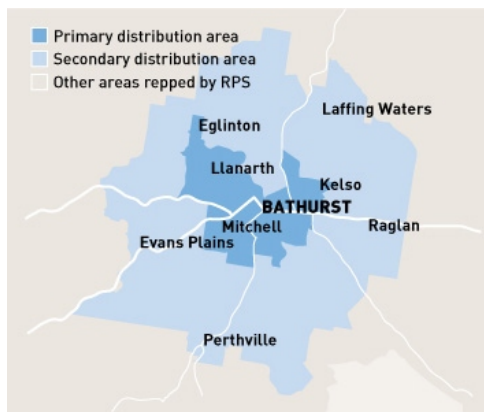


WESTERN Times



Area: Bathurst and Central West, NSW
Published Circulation* **Readership †**
 Th 10735 16081
Type: Free **Frequency:** Weekly
Audited Circulation: CAB September 2014

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	26643	4154	30797
Total Males	13209	2077	15286
Total Females	13434	2077	15511
Total Dwellings	9299	686	9985
Fully Owned	2954	544	3498
Being Purchased	3066	0	3066
Rented	3279	142	3421

The Paper

Residents of Bathurst and surrounding areas enjoy this free weekly publication. Home delivered on a Thursday morning to 11,200 homes. This paper provides the community with local community news and Real Estate Guide.AK59

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 5 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	7500cm
Ex GST	\$13.41	\$12.93	\$12.39	\$11.99	\$11.60	\$11.11
Inc GST	\$14.75	\$14.22	\$13.63	\$13.19	\$12.76	\$12.22

COLOUR: Full Colour \$465.00

MATERIAL:

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QuickCut Yes Publisher Code DALD QuickCut Paper Code BWT
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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 12pm 2 working days prior **Material** 12pm 2 Working days prior

RATES:

Casual	Ex GST \$24.30	Inc GST \$26.73
PV	Ex GST \$28.05	Inc GST \$30.86
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

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					10726		
Inserts					10750		
Readership					16081		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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