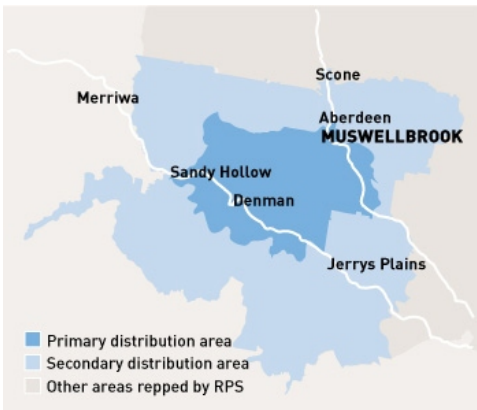


# MUSWELLBROOK CHRONICLE



**Area:** Hunter, NSW  
**Published Fr** **Circulation\*** **Readership †**  
 1712 4722  
**Type:** Paid **Frequency:** Weekly  
**Website:** muswellbrookchronicle.com.au  
**Approx PI's<sup>^</sup>:** 18719  
**Audited Circulation:** ABC December 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	13116	4712	17828
<b>Total Males</b>	6572	2356	8928
<b>Total Females</b>	6544	2356	8900
<b>Total Dwellings</b>	4434	1392	5826
<b>Fully Owned</b>	1387	541	1928
<b>Being Purchased</b>	1528	492	2020
<b>Rented</b>	1519	359	1878

## The Paper

The Muswellbrook Chronicle is a paid paper which services the towns of Muswellbrook, Denman and Aberdeen on a weekly basis. It focuses on the issues which directly affect the area - the wine and mining industries, agriculture, sport, entertainment and local community events and concerns.

## The Market

Muswellbrook, located 124 kilometres north-west of Newcastle on the New England Highway, is a busy regional centre with a population of 16,000. Lifeblood of the Shire is the Hunter River which supplies water for the region's burgeoning wine industry and its efficient and productive dairy industry. Muswellbrook is a major power generation and coal mining centre. Historically Muswellbrook Shire, covering 3,417 sq km of the Upper Hunter region, has been an agricultural community, strong in viticulture with a number of vineyards and wineries. The region also has a strong history of dairy beef and lucerne production. The Shire also boasts 18 horse studs. It also has one of the finest country race tracks in NSW. Besides mining and agriculture, Muswellbrook has a healthy industrial estate serving the mining industry and a strong retail base, including three major supermarkets. Muswellbrook also has many sub-regional government offices in the district.

## 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: 4pm 3 working days prior **Material:** 4pm 3 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
<b>Ex GST</b>	\$10.96	\$7.73	\$5.24	\$5.10	\$4.76	\$3.89
<b>Inc GST</b>	\$12.06	\$8.50	\$5.76	\$5.61	\$5.24	\$4.28

**COLOUR:** Full Colour \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** MAME **QuickCut Paper Code** MBS  
 Production Email: [kerrie.hawkins@fairfaxmedia.com.au](mailto:kerrie.hawkins@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 11am 1 working day prior **Material** 11am 1 working day prior

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$10.82	<b>Inc GST</b> \$11.90								
<b>PV</b>	<b>Ex GST</b> \$12.95	<b>Inc GST</b> \$14.25								
<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

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Circulation</b>						1889	
<b>Inserts</b>						2311	
<b>Readership</b>						4722	

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340