

# Town & Country



**Area:** Hunter, NSW  
**Published Mo:** 31369  
**Type:** I  
**Frequency:** Fortnightly  
**Audited Circulation:** Pub Stat January 2013

\* Average per day

## The Paper

The Hunter Valley & North Coast Town & Country provides advertisers with extensive reach in two important and growing regions. It is the Hunter and North Coast's own rural paper, published fortnightly in 12 regional papers: Mondays - Port Macquarie News Tuesdays - Macleay Argus (Kempsey), Maitland Mercury, Manning River Times (Taree), Singleton Argus Wednesdays - Dungog Chronicle, Gloucester Advocate, Wingham Chronicle Thursday - Guardian News (Nambucca), Scone Advocate, Wauchope Gazette Fridays - Muswellbrook Chronicle This specialist paper caters for richly diverse businesses - agricultural production, animal husbandry, veterinary care, pasture and weed control, marketing, land care, finance, lifestyle, health and welfare issues and more If you have a product or service to promote to this market, then this paper is the ideal vehicle to carry your message.

## The Market

The Lower and Upper Hunter extending from Maitland through to Murrumbidgee in the west has one of the most diverse industrial and agricultural bases of any region. Its diverse and growing tourism sector particularly through the vineyards combined with coal mining, power generation, vegetable growing, beef and sheep meat production and dairying all contribute to making this market a rich one for advertisers. The North Coast regional has extensive dairy and beef operations. It also includes a wide range of horticulture such as orchards, market gardens and vineyards, plus emerging industries like organic farming, macadamia nuts, worms, bush foods, wildflowers and expanding aquaculture enterprises. Tourism continues to grow in the coastal areas, broadening the economic base.

## 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:** 12 noon Monday week prior to publication **Material:** 10 am Thursday week prior to publication

**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
<b>Ex GST</b>	\$18.84	\$17.49	\$16.91	\$16.77	\$14.86	\$14.29	\$14.16	\$13.66
<b>Inc GST</b>	\$20.72	\$19.24	\$18.60	\$18.45	\$16.35	\$15.72	\$15.58	\$15.03

**COLOUR: Full Colour** \$465.00

### MATERIAL:

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

## CLASSIFIED ADVERTISING

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

1	2	3	4	5	6	7	8	9	10	11
31	64	98	131	164	192	230	263	0	0	0

**DEADLINES: Bookings** Thursday prior 4pm **Material** Thursday prior 4 pm

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$14.92	<b>Inc GST</b> \$16.41								
<b>PV</b>	<b>Ex GST</b> \$14.92	<b>Inc GST</b> \$16.41								
<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							

Production Email: [cheryl.clarke@fairfaxmedia.com.au](mailto:cheryl.clarke@fairfaxmedia.com.au)

### 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>							
<b>Inserts</b>		39211					

SOURCE: FRM Circulation Database November 2013

## INSERTS

**Insert Destination**