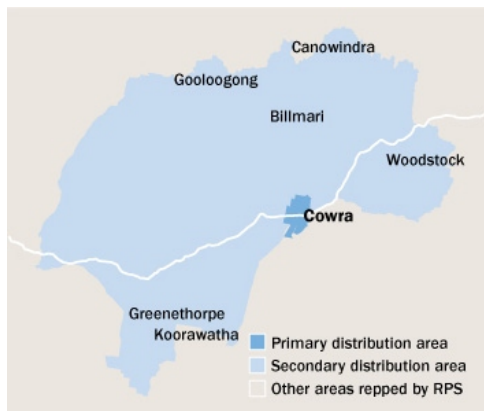


Cowra Guardian



Area: Bathurst and Central West, NSW
Published **Circulation*** **Readership †**
 Mo, We, Fr 1589 6028
Type: Paid **Frequency:** Tri-Weekly
Website: cowraguardian.com.au
Approx PI's[^]: 69512
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	8430	4830	13260
Total Males	4118	2415	6533
Total Females	4312	2415	6727
Total Dwellings	3135	1781	4916
Fully Owned	1291	943	2234
Being Purchased	885	461	1346
Rented	959	377	1336

The Paper

The tri-weekly Cowra Guardian publishes in excess of 80 pages per week reporting on all matters of importance to the people of Cowra Shire. If you need to reach the people of Cowra you can be assured of spreading your message through the Cowra Guardian, the main source of information, news and views to the people of Cowra.

The Market

Cowra is one of the most dynamic towns in country NSW. Nestled in the Lachlan Valley, Cowra is located 300km west of Sydney and 200km north west of Canberra with easy access from both capital cities. With a coverage area of over 12,000 people, the district offers the best in country living. The Cowra district is a major producer of wool, sheep, wheat, cattle, vegetables and wine. The vineyard industry is developing rapidly in the Cowra district. Major industries in Cowra include a wool scouring plant, an abattoir and sheep skin drying plant, the Windsor Farm Foods Group cannery, viticulture and tourism.

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
Ex GST	\$10.96	\$10.42	\$9.85	\$8.67	\$8.10	\$7.92
Inc GST	\$12.06	\$11.46	\$10.84	\$9.54	\$8.91	\$8.71

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** DALD **QuickCut Paper Code** CG
 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 12 noon 1 working day prior **Material** 12 noon 1 working day prior

RATES:

Casual	Ex GST \$20.79	Inc GST \$22.87
PV	Ex GST \$24.95	Inc GST \$27.45
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		1355		1579		2411	
Inserts		1592		1851		2730	
Readership		3388		3949		6028	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination
 216 Macquarie Street, DUBBO, NSW, 2830