



Area: Hunter, NSW
 Published Circulation* Readership †
 Th 23657 35524
 Type: Free Frequency: Weekly
 Audited Circulation: CAB September 2014

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	44798	0	44798
Total Males	21772	0	21772
Total Females	23026	0	23026
Total Dwellings	15760	0	15760
Fully Owned	5502	0	5502
Being Purchased	5753	0	5753
Rented	4505	0	4505

The Paper

Published every Thursday and letter box delivered throughout the Maitland City area, Thornton, Sommerset Park, Tarro, Woodberry, Beresfield and Morpeth. The Lower Hunter Star is a valuable adjunct to Maitland's daily newspaper, The Maitland Mercury. The Lower Hunter Star provides excellent coverage of the local market. With an average of 64 pages per week including Maitland's best read Domain lift-out. The Lower Hunter Star includes a complete local entertainment guide, strong classifieds content. Retail advertising and micro community news are the Lower Hunter Star's great strength. As a vehicle for catalogue inserts the Lower Hunter Star is very popular. A number of cost effective advertising packages are available when using the classic combination of the paid daily newspaper, The Maitland Mercury and the free Lower Hunter Star.

The Market

The Hunter Valley is the focus of diverse economic activities including agriculture, mining and industry. The area's location on the rich alluvial flats of the Hunter and Paterson Rivers has established its reputation as one of the most highly productive rural areas in NSW and a major service centre for a rich agricultural hinterland. Maitland's location, only 35 kilometres from the large industrial/port city of Newcastle, its close proximity to the extensive coal mining developments within the mid to upper Hunter, and its accessibility to a variety of recreational areas, has led to its development as a major sub-regional centre.

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: 9am 2 working days prior Material: 11am 2 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	\$14.77	\$10.82	\$9.31	\$8.57	\$8.27	\$7.80	\$7.06	\$6.60
Inc GST	\$16.25	\$11.90	\$10.24	\$9.43	\$9.10	\$8.58	\$7.77	\$7.26

COLOUR: Full Colour \$465.00

MATERIAL:
 Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code MAME QuickCut Paper Code HSN
 Production Email: 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 5pm 1 working day prior Material 5pm 1 working day prior

RATES:
 Casual Ex GST \$15.85 Inc GST \$17.44
 PV Ex GST \$18.90 Inc GST \$20.79
 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: cheryl.clarke@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					23683		
Inserts					23705		
Readership					35524		

SOURCE: FRM Circulation Database June 2013

INSERTS

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