

Dungog Chronicle



Area: Hunter, NSW
Published We **Circulation*** **Readership †**
 1279 3060
Type: Paid **Frequency:** Weekly
Website: dungogchronicle.com.au
Approx PI's[^]: 13030
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	4895	3548	8443
Total Males	2413	1774	4187
Total Females	2482	1774	4256
Total Dwellings	1779	1152	2931
Fully Owned	800	523	1323
Being Purchased	629	465	1094
Rented	350	164	514

The Paper

The Dungog Chronicle is a weekly paid newspaper covering every aspect of community life within the Shire of Dungog. Now in its 121st year of continuous publication, the paper is a vital link between residents and those who seek to provide information to them. The high penetration rate and local hands-on factor results in readership levels exceeding 80 per cent.

The Market

Dungog was first settled in the 1820s and is the focus of a diversity of economic activities including agriculture and industry. Its long history is reflected in the many historic buildings built in the mid-1800s, using local bricks and cedar. Dungog, and sister towns of Clarence Town, Gresford/East Gresford and Paterson, are the "Gateway to the Forests" - the forests of the Barringtons. The Barrington Tops boast a vast untamed area of State Forests, National Parks and Wilderness. The Dungog district is located on the rich alluvial flats of the Williams and the Paterson Rivers, two of the clean mountain streams emanating from the southern falls of the Barringtons. The area is only 45 minutes from the sub-regional centres of Raymond Terrace and Maitland, with easy access to the major Newcastle and Sydney regions.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	73	111	149	187	225	263	0	0	0	0

DEADLINES: Bookings: 2pm 4 working days prior **Material:** 2pm 4 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	25000cm
Ex GST	\$9.53	\$6.85	\$6.13	\$5.72	\$5.37	\$5.10	\$4.76	\$4.61
Inc GST	\$10.48	\$7.54	\$6.74	\$6.29	\$5.91	\$5.61	\$5.24	\$5.07

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** MAME **QuickCut Paper Code** DC
 Production Email: janelle.oneill@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 12 noon 2 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual	Ex GST \$8.41	Inc GST \$9.25
PV	Ex GST \$10.27	Inc GST \$11.30
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: leanne.dries@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				1224			
Inserts				1680			
Readership				3060			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Fairfax Regional Printers, Holmwood Business Park, 7 Enterprise Drive, BERESFIELD NSW 2322