

Nyngan Observer



Area: Dubbo and North West, NSW
Published We 689
Circulation* 1755
Readership †
Type: Paid **Frequency:** Weekly
Website: nynganobserver.com.au
Approx PI's[^]: 5982
Audited Circulation: No June 2013

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	1975	1710	3685
Total Males	1014	855	1869
Total Females	961	855	1816
Total Dwellings	737	620	1357
Fully Owned	296	285	581
Being Purchased	186	169	355
Rented	255	166	421

The Paper

A weekly publication, the Nyngan Observer has the town buzzing each Wednesday. People look to the Nyngan Observer for social photos, school news and general happenings. Vital issues affecting the community are high on this publication's agenda to keep readers informed, and to ensure involvement in decision-making. Although the Nyngan Observer is not home delivered, people from outside the town limits have it delivered with their mail.

The Market

Nyngan is better known as the town at the geographical centre of New South Wales, and came to prominence during the flood of 1990. At the junction of two major highways, the Barrier Highway and the Mitchell Highway, Nyngan sees to the needs of many travellers. Nyngan provides services to the pastoral community and also in the new industry of copper mining, just 50km away near Girilambone. The ore is mined by open cut methods, is treated and leaves the area 99.99 per cent pure copper. People flock to Nyngan in February for a Water Ski weekend on the Bogan River, and again for a race meeting held on Anzac Day.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 11am Friday Prior **Material:** 5pm Monday

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	\$5.96	\$5.77	\$5.60	\$5.19	\$4.61	\$4.06
Inc GST	\$6.56	\$6.35	\$6.16	\$5.71	\$5.07	\$4.47

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** DALD **QuickCut Paper Code** NO
 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 3pm Friday **Material** 3pm Friday

RATES:

Casual	Ex GST \$12.39	Inc GST \$13.63
PV	Ex GST \$12.79	Inc GST \$14.07
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: nharmer@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				689			
Inserts				804			
Readership				1755			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination
 216 Macquarie Street, DUBBO NSW 2830