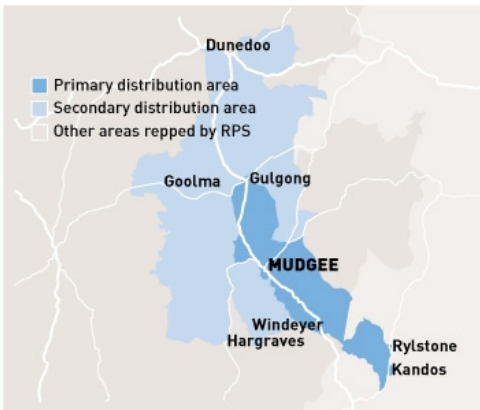


# THE WEEKLY



**Area:** Dubbo and North West, NSW  
**Published We** **Circulation\*** **Readership †**  
 1997 5804  
**Type:** Paid **Frequency:** Weekly  
**Website:** mudgeeguardian.com.au  
**Audited Circulation:** ABC June 2013

† Estimated based on readers per copy  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	14191	4930	19121
<b>Total Males</b>	6888	2465	9353
<b>Total Females</b>	7303	2465	9768
<b>Total Dwellings</b>	5318	1631	6949
<b>Fully Owned</b>	2137	838	2975
<b>Being Purchased</b>	1485	556	2041
<b>Rented</b>	1696	237	1933

## The Paper

The Weekly provides a full colour production of news stories, contributed stories and opinions from people throughout the region which encompasses Coolah, Dunedoo, Gulgong, Kandos, Rylstone, Mudgee and outlying districts. Publishing of The Weekly began in March 2004 and in no time it has become a popular read for thousands of people out their in the community interested in local news and views. The Weekly's motto has always been

## The Market

The region is a 3.5 hour drive north west of Sydney and is renowned for its agriculturue, wine growing, home grown food products and tourist attractions. The Mudgee/Gulgong region is also popular for its diversity of artists, its culniary expertise which attracts vast numbers of people to the area, particularly during wine month (September) when the streets are overflowing with visitors. The famous fine and superfine wool in the Mudgee district is still a major industry. The Mudgee Small Farm Field Days attracts around 30,000 visitors every July. The MSFFD places great emphasis on the educational side of farming, providing a major draw card for both small hobby farmers and large scale farmers from throughout the country.

## 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:**2pm 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
<b>Ex GST</b>	\$10.96	\$10.43	\$9.86	\$8.67	\$8.10	\$7.92
<b>Inc GST</b>	\$12.06	\$11.47	\$10.85	\$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** 10am 1 working days prior **Material** 10am 1 working days prior

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$13.59	<b>Inc GST</b> \$14.95
<b>PV</b>	<b>Ex GST</b> \$16.11	<b>Inc GST</b> \$17.72
<b>Adzuna.com.au Lift Rates</b>	Display <b>Ex GST</b> \$15.00	<b>Inc GST</b> \$16.50
	Lineage <b>Ex GST</b> \$5.00	<b>Inc GST</b> \$5.50

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				2321			
<b>Inserts</b>				2875			
<b>Readership</b>				5804			

SOURCE: FRM Circulation Database June 2013

## INSERTS

**Insert Destination**  
 216 Macquarie Street, DUBBO NSW 2830