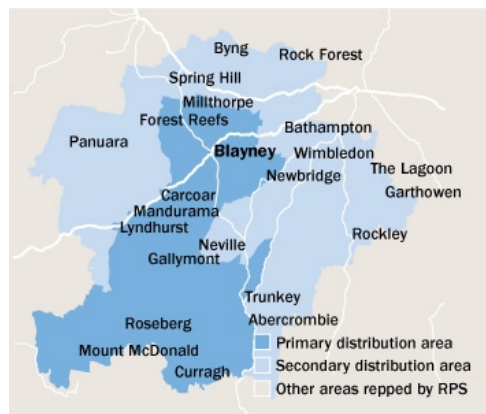


Blayney Chronicle



Area: Bathurst and Central West, NSW
Published Th **Circulation*** **Readership †**
 1241 3224
Type: Paid **Frequency:** Weekly
Website: blayneychronicle.com.au
Approx PI's[^]: 12979
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	6043	4144	10187
Total Males	3025	2072	5097
Total Females	3018	2072	5090
Total Dwellings	2151	1415	3566
Fully Owned	963	640	1603
Being Purchased	688	563	1251
Rented	500	212	712

The Paper

The Blayney Chronicle is the only detailed source of local news for the people of Blayney Shire. Compiled by a small but dedicated staff of professionals the Chronicle keeps its readers abreast of all issues relating to the shire and the people who live within its boundaries. A weekly publication of between 16 and 24 pages the Chronicle with a very high penetration rate, keeps its readers informed, entertained and educated. The Blayney Chronicle is also sold through newsagents in Orange and Bathurst.

The Market

Although heritage plays an important role in the lifestyle of all Central West residents, it is the Blayney Shire where history is most alive hence the name "Blayney Shire - Heritage Country". Here you can visit well preserved historic villages, see magnificent country homesteads, tour interesting museums, inspect historic buildings, fossick at old mining sites and view nature at its best. Adding to the history of the region are a number of attractions and features that make Heritage Country a unique holiday destination. There are many sporting facilities, a range of accommodation options, shady parks and gardens, art studios, craft outlets, a watersport paradise at Carcoar Dam plus reliable transport links. With a pet food plant, rail container terminal and associated industries, Blayney itself is a progressive town while throughout the Shire the mining industry is booming with the rich tableland soils continuing to produce a bountiful harvest. The large regional centres of Orange, Bathurst and Cowra with their additional attractions are just around the corner making Blayney Shire the ideal base for a holiday experience.

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	7500cm
Ex GST	\$6.21	\$5.77	\$5.60	\$5.19	\$4.61	\$4.06
Inc GST	\$6.83	\$6.35	\$6.16	\$5.71	\$5.07	\$4.47

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** DALD **QuickCut Paper Code** BLSC
 Production Email: 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 11am 1 working day prior **Material** 11am 1 working day prior

RATES:

Casual Ex GST \$16.01 **Inc GST** \$17.61
PV Ex GST \$19.30 **Inc GST** \$21.23
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					1289		
Inserts					1480		
Readership					3224		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Rural Press Printing, Attn Charlie Fletcher, 216 Macquarie Street, DUBBO, NSW, 2830