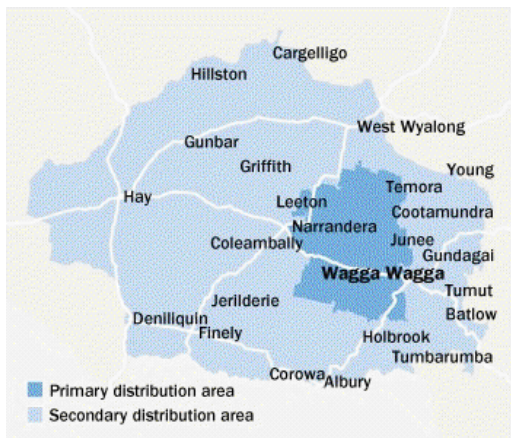


The Daily Advertiser



Area: Wagga and Murrumbidgee, NSW
Published Circulation Readership †
 16149 46408
Type: Paid **Frequency:** Daily
Website: dailyadvertiser.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	78477	176004	254481
Total Males	38789	88002	126791
Total Females	39688	88002	127690
Total Dwellings	27386	63441	90827
Fully Owned	9936	25766	35702
Being Purchased	9365	19886	29251
Rented	8085	17789	25874

The Paper

The Daily Advertiser (Mon-Fri) and the Weekend Advertiser (Sat) are the key regional daily papers serving Wagga Wagga and surrounding districts. The two papers cover a broad geographical region which incorporates Wagga Wagga, Hay, West Wyalong, Young, Gundagai, Holbrook and Deniliquin. Undoubtedly, Wagga Wagga, with a population of nearly 60,000, accounts for the majority of these readers. The editorial content of focus of The Daily Advertiser and Weekend Advertiser reflect the thriving, diverse and progressive population and economy of this region. The papers offer an optimal mix of local, regional, state, national and international news.

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: 2pm 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
Mon-Fri	Ex GST	\$12.08	-	\$10.30	\$9.30	\$8.17	-	\$7.51	-
	Inc GST	\$13.29	-	\$11.33	\$10.23	\$8.99	-	\$8.26	-
Saturday	Ex GST	\$13.27	-	\$11.37	\$10.25	\$9.00	-	\$8.24	-
	Inc GST	\$14.60	-	\$12.51	\$11.28	\$9.90	-	\$9.06	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** **QuickCut Paper Code** ADVE
 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 2pm 1 working day prior **Material** 2pm 1 working day prior

RATES:

Casual **Ex GST** \$11.85 **Inc GST** \$13.04

Casual SAT **Ex GST** \$12.92 **Inc GST** \$14.21

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	No	Yes	Yes	Yes	Yes	Yes	Yes
Circulation		11765	10447	10857	11876	12698	16149
Inserts	0	14000	13900	12300	12300	14500	18000

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