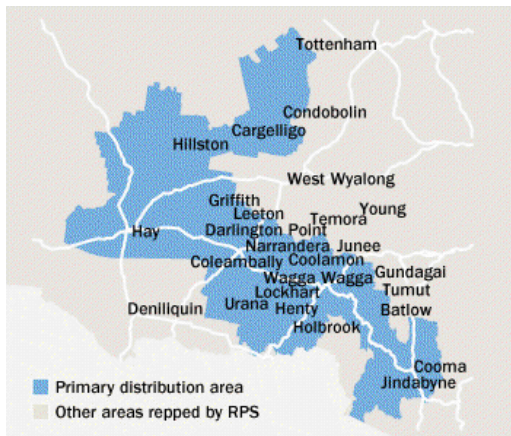


# THE RURAL



**Area:** Wagga and Murrumbidgee, NSW  
**Published Circulation** 37313  
**Readership †** 93366  
**Type:** Free **Frequency:** Weekly  
**Website:** therural.yourguide.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## The Paper

The Rural is one of the largest circulating rural newspapers in southern NSW. With a current circulation of 49,140 copies each Thursday, the paper plays a pivotal role in supplying agricultural and farming news to business, industry and farming communities in this part of the State. The Rural offers advertisers a vehicle to target a range of potential customers in the richest and most heavily populated agricultural and grazing areas of the State. The newspaper is regarded as an important news and information source for all relevant issues that face the agricultural industry, especially with southern NSW.

## The Market

The Riverina region of New South Wales stretches some 500 kilometres east from the alpine peaks of Kosciusko 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: 12 noon Friday prior **Material:** 5pm Friday 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>	\$17.76	-	\$13.15	\$11.90	\$11.55	-	\$10.30	-
<b>Inc GST</b>	\$19.54	-	\$14.47	\$13.09	\$12.71	-	\$11.33	-

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** **QuickCut Paper Code** RURN

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 5pm Monday prior **Material** 5pm Monday prior

## RATES:

**Casual Ex GST** \$15.28 **Inc GST** \$16.81

**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
<b>Published Circulation</b>	No	No	No	No	Yes 37313	No	No
<b>Inserts</b>	0	0	0	0	37600	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**

The Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690