

MID-COAST  
**Observer**



**Area:** Mid North Coast, NSW  
**Published Circulation\*** 18180  
**Readership †** 27265  
**Type:** Free **Frequency:** Weekly  
**Audited Circulation:** CAB September 2014

† Estimated based on readers per copy  
 \* Average per day

**AREA STATISTICS**

	Primary	Secondary	Total
<b>Total Persons</b>	32917	18842	51759
<b>Total Males</b>	15953	9421	25374
<b>Total Females</b>	16964	9421	26385
<b>Total Dwellings</b>	12658	6488	19146
<b>Fully Owned</b>	5762	3026	8788
<b>Being Purchased</b>	3044	2074	5118
<b>Rented</b>	3852	1388	5240

**The Paper**

The weekly free regional community Mid Coast Observer circulates over 17,500 copies throughout the Macleay, Nambucca and Bellingen Shires, catering for a total population of 56,300 people from Telegraph Point in the south to Dorrigo in the North. The Mid Coast Observer, with its free distribution to many communities, provides a snapshot of the major issues affecting the region on a weekly basis.

**The Market**

The Macleay region takes in 2,600 square kilometres and its people are producers involved in all facets of primary production, timber industry, light industry, tourism and fishing both recreational and commercial. Observer territory boasts and promotes relaxed family holidays. • Beaches - Some of the best patrolled and unpatrolled beaches on the north coast. • Mountains - Close proximity to the Great Dividing Range where you can enjoy beautiful scenery, camping, bush walking, four wheel driving. • The Great Rivers - The Macleay, The Nambucca and the Bellingen, where you can boat, fish and swim. • Deep Sea Fishing - The tropical currents meet the southern currents in the heart of Observer territory, the result is fishing second to none. While dairying and beef cattle are the main agricultural base, tourism continues to grow.

**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:** 4pm 4 working days prior **Material:** 4pm 4 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>	\$123.02
	\$135.32

**MATERIAL:**

Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code PMEN QuickCut Paper Code MIDC**  
 Production Email: [thehub@ruralpress.com](mailto:thehub@ruralpress.com); cc: [bookings.kempsey@ruralpress.com](mailto:bookings.kempsey@ruralpress.com)

**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** 10am 2 working days prior **Material** 10am 2 working days prior

**RATES:**

<b>Casual Ex GST</b>	\$17.61	<b>Inc GST</b>	\$19.37
<b>Adzuna.com.au Lift Rates</b>	Display	<b>Ex GST</b>	\$15.00
	Lineage	<b>Ex GST</b>	\$5.00
		<b>Inc GST</b>	\$16.50
		<b>Inc GST</b>	\$5.50

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

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				18177			
<b>Inserts</b>				18202			
<b>Readership</b>				27265			

SOURCE: FRM Circulation Database June 2013

**INSERTS**

**Insert Destination**

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