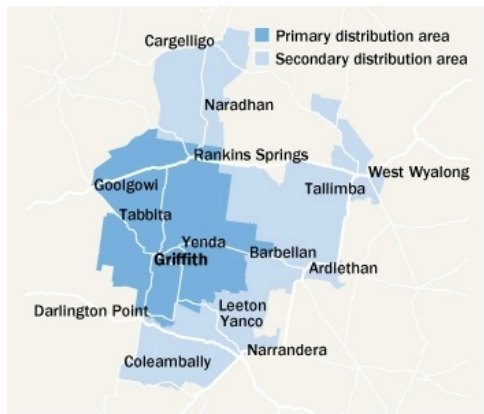


The Area News



Area: Wagga and Murrumbidgee, NSW
Published Circulation* **Readership †**
 Mo, We, Fr 4189 13223
Type: Paid **Frequency:** Tri-Weekly
Website: areanews.com.au
Approx PI's[^]: 129245
Audited Circulation: ABC December 2014

† Estimated based on readers per copy
 * Monthly website page impressions
[^] Average per day

AREA STATISTICS

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

The Paper

The Area News has been serving the Griffith Community and surrounding districts, an area enjoying a 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 * This publication uses a Modular layout

Modules: Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
45	92	139	186	233	280	328	374	63	129	194	260

DEADLINES: Bookings: 1pm 3 working days prior **Material:** 11am 1 working day prior

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

Ex GST	Inc GST	Casual
		\$78.01
		\$85.81

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code QuickCut Paper Code
 Production Email: national@dailyadvertiser.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms:38 Max Cols:8

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.9	161.72	194.47	227.23	260	0	0	0

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

RATES:

Casual	Ex GST	Inc GST	Adzuna.com.au Lift Rates
	\$10.33	\$11.36	Display Ex GST \$15.00 Inc GST \$16.50
			Lineage Ex GST \$5.00 Inc GST \$5.50

Production Email: national@dailyadvertiser.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Circulation		4386		4126		5289	
Inserts		5115		5017		6065	
Readership		10966		10316		13223	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination
 Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690