



**Area:** Mid North Coast, NSW  
**Published Circulation\*** **Readership †**  
 Tu, Fr 2476 6240  
**Type:** Paid **Frequency:** Bi-Weekly  
**Website:** macleayargus.com.au  
**Approx PIs<sup>^</sup>:** 67304  
**Audited Circulation:** ABC December 2014

† Estimated based on readers per copy  
<sup>^</sup> Monthly website page impressions  
 \* Average per day

**AREA STATISTICS**

	Primary	Secondary	Total
<b>Total Persons</b>	16670	15560	32230
<b>Total Males</b>	8129	7780	15909
<b>Total Females</b>	8541	7780	16321
<b>Total Dwellings</b>	6437	5038	11475
<b>Fully Owned</b>	2933	2317	5250
<b>Being Purchased</b>	1584	1655	3239
<b>Rented</b>	1920	1066	2986

**The Paper**

The Macleay Argus published bi-weekly provides the most in-depth local news of the community in which it circulates. It provides the ideal advertising vehicle for those wishing to reach the more affluent shoppers in the Kempsey community.

**The Market**

Situated on the Macleay River in the heart of Australia's Holiday Coast, Kempsey was established in 1835 and became a thriving port with activities centred upon timber, beef and dairy cattle. Major industries in Kempsey today include world famous hat-maker Akubra, Nestle, Boral Bricks and Explosive Entertainment - formerly Syd Howard Pyrotechnics. Potatoes and maize are among the principal crops grown while beef and dairy cattle still graze the lush pastures of the Macleay Valley. Kempsey enjoys a well-earned reputation with off road enthusiasts for the Power House 500 Off Road Race held in July each year. Other major promotions include Celebrate the Macleay, Country Music Week (September), BP Clybucca Rally and the annual rodeo held in October. Well serviced by road, rail and air, Kempsey is ideally sited on the Pacific Highway, midway between Sydney and Brisbane.

**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: 12 noon 2 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

<b>Ex GST</b>	<b>Casual</b>
<b>Inc GST</b>	\$67.82
	\$74.60

**MATERIAL:**

Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code PMEN QuickCut Paper Code MACA**  
 Production Email: [betty.wilson@fairfaxmedia.com.au](mailto:betty.wilson@fairfaxmedia.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	128.96	161.72	194.47	227.23	260	0	0	0

**DEADLINES:** Bookings 12 noon 1 working day prior **Material** 12 noon 1 working day prior

**RATES:**

<b>Casual Ex GST</b>	\$9.37	<b>Inc GST</b>	\$10.31		
<b>PV Ex GST</b>	\$11.27	<b>Inc GST</b>	\$12.40		
<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: [classifieds.kempsey@fairfaxmedia.com.au](mailto:classifieds.kempsey@fairfaxmedia.com.au)

**PUBLICATION AND CIRCULATION** \* Highest circulation day

	Sun	Mon	Tue*	Wed	Thu	Fri	Sat
<b>Circulation</b>			2496			2454	
<b>Inserts</b>			3149			3312	
<b>Readership</b>			6240			6135	

SOURCE: FRM Circulation Database June 2013

**INSERTS**

**Insert Destination**

Macleay Argus, Rear of 72-74 Elbow Street, WEST KEMPSEY NSW 2440