



**Area:** Hunter, NSW  
**Published:** Mo, Tu, We, Th, Fr  
**Circulation\*:** 2804  
**Readership:** 10048  
**Type:** Paid  
**Frequency:** Daily  
**Website:** maitlandmercury.com.au  
**Approx PI's<sup>†</sup>:** 460406  
**Audited Circulation:** ABC September 2014

<sup>†</sup> Estimated based on readers per copy  
<sup>\*</sup> Monthly website page impressions  
<sup>\*</sup> Average per day

**AREA STATISTICS**

	Primary	Secondary	Total
<b>Total Persons</b>	59887	30316	90203
<b>Total Males</b>	29346	15158	44504
<b>Total Females</b>	30541	15158	45699
<b>Total Dwellings</b>	20591	10584	31175
<b>Fully Owned</b>	7028	4105	11133
<b>Being Purchased</b>	8215	4184	12399
<b>Rented</b>	5348	2295	7643

**The Paper**

Since 1843 The Maitland Mercury has played an integral part in shaping the life of the community and in turn, the Maitland Community has shaped The Mercury. The Maitland Mercury's growth and development has paralleled those of its city. Today's Mercury boasts many market leading features including the Lower Hunter Valley's No 1 Real Estate and Property Supplement, published as a colour liftout every Friday. Other unique benefits include a daily TV Guide, regular reader giveaways, daily classifieds and unrivalled local sport and general news coverage.

**The Market**

Maitland City, first settled in approximately 1810, is the focus of a diversity of economic activities including agriculture, mining and industry. The city'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 recreation 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:** 10am 2 working days prior **Material:** 12 noon 2 workings 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
<b>Ex GST</b>	\$14.77	\$10.82	\$9.31	\$8.57	\$8.27	\$7.80	\$7.06	\$6.60
<b>Inc GST</b>	\$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** MTM  
 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** 12 noon 2 working day prior **Material** 12 noon 1 working day prior

**RATES:**

<b>Casual</b>	<b>Ex GST</b> \$15.47	<b>Inc GST</b> \$17.02								
<b>PV</b>	<b>Ex GST</b> \$18.47	<b>Inc GST</b> \$20.32								
<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

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

**PUBLICATION AND CIRCULATION** \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Circulation</b>		2846	2779	2816	2657	4019	
<b>Inserts</b>		3757	3551	3806	3533	4940	
<b>Readership</b>		7115	6949	7041	6643	10048	

SOURCE: FRM Circulation Database June 2013

**INSERTS**

**Insert Destination**

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