

MANNING RIVER Times



Area: Mid North Coast, NSW
Published: We, Fr
Circulation*: 2979
Readership †: 8515
Type: Paid
Frequency: Bi-Weekly
Website: manningrivertimes.com.au
Approx PI's*: 159738
Audited Circulation: ABC September 2014

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

AREA STATISTICS

| | Primary | Secondary | Total |
|------------------------|---------|-----------|-------|
| Total Persons | 30094 | 33426 | 63520 |
| Total Males | 14540 | 16713 | 31253 |
| Total Females | 15554 | 16713 | 32267 |
| Total Dwellings | 11419 | 13166 | 24585 |
| Fully Owned | 4978 | 6558 | 11536 |
| Being Purchased | 3071 | 3279 | 6350 |
| Rented | 3370 | 3329 | 6699 |

The Paper

The Manning River Times has been published continuously since 1869 and is referred to as "The Mirror of the Manning", winning the Spicers Award for Best Australian Country Newspaper. A tri-weekly, the Manning River Times publishes around 120 pages each week packed with information on the local community as well as an extensive advertising base. Wednesday's edition carries a special quarterfold entertainment magazine, Midcoast Happenings

The Market

Taree and the Manning Valley are located on the Mid North Coast of NSW with a population of over 45,000. Taree, with a population of 17,600, is the regional commercial centre servicing 10 coastal and rural towns. Agriculture remains a major economic component of the area (over \$30 million) as is the timber industry. However, major companies relocated to the area now manufacture everything from pleasure boats (exported overseas) to railway and mining equipment as well as seafood processing for Australian and overseas markets. Eco-tourism is a rapidly growing market, ideally suited to the Manning Valley with its extensive coastal plains, low ridges and valleys and of course the Manning River and the tributaries. The area has a mild climate with warm, moist summers, cool dry winters and warm dry springs.

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 | 64 | 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 | \$91.10 |
| | \$100.21 |

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code PMEN QuickCut Paper Code MANR
 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 days prior **Material** 9am 1 working days prior

RATES:

| | | |
|---------------------------------|-------------------------------|------------------------|
| Casual | Ex GST \$11.67 | Inc GST \$12.84 |
| PV | Ex GST \$13.41 | Inc GST \$14.75 |
| Adzuna.com.au Lift Rates | Display Ex GST \$15.00 | Inc GST \$16.50 |
| | Lineage Ex GST \$5.00 | Inc GST \$5.50 |

Production Email: kerry.cubbins@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

| | Sun | Mon | Tue | Wed | Thu | Fri* | Sat |
|--------------------|-----|-----|-----|------|-----|------|-----|
| Circulation | | | | 3386 | | 3406 | |
| Inserts | | | | 4281 | | 4289 | |
| Readership | | | | 8466 | | 8515 | |

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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