

# Mudgee Guardian

AND GULGONG ADVERTISER\*



**Area:** Dubbo and North West, NSW  
**Published Circulation\*** **Readership †**  
 Mo, Fr 2456 8200  
**Type:** Paid **Frequency:** Bi-Weekly  
**Website:** mudgeeguardian.com.au  
**Approx PI's<sup>^</sup>:** 125515  
**Audited Circulation:** ABC December 2014

† Estimated based on readers per copy  
<sup>^</sup> Monthly website page impressions  
 \* Average per day

## The Paper

The Mudgee Guardian is the major source of local community news for the towns of Mudgee, Gulgong, Rylstone, Kandos and Dunedoo. It has fulfilled this role for more than 100 years. Regularly publishing more than 50 pages a week, the paper focuses on issues which directly affect local people, and works hard at its emphasis on community news, and community involvement.

## The Market

Mudgee is a picturesque town just 3.5 hours drive north west of Sydney which has become renowned for its unique mix of wine growing, culinary tourism and agriculture. The area's superfine wool is highly sought after both domestically and overseas. Produce from the Mudgee area is increasingly popular in the fiercely competitive Sydney markets. Vineyards which now surround the town produce the special and unique qualities which have seen well known wine companies like Orlando-Windham and Rosemount invest big dollars into the local wine industry. Each September, thousands of visitors flock to the town to take part in its Wine Festival. The other major event on the annual calendar is Mudgee Small Farm Field Days during July, which regularly attracts crowds in excess of 20,000 people. Its emphasis on education has been a draw card for both hobby and large scale farmers, and organisers have now established a permanent site called the Australian Rural Education Centre. The other main towns in the area are historic Gulgong, and Rylstone-Kandos, the home of the Wollemi National Park, and the now famous Wollemi Pine.

## 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 3 working days prior **Material:** 4pm 2 working days prior

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	<b>Casual</b>	<b>500cm</b>	<b>1000cm</b>	<b>2500cm</b>	<b>5000cm</b>	<b>10000cm</b>
<b>Ex GST</b>	\$10.96	\$10.42	\$9.85	\$8.67	\$8.10	\$7.92
<b>Inc GST</b>	\$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** MG  
 Production Email: [national@dailyadvertiser.com.au](mailto: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 5pm 2 working days prior **Material** 5pm 2 working days prior

### RATES:

**Casual Ex GST** \$13.59 **Inc GST** \$14.95

**PV Ex GST** \$16.11 **Inc GST** \$17.72

**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](mailto:national@dailyadvertiser.com.au)

### COLOUR:

**Full Colour** \$465.00

**Inc GST** \$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Circulation</b>		1973		1940		2834	
<b>Inserts</b>		2500		2000		2500	
<b>Readership</b>		5900				8200	

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

64-66 Armstrong Street, Glen Artney Estate, Tamworth NSW 2340