

# The Irrigator



**Area:** Wagga and Murrumbidgee, NSW  
**Published Circulation\*** **Readership †**  
 Tu, Fr 1970 5725  
**Type:** Paid **Frequency:** Bi-Weekly  
**Website:** irrigator.com.au  
**Approx P1's:** 40489  
**Audited Circulation:** ABC September 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	10839	29194	40033
<b>Total Males</b>	5481	14597	20078
<b>Total Females</b>	5358	14597	19955
<b>Total Dwellings</b>	3641	9878	13519
<b>Fully Owned</b>	1434	3907	5341
<b>Being Purchased</b>	1217	2826	4043
<b>Rented</b>	990	3145	4135

## The Paper

The Irrigator newspaper serves the vibrant community of Leeton and surrounding districts and is published every Tuesday and Friday. Leeton is situated in the Murrumbidgee Irrigation Area (MIA) in the Riverina region of southern New South Wales. The area is the heartland of one of the richest food producing areas of Australia and is renowned as being the "Heart of SunRice Country". The Irrigator is a 2005 and 2006 Pacific Area Newspaper Publishers' Association (PANPA) advertising awards winner.

## The Market

The Riverina region of New South Wales stretches some 500 kilometres east from the alpine peaks of Kosciuszko National Park across the sheep/wheat belt of the South Wet Slopes and the Riverine Plains (including the vast horticultural districts of the Murrumbidgee and Coleambally Irrigation Areas), to the semi-arid plains of Hay, the region boasts a broad and diverse industry base. The region's main industries are: agriculture and horticulture; manufacturing, food processing; defence - army and airforce; softwood forestry, logging, wood and paper processing; textiles; viticulture and winemaking (the region is Australia's largest producer of wine with about 50% of the region's wine production exported); tertiary education.

## DISPLAY / EGN ADVERTISING \* This publication uses a Modular layout

**Modules:** Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
45	92	139	186	233	280	328	374	63	129	194	260

**DEADLINES:** Bookings: 1pm 3 workings days prior **Material:** 10 am 1 working day prior

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

<b>Ex GST</b>	<b>Casual</b>
<b>Inc GST</b>	\$63.04
	\$69.34

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code WWDA QuickCut Paper Code**  
 Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.9	161.72	194.47	227.23	260	0	0	0

**DEADLINES:** Bookings 11 am 1 working day prior **Material** 11 am 1 working day prior

### RATES:

<b>Casual Ex GST</b> \$7.28	<b>Inc GST</b> \$8.01
<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

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Circulation</b>			1938			2290	
<b>Inserts</b>			2290			2610	
<b>Readership</b>			4846			5725	

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690