



Area: Mid North Coast, NSW
Published Circulation* 23087 **Readership †** 34630
We
Type: Free **Frequency:** Weekly
Audited Circulation: CAB September 2014

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	50982	14828	65810
Total Males	24246	7414	31660
Total Females	26736	7414	34150
Total Dwellings	19210	5646	24856
Fully Owned	8187	3020	11207
Being Purchased	5279	1563	6842
Rented	5744	1063	6807

The Paper

The Port Macquarie Express with a spread of Hastings news is home delivered to the major urban areas in the shire of Hastings.

The Market

Port Macquarie is the fastest-growing town on the Mid North Coast of NSW, about half way between Sydney and Brisbane. It is a very popular tourist destination, famous for its scenic landscape, beaches and resorts. The area also boasts the best weather in NSW, with the least number of days where maximum temperatures exceed 30 degrees or drop below 15 degrees. These factors are major reasons for the town's exceptional growth rate: over the past few years Port Macquarie has been growing at a remarkable five people per day. The growth has included people of all ages and the town now boasts a population of about 40,000, with 60,000 people in the Hastings region. Port Macquarie has grown to be the premier town on the Mid North Coast, with excellent recreational and educational facilities. Many businesses have chosen to relocate to the area, the town has a corporate office for Country Energy and many retail outlets for major real estate and motoring firms. Port Macquarie is also home to the North Coast Institute of TAFE, that includes learning opportunities through the University of Newcastle which also has a campus on site. There are many styles of accommodation including Quality Resort Sails, Rydges Port Macquarie and the latest up market property to open the Mercure Centro Port Macquarie. Port Macquarie has two large shopping centres and a vibrant Central Business District. The two shopping centres are Settlement City, which includes a Big W department store, Woolworths Supermarket and specialty shops; and Port Central Shopping Centre, which includes a Target department store, Ritchie's IGA Supermarket and a variety of specialty shops. The town also boasts several large clubs including Port Macquarie Panthers and a wide range of restaurants and motels.

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: 5pm 4 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	\$124.69
	\$137.16

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CLASSIFIED ADVERTISING

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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:

Casual Ex GST	\$17.61	Inc GST	\$19.37		
PV Ex GST	\$19.78	Inc GST	\$21.76		
Adzuna.com.au Lift Rates	Display	Ex GST	\$15.00	Inc GST	\$16.50
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Readership				34630			

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INSERTS

Insert Destination

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