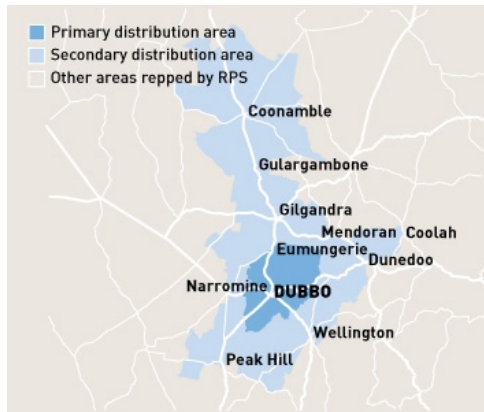


Mailbox SHOPPER



Area: Dubbo and North West, NSW

Published Circulation* Readership †
We 13831 20943

Type: Free Frequency: Weekly

Audited Circulation: CAB December 2014

† Estimated based on readers per copy
* Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	35098	23344	58442
Total Males	16904	11672	28576
Total Females	18194	11672	29866
Total Dwellings	11696	8355	20051
Fully Owned	3871	3851	7722
Being Purchased	4138	2148	6286
Rented	3687	2356	6043

The Paper

Published weekly for Wednesday, the Mailbox Shopper is a lifeline for the people of Dubbo and the western area. A free source of community information, the Mailbox Shopper features a large classified section regarded as a bargain hunter's paradise. With home delivery in Dubbo and pick-up points in other western towns, the newspaper is fondly sought after each week.

The Market

Dubbo is considered the capital of the Orana Region. It hosts not only the commercial heart of the region, but also plays a major role in the grain, sheep and beef industries. Geographically, Dubbo is positioned as a major distribution centre for the eastern states of Australia and is located halfway between Brisbane and Melbourne, and Sydney and Adelaide. Dubbo has evolved as the hub of transport and services in inland Eastern Australia, with a catchment population of 120,000 encompassing one third of NSW. The rural economy plays a large part in the economic well being of Dubbo, although the city is no longer solely reliant upon the wheat harvest as a source of income. Dubbo is home to world class businesses and attractions such as Fletcher International Exports (Abattoir) and the Western Plains Zoo. The Dubbo Regional Livestock Markets are recognised as one of the leading stock-selling centres in Australia.

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: 10am 4 working days prior Material: 5pm 4 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:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code DALD QuickCut Paper Code MBS

Production Email: rosemary.nash@fairfaxmedia.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 days prior Material 1pm 2 working days prior

RATES:

Casual Ex GST \$29.55 Inc GST \$32.51

PV Ex GST \$33.99 Inc GST \$37.39

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: sharon.willis@fairfaxmedia.com.au

COLOUR:

Full Colour \$465.00

Inc GST \$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				13962			
Inserts				13971			
Readership				20943			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

216 Macquarie Street, DUBBO NSW 2830