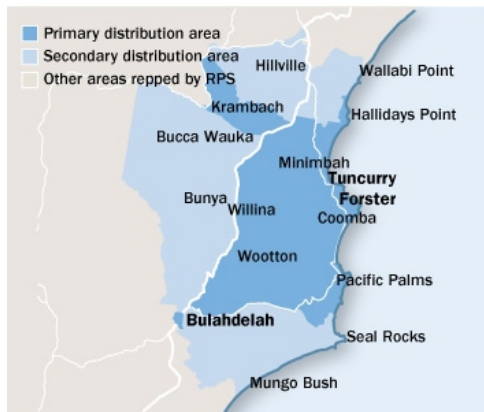


GREAT LAKES Advocate



Area: Mid North Coast, NSW
Published Circulation* 4004
Readership † 11249
Type: Paid **Frequency:** Weekly
Website: greatlakesadvocate.com.au
Approx P1's* 53137
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	52075	8896	60971
Total Males	25091	4448	29539
Total Females	26984	4448	31432
Total Dwellings	20076	3073	23149
Fully Owned	9257	1552	10809
Being Purchased	4952	1049	6001
Rented	5867	472	6339

The Paper

The Great Lakes Advocate has been published weekly for over 50 years and has over 80% paid paper penetration into its key market areas of Forster-Tuncurry. The paper has strong links with local community and sporting groups with its 40-plus pages each edition packed with local news, sporting results and advertising. The Advocate is a major sponsor of the Great Lakes Sports Foundation and in recent years has won several Country Press editorial and advertising awards.

The Market

Located on the southern end of Australia's Holiday Coast, the Great Lakes region is widely renowned as a popular holiday destination. Only 2.5 hours by road from Sydney, the region is also accessible by air, rail and coach. Population of the area is 28,000 with 50% residing in the townships of Forster-Tuncurry. The largest industry is tourism/hospitality, followed closely by oyster farming and fishing. The local oysters are world renowned for their unique flavour. The magnificent lake system is well known for its recreational fishing. The area boasts some of Australia's best surfing beaches and spectacular rainforests. Forster-Tuncurry is home of the annual Australian Ironman Triathlon held around Easter each year.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
0	0	0	0	0	0	0	0	0	0	0

DEADLINES: Bookings: 12 noon 4 working days prior **Material:** 12 noon 3 working days prior

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

Ex GST	Casual
Inc GST	\$75.81
	\$83.39

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** PMEN **QuickCut Paper Code** GREL
 Production Email: kelly.hammond@fairfaxmedia.com.au; [cc: joanne.mansell@fairfaxmedia.com.au](mailto:joanne.mansell@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 \$9.54	Inc GST \$10.49
PV	Ex GST \$11.11	Inc GST \$12.22
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$5.00	Inc GST \$5.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				4499			
Inserts				5128			
Readership				11249			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Hunter Distribution Network, 7 Enterprise Drive, BERESFIELD, NSW, 2322