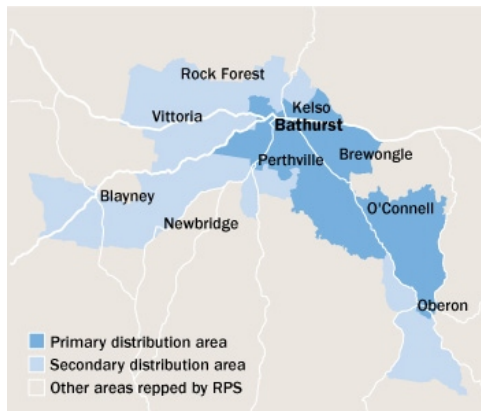


# Western Advocate



**Area:** Bathurst and Central West, NSW  
**Published:** Mo, Tu, We, Th, Fr, Sa  
**Circulation\*:** 2895  
**Readership:** 7285  
**Type:** Paid  
**Frequency:** Daily  
**Website:** westernadvocate.com.au  
**Approx PI's:** 420846  
**Audited Circulation:** ABC September 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	31123	7632	38755
<b>Total Males</b>	15481	3816	19297
<b>Total Females</b>	15642	3816	19458
<b>Total Dwellings</b>	10822	4125	14947
<b>Fully Owned</b>	3616	3616	7232
<b>Being Purchased</b>	3570	0	3570
<b>Rented</b>	3636	509	4145

## The Paper

The Western Advocate has been serving the Bathurst area for 150 years. It has established itself as the voice of the local district providing the information that has helped the community develop and prosper. The Advocate is a daily newspaper that produces about 200 pages every week.

## The Market

Located in the Macquarie Valley on the Central Tablelands of NSW, Bathurst is Australia's oldest inland settlement. Booming in the 1850's and 60's with the discovery of gold, Bathurst has remained one of Australia's fastest growing regional centres with a diverse range of industry from Agriculture, Engineering and Education. Education is the largest single industry in Bathurst, generating an annual turnover in excess of \$110 million, with Charles Sturt University and some 16 primary and secondary schools in the region. Also significant to the local economy is the Simplot Vegetable Cannery and Fish Processing Plant and Uncle Bens Pet Food Processing Plant. Bathurst is known worldwide as the home of two of the World's greatest car races at Mount Panorama every year.

## 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 2 working days prior **Material:** 12 noon 2 working days 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	10000cm	15000cm
<b>Ex GST</b>	\$13.81	\$12.93	\$12.17	\$11.60	\$11.11	\$10.16	\$9.62
<b>Inc GST</b>	\$15.19	\$14.22	\$13.39	\$12.76	\$12.22	\$11.18	\$10.58

**COLOUR: Full Colour** \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** BWA  
 Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.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** 12 noon 2 working day prior **Material** 4.30pm 1 working day prior

### RATES:

**Casual Ex GST** \$24.30 **Inc GST** \$26.73  
**PV Ex GST** \$42.87 **Inc GST** \$47.16  
**Adzuna.com.au Lift Rates** Display **Ex GST** \$15.00 **Inc GST** \$16.50  
 Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Circulation</b>		2808	2675	2666	4106	2887	2984
<b>Inserts</b>		3000	3000	3000	5064	3615	3874
<b>Readership</b>		6823	7295	7095	7285	7662	8065

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

64-66 Armstrong Street, Glen Artney Estate, Tamworth NSW 2340