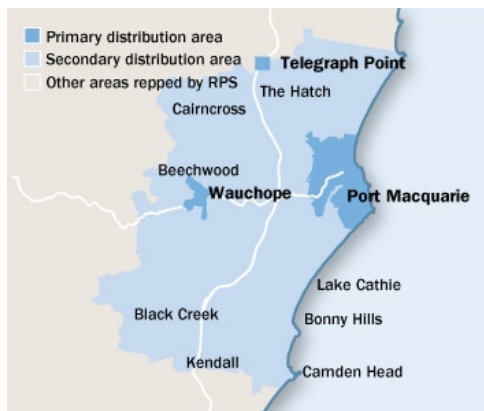


macquarie portnews



Area: Mid North Coast, NSW
Published Circulation* **Readership †**
 Mo, We, Fr 2867 9008
Type: Paid **Frequency:** Tri-Weekly
Website: portnews.com.au
Approx PI's[‡]: 416265
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	44848	18390	63238
Total Males	21211	9195	30406
Total Females	23637	9195	32832
Total Dwellings	16998	6953	23951
Fully Owned	7208	3562	10770
Being Purchased	4494	1993	6487
Rented	5296	1398	6694

The Paper

The News has worked hard on circulation and continues to be one of the fastest growing regional papers in Australia. The paper has a strong emphasis on local news and sport presented in a bright, entertaining manner. The paper sponsors many local events and enjoys outstanding support from the business and wider communities.

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 about 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 accomodation 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	63	129	194	260

DEADLINES: Bookings: 12 noon 3 working days prior **Material:** 12 noon 2 working days prior

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	Casual
Ex GST	\$91.10
Inc GST	\$100.21

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code PMEN QuickCut Paper Code PORN
 Production Email: thehub@ruralpress.com; cc: bookings.portnews@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 4pm 2 working days prior **Material** 4pm 2 working days prior

RATES:

Casual Ex GST	\$10.96	Inc GST	\$12.06		
PV Ex GST	\$12.64	Inc GST	\$13.90		
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		2380		2875		3603	
Inserts		3343		3702		4571	
Readership		5950		7188		9008	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

UNIT 27/35 MERRIGAL RD, PORT MACQUARIE NSW