

# Wingham Chronicle



**Area:** Mid North Coast, NSW  
**Published Circulation\*** **Readership †**  
 We 818 2615  
**Type:** Paid **Frequency:** Weekly  
**Website:** winghamchronicle.com.au  
**Approx PI's<sup>^</sup>:** 14583  
**Audited Circulation:** ABC December 2014

† Estimated based on readers per copy  
<sup>^</sup> Monthly website page impressions  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	6319	2008	8327
<b>Total Males</b>	3052	1004	4056
<b>Total Females</b>	3267	1004	4271
<b>Total Dwellings</b>	2242	687	2929
<b>Fully Owned</b>	993	362	1355
<b>Being Purchased</b>	782	233	1015
<b>Rented</b>	467	92	559

## The Paper

The Wingham Chronicle has been published since 1880 and is regarded as the town's bible. If something happens in the town or surrounding district - it's in the Chronicle. The paper identifies strongly with its community and gets behind annual town promotions such as Beef Week and retail sale days. Regular pages of school news, created in conjunction with the town's four schools, are popular, along with all the sports results from a strongly sports-minded community.

## The Market

Located on the Manning River, 12km west of Taree, Wingham is a town built around the dairy and beef cattle industries. The town's biggest employer is the local abattoir, run by Wingham Beef Exports Pty Ltd. Apart from cattle there is an expanding sheep and goat industry, with several studs in the area breeding both wool and meat. Wingham has a population of 4,850, with many residents commuting to work in Taree or working in support roles with agricultural-based industries. The town is serviced by air through Taree and has three XPT rail services each day in each direction. Wingham is well known for the Manning Valley Beef Week which is run in the first week of May each year. Catering for all facets of the beef industry, it is the leading event of its type on the North Coast.

## 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:** 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  
**CASUAL**  
 Ex GST \$40.92  
 Inc GST \$45.01

**MATERIAL:**  
 Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code PMEN QuickCut Paper Code WC**  
 Production Email: [kelly.hammond@fairfaxmedia.com.au](mailto: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 day prior **Material:** 9am 1 working day prior  
**RATES:**  
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## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				1046			
<b>Inserts</b>				1227			
<b>Readership</b>				2615			

SOURCE: FRM Circulation Database June 2013

## INSERTS

**Insert Destination**  
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