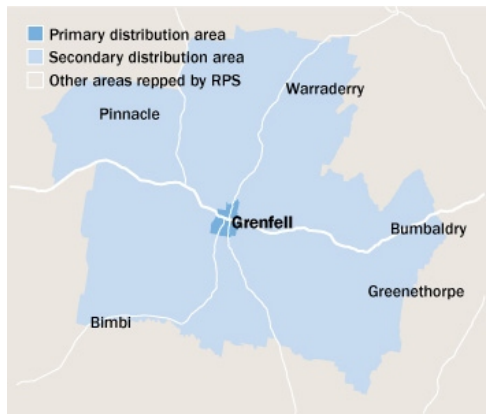


The Grenfell Record

and Island Advertiser



Area: Bathurst and Central West, NSW
Published: We, Fr
Circulation*: 944
Readership †: 1715
Type: Paid
Frequency: Bi-Weekly
Website: grenfellrecord.com.au
Approx P1's*: 11882
Audited Circulation: ABC December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	1993	1196	3189
Total Males	964	598	1562
Total Females	1029	598	1627
Total Dwellings	840	387	1227
Fully Owned	443	249	692
Being Purchased	208	85	293
Rented	189	53	242

The Paper

The Grenfell Record has a household penetration exceeding 90 per cent as a result of its close involvement in the community in which it serves. If it happens in Grenfell, it is in the Record!AK104

The Market

Grenfell, part of the Weddin Shire is situated in central NSW at the junction of the South West Slopes and Central West Plains. It is approximately four hours from Sydney and two hours from Canberra, Dubbo, Bathurst and Wagga Wagga. Nestled in a productive valley, Grenfell has in excess of 100 retail and service outlets, most of which are privately owned and operated from the town's central business district. A number of smaller business outlets are also located in Greenethorpe, Quandialla and Caragabal, villages all within half an hour's drive of the town. Grenfell is considered one of the safest agricultural districts in Australia having an average rainfall of 630mm per annum and is a renowned wool, meat and grain producing area highlighted at the annual PAH&I Agricultural Show. Grenfell has a strong support network of state and federal government facilities including a Government Access Centre and a host of top class aged care facilities, including the new \$4.1million multipurpose service opened in December 2001 as it is a welcoming and safe place to retire. A number of major annual events are held in Grenfell, including the Henry Lawson Festival of Arts which attracts national television stars and producers, the renowned guinea pig races, the annual Grenfell Guineas TAB race meeting, a rugby union sevens competition and many other sporting attractions. Other sporting facilities include indoor and outdoor bowls, squash, all weather tennis courts, golf, cricket, netball, touch football, indoor sports centre, soccer, rugby union and league, gun club, rifle club, fishing club and karting. Known as the home of Henry Lawson, the town itself is steeped in culture and history.

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 1 working day prior **Material:** 10am 1 working day 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	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** GR
 Production Email: 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 day prior **Material** 10am 1 working day prior

RATES:

Casual	Ex GST \$13.40	Inc GST \$14.74								
PV	Ex GST \$15.47	Inc GST \$17.02								
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: national@dailyadvertiser.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				605		686	
Inserts				696		786	
Readership				1513		1715	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

216 Macquarie Street, DUBBO, NSW, 2830