

Guardian News



Area: Mid North Coast, NSW
Published Circulation* 2039
Readership † 5328
Type: Paid **Frequency:** Weekly
Website: nambuccaguardian.com.au
Approx PIs[^]: 21195
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	15051	8288	23339
Total Males	7284	4144	11428
Total Females	7767	4144	11911
Total Dwellings	5912	3284	9196
Fully Owned	2825	1544	4369
Being Purchased	1387	875	2262
Rented	1700	865	2565

The Paper

The Guardian News is the paper of record in this growth market. Its circulation concentrates in Nambucca Heads and Macksville, the two major urban centres. The News' high penetration rate and guaranteed readership provides a strong vehicle for advertisers in this growth market.

The Market

The Nambucca Shire Council Local Government area is situated on the Mid North Coast of New South Wales about half way between Sydney and Brisbane. Current population of the Nambucca region is 17,610, which is expected to increase by some 7,700 to the Year 2016. Census statistics show that 54 per cent of the population has an annual income of more than \$60,000. The Nambucca's economy is currently influenced by rural pursuits - the Valley has a strong banana and small crops industry; most forms of agriculture; and a wide cross-section of light industrial activities. Both Macksville and Nambucca business areas provide a sound base for future expansion. The decision by Woolworths supermarket to establish a store at Nambucca is seen as a display of confidence in the area. Tourism also plays a major role in the Nambucca's economy. The Valley has a diverse eco-tourism base from the hinterland to the sea. It's holiday time all-year-round with clean, sweeping beaches, sparkling estuaries and heritage towns steeped in history. All this... and a climate hard to better anywhere in the world makes the Nambucca a popular holiday destination.

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 3 working days prior **Material:** 5pm 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	\$67.82
	\$74.60

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code PMEN QuickCut Paper Code NGN
 Production Email: bekki.unwin@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 10.30am 1 working day prior **Material** 10.00am 1 working day prior

RATES:

Casual Ex GST	\$7.22	Inc GST	\$7.94
PV Ex GST	\$8.10	Inc GST	\$8.91
Adzuna.com.au Lift Rates	Display	Ex GST	\$15.00
	Lineage	Ex GST	\$5.00
		Inc GST	\$16.50
		Inc GST	\$5.50

Production Email: karen.liddell@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					2131		
Inserts					2528		
Readership					5328		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

42 Bowra Street, NAMBUCCA HEADS NSW 2448