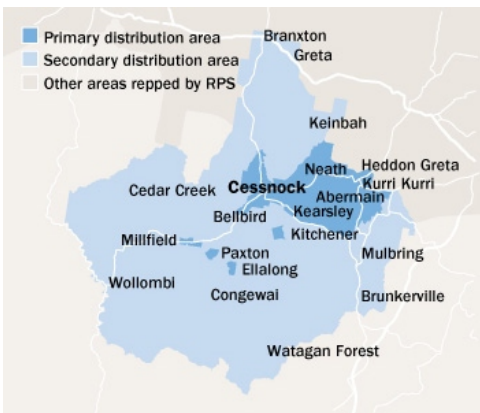


# THE Advertiser



**Area:** Hunter, NSW  
**Published We:** 16931  
**Circulation\*:** 25500  
**Readership †:** 25500  
**Type:** Free  
**Frequency:** Weekly  
**Website:** cessnockadvertiser.com.au  
**Approx PI's<sup>‡</sup>:** 47724  
**Audited Circulation:** CAB September 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	32746	10400	43146
<b>Total Males</b>	16062	5200	21262
<b>Total Females</b>	16684	5200	21884
<b>Total Dwellings</b>	11566	3418	14984
<b>Fully Owned</b>	4775	1400	6175
<b>Being Purchased</b>	3782	1447	5229
<b>Rented</b>	3009	571	3580

## The Paper

The Advertiser is published every Wednesday and home delivered to just about every corner of the local government area. The paper is highly regarded as the vehicle through which residents are informed on all matters, ranging from general news and sport to regular real estate and entertainment features. Readership exceeds 80 per cent.

## The Market

Cessnock city is strategically placed just 160 kilometres from the heart of Sydney central business district and is less than one hour's drive from the Newcastle, Lake Macquarie and Central Coast commercial and holiday playground areas. Cessnock city grew up as a city founded on coal mining. However the city was fortunate to benefit from the new found interest in wine, and from the late sixties a flourishing tourism industry blossomed. In fact, tourism now contributes just over \$200 million to the local economy with \$102 million spent by tourists; more than \$44 million in wages to wine tourism employees and more than \$30 million in purchases by the tourism businesses. Tourism focuses on the wineries, the numerous world-class restaurants and internationally-acclaimed accommodation, ranging from rustic style cabins to the elegant charm of guest houses and modern-as-tomorrow country club golf resorts. While many people still commute to the coal mines in the nearby Upper Hunter, the tourism industry has provided huge employment benefits, as does the Norke Hydro aluminium plant at Kurri, the second largest town in Cessnock's local government area. Cessnock has a substantial retail centre, supplemented by smaller centres in adjoining towns, some now taking advantage of niche marketing through the area's tourism appeal.

## DISPLAY / EGN ADVERTISING

COLUMNS:	Max Cms:	38	Max Cols:	7							
1	2	3	4	5	6	7	8	9	10	11	
35	72	111	149	187	225	263	0	0	0	0	

**DEADLINES:** Bookings: 2pm 4 working days prior **Material:** 12 noon 3 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	15000cm
<b>Ex GST</b>	\$13.90	\$12.48	\$9.31	\$8.57	\$8.27	\$7.92	\$6.60
<b>Inc GST</b>	\$15.29	\$13.73	\$10.24	\$9.43	\$9.10	\$8.71	\$7.26

**COLOUR:** Full Colour \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
 QuickCut Yes **Publisher Code** MAME **QuickCut Paper Code** CA  
 Production Email: [rebecca.gillon@fairfaxmedia.com.au](mailto:rebecca.gillon@fairfaxmedia.com.au)

## CLASSIFIED ADVERTISING

COLUMNS:	Max Cms:	38	Max Cols:	8						
1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

**DEADLINES:** Bookings 11am 1 working day prior **Material** 11am 1 working day prior

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$14.16	<b>Inc GST</b> \$15.58					
<b>PV</b>	<b>Ex GST</b> \$16.69	<b>Inc GST</b> \$18.36					
<b>Adzuna.com.au Lift Rates</b>	Display	<b>Ex GST</b> \$15.00	<b>Inc GST</b> \$16.50				
	Lineage	<b>Ex GST</b> \$5.00	<b>Inc GST</b> \$5.50				

### COLOUR:

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

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				17000			
<b>Inserts</b>				17057			
<b>Readership</b>				25500			

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

Hunter Distribution Network, 7 Enterprise Drive, BERESFIELD, NSW, 2322