



Area: Mid North Coast, NSW
Published Th Circulation* 19480 Readership † 29047
Type: Free **Frequency:** Weekly
Website: manningrivertimes.com.au
Audited Circulation: CAB March 2014

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	53942	8982	62924
Total Males	25999	4491	30490
Total Females	27943	4491	32434
Total Dwellings	20762	3090	23852
Fully Owned	9644	1570	11214
Being Purchased	5170	1054	6224
Rented	5948	466	6414

The Paper

The Manning-Great Lakes Extra is a free regional weekly newspaper with a circulation of 20,250. Major distribution centres are Taree, Forster-Tuncurry, Wingham and surrounding towns and villages on the Mid North Coast. The paper has a strong motor vehicle and general retail advertising base as well as covering community news and sport from the region. The Extra regularly runs over 40 pages, with extensive use of colour.

The Market

The Manning and Great Lakes regions are located on the Mid North Coast of NSW. While the Manning is based on dairy farming, timber and light industry, the Great Lakes (centred on Forster-Tuncurry) is widely renowned as a favoured tourist and retirement destination. Greater Taree City (the Manning) has a population of 45,000 with the main centres being Taree (17,600) and Wingham (4,850) plus the coastal centres of Harrington, Crowdy Head, Old Bar, Hallidays Point and several inland villages. The Great Lakes is packed with natural attractions - 145km of beaches plus lakes and rivers and 1,000 square kilometres of national parks and seven state forests. There are 11 clubs, four golf courses and five bowling clubs to service a permanent population of 27,000 plus thousands of visitors annually.

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: 10am 3 working days prior **Material:** 2pm 2 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	\$124.69
	\$137.16

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code PMEN QuickCut Paper Code MANG
 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
30.7	63.46	96.21	128.96	161.72	194.47	227.23	260	0	0	0

DEADLINES: Bookings 5pm 2 working day prior **Material** 9am 1 working day prior

RATES:

Casual Ex GST	\$15.91	Inc GST	\$17.50		
PV Ex GST	\$18.51	Inc GST	\$20.36		
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					19365		
Inserts					19499		
Readership					29047		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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