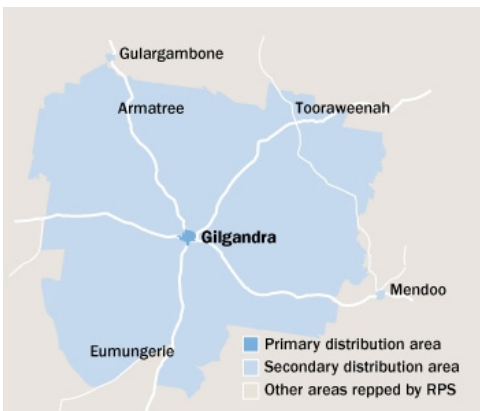


The Gilgandra Weekly



Area: Dubbo and North West, NSW
Published Circulation* **Readership †**
 Tu 960 3125
Type: Paid **Frequency:** Weekly
Audited Circulation: ABC December 2014

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	3160	2906	6066
Total Males	1482	1453	2935
Total Females	1678	1453	3131
Total Dwellings	1088	1007	2095
Fully Owned	480	568	1048
Being Purchased	242	271	513
Rented	366	168	534

The Paper

Residents of Gilgandra and surrounding areas, regard the Gilgandra Weekly as "the" source of local information, news and entertainment. The Gilgandra Weekly publishes up to 16 pages every week, reporting on everything from the vital issues which affect the local community to the micro news which entertains, informs and satisfies the thirst for information.

The Market

Gilgandra, the town of windmills, is part of Gilgandra Shire which covers 4,817 sq km in central western NSW. With a population of 2,900, Gilgandra services a shire population of 4,500, including residents living in the villages of Tooraweenah, Armatree, Biddon and Balladoran. The town is at the junction of the Newell, Oxley and Castlereagh and TR77 Highways, the halfway point between Melbourne and Brisbane. Gilgandra had its beginnings in the late 1830s when squatters, attracted by the large water hole, began grazing sheep along the Castlereagh River. Renowned for its rural production, particularly grain and wool, the shire has also maintained a secondary industry base, with the latest developments focusing on aquaculture and value-adding to milled cypress timber. Gilgandra today is a friendly, progressive country town, still known for once having an abundance of windmills, providing residents with artesian water - and its upside down river that flows mostly beneath the sand for much of the 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: 1pm 1 working day prior **Material:** 1pm 1 working day 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
Ex GST	\$7.92	\$7.34	\$6.85	\$6.44	\$5.96
Inc GST	\$8.71	\$8.07	\$7.54	\$7.08	\$6.56

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut No

Production Email: mail.gilgandraweekly@ruralpress.com, rosemary.duncan@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

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35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings 1pm 1 working day prior **Material** 1pm 1 working day prior

RATES:

Casual	Ex GST \$11.99	Inc GST \$13.19
PV	Ex GST \$13.75	Inc GST \$15.13
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: mail.gilgandraweekly@ruralpress.com, rosemary.dunc

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue*	Wed	Thu	Fri	Sat
Circulation			1250				
Inserts			1250				
Readership			3125				

SOURCE: FRM Circulation Database November 2013

INSERTS

Insert Destination

64-66 Miller Street, GILGANDRA NSW 2827