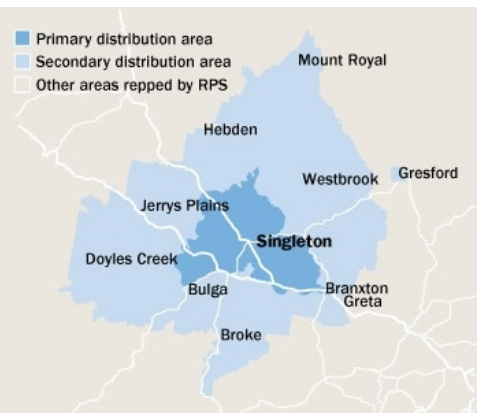


The Singleton Argus



Area: Hunter, NSW
Published: Tu, Fr
Circulation*: 2433
Readership †: 7213
Type: Paid
Frequency: Bi-Weekly
Website: singletonargus.com.au
Approx PI's: 63108
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 | 19305 | 7646 | 26951 |
| Total Males | 9776 | 3823 | 13599 |
| Total Females | 9529 | 3823 | 13352 |
| Total Dwellings | 6378 | 2330 | 8708 |
| Fully Owned | 2082 | 887 | 2969 |
| Being Purchased | 2483 | 1052 | 3535 |
| Rented | 1813 | 391 | 2204 |

The Paper

The Singleton Argus is a previous winner of the prestigious Spicers Award and is committed to the publication of quality newspapers. AK57 The bi-weekly Singleton Argus publishes in excess of 50 pages a week, covering issues as diverse as the coal and wine industry, local community concerns, entertainment and sporting news. The Singleton Argus has established an enviable reputation for its coverage of the Singleton Local Government Area and is the only local paid circulation in that region.

The Market

Discovered in 1820 and built on the rich alluvial land bordering the Hunter River, Singleton experiences sought after growth and development in lifestyle, industry and technology. Thirty four vineyards, the Australian Army School of Infantry, dairying and agriculture co-exist in harmony with 16 mines rich in coal. Singleton Mines employ over 4000 people. 1700 of these live locally. The value of local residents' annual wages in \$92 million. This unique coexistence of diverse industry, close proximity to the major centres of Newcastle and Sydney augers well for a vital economy and provides an ideal forum for the area's fast developing tourist market.

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: 11am 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** SA
 Production Email: vicki.caelli@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:

| | Casual | Ex GST | Inc GST | COLOUR: Full Colour |
|----------------|---------|---------|---------|---------------------|
| Ex GST | \$10.41 | \$12.48 | \$11.45 | \$465.00 |
| Inc GST | \$13.73 | \$15.00 | \$16.50 | \$511.50 |

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: vicki.caelli@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

| | Sun | Mon | Tue | Wed | Thu | Fri* | Sat |
|--------------------|-----|-----|------|-----|-----|------|-----|
| Circulation | | | 2451 | | | 2885 | |
| Inserts | | | 3325 | | | 3808 | |
| Readership | | | 6128 | | | 7213 | |

SOURCE: FRM Circulation Database June 2013

INSERTS

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