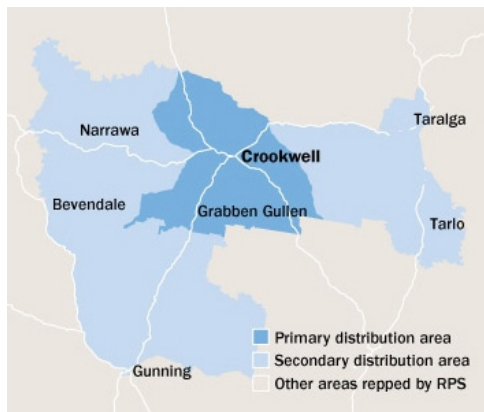


Crookwell Gazette



Area: Canberra and South East, NSW
Published: Tu, Th
Circulation* 900
Readership † 2115
Type: Paid **Frequency:** Bi-Weekly
Website: crookwellgazette.com.au
Approx PI's: 16178
Audited Circulation: Pub Stat November 2012

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

AREA STATISTICS

| | Primary | Secondary | Total |
|------------------------|---------|-----------|-------|
| Total Persons | 2931 | 1712 | 4643 |
| Total Males | 1442 | 856 | 2298 |
| Total Females | 1489 | 856 | 2345 |
| Total Dwellings | 1083 | 610 | 1693 |
| Fully Owned | 600 | 321 | 921 |
| Being Purchased | 273 | 163 | 436 |
| Rented | 210 | 126 | 336 |

The Paper

Founded on October 3, 1885, the Crookwell Gazette is the object of a high level of community support. The Goulburn Post, based in Goulburn, 50km away, also circulates in the shire, publishing regularly news written by its Crookwell-based correspondent. The bi-weekly Gazette focuses on community affairs and news for the farming and business communities, and promotes local interests in general. Coverage of local sports events fill two to three pages of every issue's eight pages. Much coverage and publicity is given to major annual events like the Crookwell Show, the Country Weekend Music Festival, the Cullen Sapphire Country Music Festival, the Tuena Goldrush Festival and Open Gardens.AK85

The Market

The Crookwell Shire, atop the Great Dividing Range, is intensely agricultural with a total population of 4250, of whom 2016 live in the town of Crookwell. A third of the population are over 50, and 92.6 per cent are Australian born. Crookwell produces some of the best potatoes and Merino wool in the world, with agricultural production totalling \$42 million. 741 persons earn weekly incomes of \$400 to \$800 and 323 persons earn from \$800 to over \$1500 weekly. Of a total of 1792 employed persons, 688 are in agriculture, 158 in retail trade, 116 in education, 137 in health and community services. The town and shire are excellent tourist destinations and Crookwell is part of Capital Country Tourism which includes Canberra and the 11 surrounding shires.

DISPLAY / EGN ADVERTISING

| COLUMNS: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------------------|----|----|-----|-----|-----|-----|-----|---|---|----|----|
| Max Cms: | 35 | 72 | 109 | 146 | 183 | 224 | 260 | 0 | 0 | 0 | 0 |
| Max Cols: | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |

DEADLINES: Bookings:12 noon 4 working days prior **Material:**12 noon 3 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 |
|----------------|--------|--------|--------|--------|
| Ex GST | \$6.21 | \$4.28 | \$3.99 | \$3.40 |
| Inc GST | \$6.83 | \$4.71 | \$4.39 | \$3.74 |

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes **Publisher Code** G444 **QuickCut Paper Code** CRGAZ
 Production Email: national@dailyadvertiser.com.au

CLASSIFIED ADVERTISING

| COLUMNS: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------------------|----|----|----|-----|-----|-----|-----|-----|---|----|----|
| Max Cms: | 32 | 64 | 97 | 131 | 163 | 198 | 230 | 260 | 0 | 0 | 0 |
| Max Cols: | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 |

DEADLINES: Bookings 12 noon 3 working days prior **Material** 12 noon 2 working days prior

RATES:

| | Casual | Ex GST | Inc GST | COLOUR: |
|---------------------------------|---------|----------------|-----------------|--------------------|
| Ex GST | \$6.53 | \$6.53 | \$7.18 | Full Colour |
| Inc GST | \$7.18 | \$7.18 | \$7.83 | Inc GST |
| PV | \$6.53 | \$6.53 | \$7.18 | |
| 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 | | | 766 | | 846 | | |
| Inserts | | | 930 | | 1012 | | |
| Readership | | | 1916 | | 2115 | | |

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609