



## FAIRFIELD CITY CHAMPION OVERVIEW

**73,000** Total Readership

From Smithfield to Carramar, Horsley Park to Yennora and Cabramatta to Cecil Park, the Fairfield City Champion comprehensively hits every corner.

Fairfield is home to 198,000 people, 27 suburbs, and is one of the most diverse cities in Australia with 133 nationalities represented and over 70 languages spoken in the area.

The Fairfield City Champion is heavily involved in community events, particularly through education and has a strong and respected reputation as the newspaper of record; championing issues and campaigning when it's needed.

Source: emma conducted by Ipsos MediaCT | People 14+ for the 12 months ending Dec 2015 | Nielsen Online Ratings Dec 2015.

## DISTRIBUTION MAP

The Fairfield City Champion is part of **Fairfax Community Newspaper (FCN) NSW**; designed to provide local residents with specialised local news, sport, council information, entertainment and events, as well as product or service availabilities in their local area.

## AUDIENCE

By constantly supporting businesses, as well as sponsoring many local events, the Fairfield City Champion is able to provide residents with specialised local news on sport, council, entertainments and community events, as well as products and services available.

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**53,055** Circulation

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Source: Audit Bureau of Circulations, September 2015

# Fairfield City Champion Rates

EGN/Display, Classifieds, Trades & Services:

SECTIONS	RATE EX GST	RATE EX GST
Display Module	\$118.40	\$130.25
Classifieds Jobs, Notices, For Sale, Real Estate & General Classifieds	\$18.60	\$20.46
Adult Notices & Services	\$20.00	\$22.00
Trades & Professional Services Directory	\$22.70	\$24.97

Casual colour load \$400 for process colour (\$440 incl GST) and \$200 for Spot Colour (\$220 incl GST). Please download display rate card for discount structure. For information on preferred position loads, Inserts, Adhesive Notes and other marketing opportunities, please contact your Fairfax Community Sales Office.

## AD SPECS

Please note all verbal bookings, alterations or cancellations must be confirmed in writing prior to booking deadlines. Alterations or cancellations after deadline may not be accepted and charges may still apply.

Failure to supply material resulting in an advertisement's non appearance will also incur charges.

Earlier deadlines may occasionally be implemented to accommodate press and production time lines, especially around and after Public Holidays.

## FAIRFIELD CITY CHAMPION

Display Deadlines:

FAIRFIELD CITY CHAMPION	DEADLINE
Publication Day	Wednesday
Booking & Cancellation	1pm Thursday prior
Material Copy (Ad Creation)	5pm Thursday
Complete Supplied Material	12noon Monday prior

## Fairfield City Champion

Classifieds Deadlines:

FAIRFIELD CITY CHAMPION	DEADLINE
Publication Day	Wednesday
Booking & Copy (Ad creation) for Classifieds, Trades & Services	5pm Monday
Booking & Supplied material for Classifieds, Trades & Services	9am Tuesday
Booking (lineage ads only) Phone Deadline for Classifieds, Trades & Services	11am Tuesday

# Modular Display Sizes

## 1 Module Wide

<b>Code</b>	<b>T11</b>	<b>T21</b>	<b>T31</b>	<b>T41</b>	<b>T51</b>	<b>T81</b>
<b>Specs (mm)</b>	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63

## 2 Modules Wide

<b>Code</b>	<b>T12</b>	<b>T22</b>	<b>T32</b>	<b>T42</b>	<b>T52</b>	<b>T82</b>
<b>Specs (mm)</b>	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129

## 3 Modules Wide

<b>Code</b>	<b>T23</b>	<b>T43</b>	<b>T63</b>	<b>T83*</b>
<b>Specs (mm)</b>	92 x 194	186 x 194	280 x 194	374 x 194

## 4 Modules Wide

<b>Code</b>	<b>T14</b>	<b>T24</b>	<b>T34</b>	<b>T44</b>	<b>T64*</b>	<b>T74*</b>	<b>T84</b>
<b>Specs (mm)</b>	45 x 260	92 x 260	139 x 260	186 x 260	280 x 260	328 x 260	374 x 260

## 8 Modules Wide (double page)

<b>Code</b>	<b>T88</b>
<b>Specs (mm)</b>	374 x 550

\* only for Real Estate & Motoring