



## LIVERPOOL CITY CHAMPION OVERVIEW

**68,000** Total Readership

Liverpool is one of Sydney's regional cities with a major health precinct and two leading retail areas – one in the CBD and the other at Carnes Hill. It now has a population of over 180,000 people with projections of reaching 250,000 by 2020 and a substantial younger demographic. The regional business growth means an extra 30,000 jobs will be created in the next two decades.

The Liverpool City Champion is the market leading local newspaper and is actively involved in all aspects of the community, sponsoring many local events. The newspaper has a large base of loyal readers.

Source: emma conducted by Ipsos MediaCT | People 14+ for the 12 months ending Dec 2015 | Nielsen Online Ratings Dec 2015.

## DISTRIBUTION MAP

The Liverpool City Champion is part of **Fairfax Community Newspaper (FCN)** NSW; designed to provide local residents with specialised local news, sport, council information, entertainment and events, as well as product or service availabilities in their local area.

## AUDIENCE

By constantly supporting businesses, as well as sponsoring many local events, the Liverpool City Champion is able to provide residents with specialised local news on sport, council, entertainments and community events, as well as products and services available.

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**48,751** Circulation

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Source: Audit Bureau of Circulations, September 2015

# The Liverpool City Champion Rates

EGN/Display, Classifieds, Trades & Services:

SECTIONS	RATE EX GST	RATE INCL GST
Display Module	\$118.40	\$130.25
Classifieds Jobs, Notices, For Sale, Real Estate & General Classifieds	\$18.60	\$20.46
Adult Notices & Services	\$20.00	\$22.00
Trades & Professional Services Directory	\$22.70	\$24.97

Casual colour load \$400 for process colour (\$440 incl GST) and \$200 for Spot Colour (\$220 incl GST). Please download display rate card for discount structure. For information on preferred position loads, Inserts, Adhesive Notes and other marketing opportunities, please contact your Fairfax Community Sales Office.

## AD SPECS

Please note all verbal bookings, alterations or cancellations must be confirmed in writing prior to booking deadlines. Alterations or cancellations after deadline may not be accepted and charges may still apply.

Failure to supply material resulting in an advertisement's non appearance will also incur charges.

Earlier deadlines may occasionally be implemented to accommodate press and production time lines, especially around and after Public Holidays.

Display Deadlines:

LIVERPOOL CITY CHAMPION	DEADLINE
Publication Day	Wednesday
Booking & Cancellation	1pm Thursday prior
Material Copy (Ad Creation)	5pm Thursday
Complete Supplied Material	12noon Monday prior

Classifieds Deadlines:

LIVERPOOL CITY CHAMPION	DEADLINE
Publication Day	Wednesday
Booking & Copy (Ad creation) for Classifieds, Trades & Services	5pm Monday
Booking & Supplied material for Classifieds, Trades & Services	9am Tuesday
Booking (lineage ads only) Phone Deadline for Classifieds, Trades & Services	11am Tuesday

# Modular Display Sizes

## 1 Module Wide

<b>Code</b> Specs (mm)	<b>T11</b> 45 x 63	<b>T21</b> 92 x 63	<b>T31</b> 139 x 63	<b>T41</b> 186 x 63	<b>T51</b> 233 x 63	<b>T81</b> 374 x 63

## 2 Modules Wide

<b>Code</b> Specs (mm)	<b>T12</b> 45 x 129	<b>T22</b> 92 x 129	<b>T32</b> 139 x 129	<b>T42</b> 186 x 129	<b>T52</b> 233 x 129	<b>T82</b> 374 x 129

## 3 Modules Wide

<b>Code</b> Specs (mm)	<b>T23</b> 92 x 194	<b>T43</b> 186 x 194	<b>T63</b> 280 x 194	<b>T83*</b> 374 x 194

## 4 Modules Wide

<b>Code</b> Specs (mm)	<b>T14</b> 45 x 260	<b>T24</b> 92 x 260	<b>T34</b> 139 x 260	<b>T44</b> 186 x 260	<b>T64*</b> 280 x 260	<b>T74*</b> 328 x 260	<b>T84</b> 374 x 260

## 8 Modules Wide (double page)

<b>Code</b> Specs (mm)	<b>T88</b> 374 x 550

\* only for Real Estate & Motoring