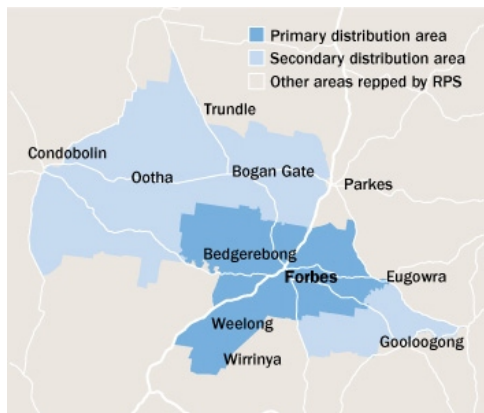


# FORBES ADVOCATE



**Area:** Bathurst and Central West, NSW  
**Published Circulation\*** **Readership †**  
 Tu, Th, Sa 1138 4460  
**Type:** Paid **Frequency:** Tri-Weekly  
**Website:** forbesadvocate.com.au  
**Approx PI's<sup>‡</sup>:** 276437  
**Audited Circulation:** Pub Stat December 2014

† Estimated based on readers per copy  
 ‡ Monthly website page impressions  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	9136	2664	11800
<b>Total Males</b>	4494	1332	5826
<b>Total Females</b>	4642	1332	5974
<b>Total Dwellings</b>	3367	897	4264
<b>Fully Owned</b>	1452	441	1893
<b>Being Purchased</b>	977	261	1238
<b>Rented</b>	938	195	1133

## The Paper

The Forbes Advocate has been serving the Forbes and district community since 1911. In all that time the paper has prided itself on the fact that all local events are covered from local government to community organisations and sporting events. With today's technology the Advocate has grasped the initiative to make full use of colour in the presentation of major events. Another feature of the paper is the longevity of most employees who are always available to assist customers, big and small. With an average net circulation of 2203 the Advocate more than covers the Forbes Shire population of 10,142.

## The Market

Forbes, situated on the banks of the Lachlan River is right in the heart of the Lachlan Valley. The Forbes Shire Council serves a town community of 8,500 while the entire shire enjoys a population of 10,142. Today Forbes has much to offer. Lachley Meat Abattoir with over 300 workers is the major employer in Forbes. An extremely well appointed shopping centre serves the shire while Lake Forbes adds beauty and an entertaining area. The opening of the One Great Solution centre which incorporates Mitre 10, Forbes Great Outdoors and Roynance Auto One has seen a retail increase. The town's industrial base continues to grow. Recent additions have included pet food manufacturer Petchef and Modular Building Technologies. The Forbes Shire is strong in most areas of dry land and irrigation agriculture – including fruit and vegetables – due to its location along the Lachlan River. Dairying is seen as a viable proposition for the area with the recent construction of a 2,000 head dairy and the movement of other dairies to the area. Forbes Shire Council has plans for a new saleyards complex by 2004 at Daroobalgie, just north of the town on the Newell Highway. The current Forbes Midstate Saleyards are the third biggest in NSW and last year had a turnover of over \$100,000,000. More land is being rezoned at Daroobalgie in anticipation of further growth in the near future.

## DISPLAY / EGN ADVERTISING

COLUMNS:	Max Cms: 38	Max Cols: 7								
1	2	3	4	5	6	7	8	9	10	11
38	71	110	147	186	224	262	0	0	0	0

**DEADLINES:** Bookings: 5pm 4 working days prior **Material:** 5pm 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	\$10.42	\$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** FA  
 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
63.5	129.7	195.8	262	0	0	0	0	0	0	0

**DEADLINES:** Bookings 5pm 2 working days prior **Material** 5pm 2 working days prior

### RATES:

	Casual	Ex GST	Inc GST	PV	Ex GST	Inc GST	Adzuna.com.au Lift Rates	Display	Ex GST	Inc GST	Lineage	Ex GST	Inc GST
	\$17.96	\$17.96	\$19.76	\$21.53	\$21.53	\$23.68		\$15.00	\$15.00	\$16.50	\$5.00	\$5.00	\$5.50

### COLOUR:

<b>Full Colour</b>	\$465.00
<b>Inc GST</b>	\$511.50

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>			1552		1655		1671
<b>Inserts</b>			1900		2010		2050
<b>Readership</b>			4209		4349		4460

SOURCE: FRM Circulation Database June 2013

## INSERTS

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