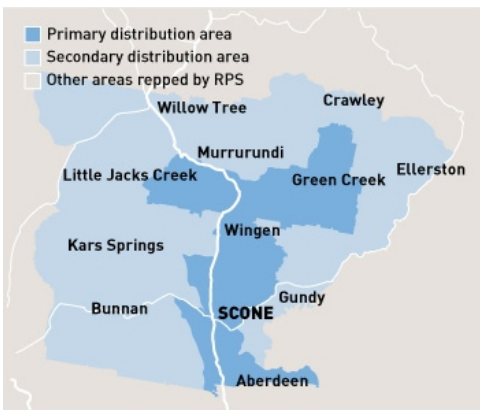


The Scone Advocate



Area: Hunter, NSW
Published Th **Circulation*** **Readership †**
 1595 4216
Type: Paid **Frequency:** Weekly
Website: sconeadvocate.com.au
Approx PI's: 14881
Audited Circulation: ABC December 2014

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

AREA STATISTICS

| | Primary | Secondary | Total |
|------------------------|---------|-----------|-------|
| Total Persons | 9188 | 1958 | 11146 |
| Total Males | 4597 | 979 | 5576 |
| Total Females | 4591 | 979 | 5570 |
| Total Dwellings | 3371 | 701 | 4072 |
| Fully Owned | 1279 | 297 | 1576 |
| Being Purchased | 1119 | 141 | 1260 |
| Rented | 973 | 263 | 1236 |

The Paper

The Scone Advocate is the only paper in Scone which provides the depth and spread of local news coverage. Its close involvement with its community is reflected in its high penetration rate in Scone itself.

The Market

Scone shire is a conservative, rural area with a steady population rise. Its economy is diverse and therefore not reliant on one industry. Rurally, Scone Shire is a major cattle producing area which supports a sale yard and an abattoir. It is also a major horse breeding area and is renowned as Australia's Horse Capital supported by the development of a world-class racecourse, TAFE college specialising in equine studies and an equine research centre. Scone Shire is also home to a major piggery. Scone Shire is not affected physically by coal-mining but much of its population benefits from the nearby coal industry and power stations for employment. The wine industry is now starting to make its presence felt in Scone shire and tourism is a growing industry. Scone has excellent schools, recreation, aged and health facilities. The area is becoming more and more popular with urban people who are attracted to the rural environment and lifestyle of Scone, just a few hours from Sydney.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|----|----|-----|-----|-----|-----|-----|---|---|----|----|
| 35 | 72 | 110 | 149 | 186 | 224 | 262 | 0 | 0 | 0 | 0 |

DEADLINES: Bookings: 12 noon 3 working days prior **Material:** 12 noon 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 |
|----------------|---------|--------|--------|--------|--------|---------|
| Ex GST | \$10.15 | \$6.90 | \$6.22 | \$5.46 | \$4.76 | \$4.44 |
| Inc GST | \$11.17 | \$7.59 | \$6.84 | \$6.01 | \$5.24 | \$4.88 |

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** MAME **QuickCut Paper Code** SC
 Production Email: nicole.pratley@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 12 noon 2 working day prior **Material** 5pm 2 working day prior

RATES:

| | Casual | Ex GST | Inc GST | COLOUR: |
|---------------------------------|---------|----------------|-----------------|--------------------|
| PV | \$10.42 | \$12.32 | \$13.55 | Full Colour |
| Adzuna.com.au Lift Rates | Display | Ex GST \$15.00 | Inc GST \$16.50 | Inc GST |
| | Lineage | Ex GST \$5.00 | Inc GST \$5.50 | |

Production Email: nicole.pratley@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

| | Sun | Mon | Tue | Wed | Thu* | Fri | Sat |
|--------------------|-----|-----|-----|-----|------|-----|-----|
| Circulation | | | | | 1686 | | |
| Inserts | | | | | 1960 | | |
| Readership | | | | | 4216 | | |

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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