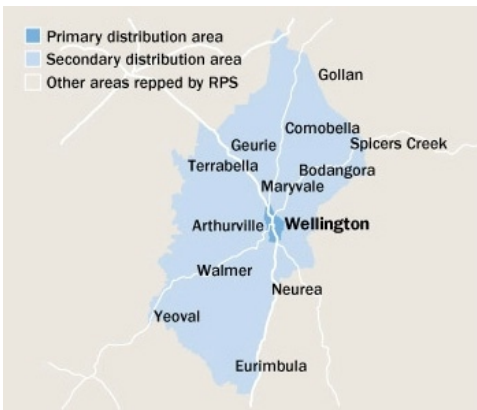


WELLINGTON times



Area: Dubbo and North West, NSW
Published Circulation* **Readership †**
 Mo, We, Fr 975 2410
Type: Paid **Frequency:** Tri-Weekly
Website: wellingtontimes.com.au
Approx PIs[^]: 113271
Audited Circulation: Pub Stat December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	4654	2574	7228
Total Males	2230	1287	3517
Total Females	2424	1287	3711
Total Dwellings	1664	876	2540
Fully Owned	689	444	1133
Being Purchased	399	258	657
Rented	576	174	750

The Paper

A tri-weekly paper the Wellington Times reports on the vital issues affecting the local area, encompassing Wellington, Stuart Town, Mumbil and Yeoval. The Wellington Times satisfies the community's need for information on what is happening and reports on local events. Not only a source of news, the Wellington Times regularly runs successful reader competitions.

The Market

A busy community half an hour from Dubbo and an hour from Mudgee, Parkes and Orange, Wellington's economy is largely rural based. Agricultural products include wool, fat lambs, cattle, wheat, oats, barley, canola and lucerne hay. There are several local manufacturing companies which make agricultural machinery. The Vintage Fair and Swap Meeting is held in early March and attracts some 10,000 visitors with an interest in old machinery, vintage cars and associated collectables. In late March, the Wellington Boot 2-day racing carnival is held. This too attracts thousands of visitors as it is one of the richest race carnivals in NSW. Tourist attractions include Burrendong Dam, which, when full, holds some eight times the capacity of Sydney Harbour, the famous Wellington Caves and the restored Phosphate Mine. Wellington is also home to the world-acclaimed Burrendong Arboretum, a wonderful collection of indigenous plants and trees lovingly assembled over the past thirty years.

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 3 Working Days Prior

Material: Monday Paper: 5pm Thursday. Wednesday Paper: 5pm Monday. Friday Paper: 5pm Wednesday.

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
Ex GST	\$7.22	\$6.75	\$6.44	\$5.72	\$5.46	\$5.24
Inc GST	\$7.94	\$7.43	\$7.08	\$6.29	\$6.01	\$5.76

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code DALD QuickCut Paper Code WT
 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 Wednesday Edition: 3pm Friday. Friday Edition: 3pm Wednesday

Material Wednesday Edition: 3pm Friday. Friday Edition: 3pm Wednesday

RATES:

Casual	Ex GST	Inc GST	Ex GST	Inc GST
\$13.66	\$15.03	\$15.03	\$15.75	\$17.33

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		901		922		935	
Inserts		1000		1000		1000	
Readership		2205		2356		2410	

SOURCE: FRM Circulation Database June 2013

INSERTS

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