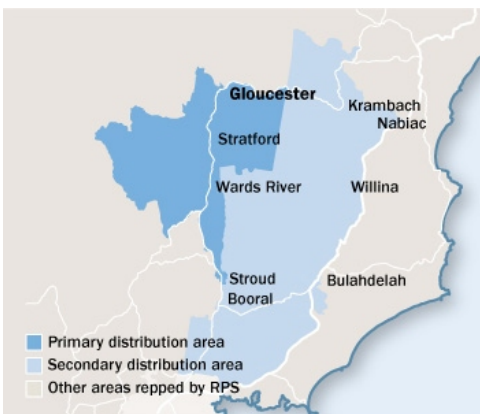


# The Gloucester Advocate



**Area:** Hunter, NSW  
**Published Circulation\***    **Readership †**  
 We            1581            3642  
**Type:** Paid    **Frequency:** Weekly  
**Website:** gloucesteradvocate.com.au  
**Approx PI's:** 15426  
**Audited Circulation:** ABC December 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	4968	4884	9852
<b>Total Males</b>	2406	2442	4848
<b>Total Females</b>	2562	2442	5004
<b>Total Dwellings</b>	1888	1679	3567
<b>Fully Owned</b>	946	857	1803
<b>Being Purchased</b>	494	528	1022
<b>Rented</b>	448	294	742

## The Paper

Established in 1905, the Gloucester Advocate is the eyes and ears of the glorious Gloucester district. It is a weekly paid with a huge penetration into the local area and covers all aspects of the area's vital issues, its social, community and sporting information.

## The Market

The Gloucester Advocate serves the glorious Mid North Coast hinterland district of Gloucester, an area criss-crossed with clear, unpolluted mountain streams as they head towards the coast near Taree, 70km away. Forster-Tuncurry is about a similar distance to the east, with Raymond Terrace about 80km to the south. Gloucester's appeal today is highlighted by its proximity to the huge untamed Barringtons, the National Parks and Wilderness areas. It is the "Base Camp for the Barringtons", a favourite destination for tourists, and a mecca for bushwalkers and lovers of nature. The Gloucester area is famous for its traditional beef and dairy cattle and its associated saleyards and more recently for diversification into pioneering work with silver perch fish farming, rabbit breeding and processing, Boar goats and Alpacas, and a major new coal mining industry. The dairying industry is established on the rich river flats, particularly near the beautiful Barrington River, while the beef cattle populate the rolling hills of a scenic wonderland.

## DISPLAY / EGN ADVERTISING

**COLUMNS: Max Cms: 38 Max Cols: 8**

1	2	3	4	5	6	7	8	9	10	11
0	0	0	0	0	0	0	0	0	0	0

**DEADLINES: Bookings:** 5pm 3 working days prior    **Material:** 10am 2 working days prior

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

<b>Ex GST</b>	<b>Casual</b>
<b>Inc GST</b>	\$75.81
	\$83.39

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes    **Publisher Code** PMEN    **QuickCut Paper Code** GA  
 Production Email: [melissa.williams@fairfaxmedia.com.au](mailto:melissa.williams@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** 4 pm 2 working days prior    **Material** 4 pm 2 working days prior

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$8.41	<b>Inc GST</b> \$9.25
<b>PV</b>	<b>Ex GST</b> \$10.27	<b>Inc GST</b> \$11.30
<b>Adzuna.com.au Lift Rates</b>	<b>Display</b>	<b>Ex GST</b> \$15.00 <b>Inc GST</b> \$16.50
	<b>Lineage</b>	<b>Ex GST</b> \$5.00 <b>Inc GST</b> \$5.50

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## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				1457			
<b>Inserts</b>				1892			
<b>Readership</b>				3642			

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

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