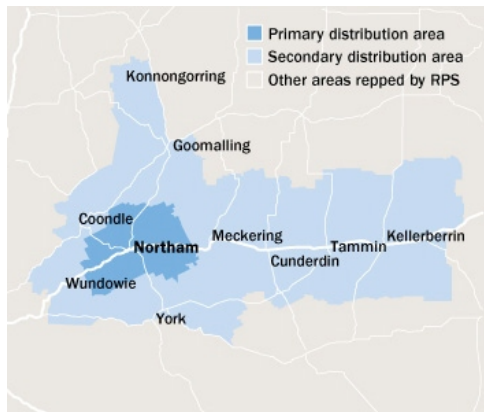


THE AVON VALLEY
ADVOCATE



Area: Western Australia, WA
Published **Circulation*** **Readership †**
 We 1539 4438
Type: Paid **Frequency:** Weekly
Website: avonadvocate.com.au
Approx PI's[‡]: 27560
Audited Circulation: ABC September 2014

† Estimated based on readers per copy
 * Monthly website page impressions
 ‡ Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	7588	11688	19276
Total Males	3740	5844	9584
Total Females	3848	5844	9692
Total Dwellings	2666	4237	6903
Fully Owned	1013	1893	2906
Being Purchased	924	1492	2416
Rented	729	852	1581

The Paper

The Avon Valley Advocate is a paid weekly newspaper covering all the news, sports and events of the region. Its readership includes the whole Avon Valley and part of WA's central wheatbelt. The average edition size is 32 pages, with major agricultural field days and tourism events resulting in 60 page papers a few times during each year.

The Market

The Avon Valley is a picturesque farming and tourism district beginning 80 kilometres east of Perth in Western Australia and including townships along the beautiful Avon River. The total population of the area is approximately 27,000 with the largest town, Northam located in the centre of the valley. Northam lies on the main route between western and eastern Australia, has a regional population of 7,000 and is 100 kilometres from Perth. While agriculture and its related industries are the strength of the Avon Valley, manufacturing and cottage industry are well represented. Tourism is a vibrant industry of the area, with a great deal of scenic and historic sites visited regularly. A substantial number of government departments have large regional bases located in Northam which adds to the population and commercial activity of the area. Hobby farming and the arts are both activities that have grown swiftly in recent years.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon Thursday prior **Material:** 5pm Thursday 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	25000cm
Ex GST	\$6.82	\$6.15	\$5.80	\$5.46	\$5.10	\$4.74	\$4.42	\$4.08	\$3.74
Inc GST	\$7.50	\$6.77	\$6.38	\$6.01	\$5.61	\$5.21	\$4.86	\$4.49	\$4.11

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** CMRW **QuickCut Paper Code** AVA
 Production Email: mail.mandurahmail@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 3pm Friday prior **Material** 5pm Friday prior

RATES:

Casual	Ex GST \$17.29	Inc GST \$19.02								
Adzuna.com.au Lift Rates	Display	Ex GST \$15.00	Inc GST \$16.50							
	Lineage	Ex GST \$5.00	Inc GST \$5.50							

COLOUR:

Full Colour	\$465.00
Inc GST	\$511.50

Production Email: rita.lapham@fairfaxmedia.com.au; cc - mail.mandura

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				1775			
Inserts				2132			
Readership				4438			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Rafferty Close, MANDURAH WA