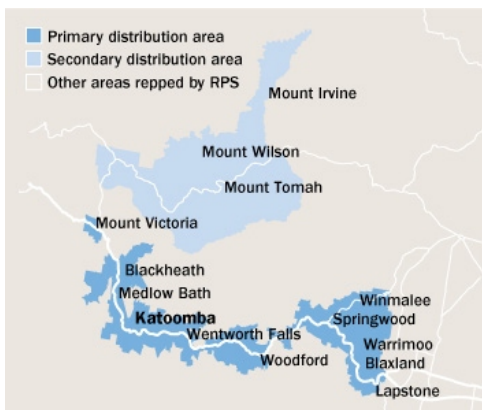


# BLUE MOUNTAINS Gazette



**Area:** Hawkesbury and Blue Mountains, NSW  
**Published We**    **Circulation\***    **Readership †**  
 34408                      51241  
**Type:** Free    **Frequency:** Weekly  
**Website:** bluemountainsgazette.com.au  
**Approx PI's:** 63982  
**Audited Circulation:** CAB September 2014

† Estimated based on readers per copy  
 \* Monthly website page impressions  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	74490	496	74986
<b>Total Males</b>	36144	248	36392
<b>Total Females</b>	38346	248	38594
<b>Total Dwellings</b>	26572	180	26752
<b>Fully Owned</b>	10171	87	10258
<b>Being Purchased</b>	10955	70	11025
<b>Rented</b>	5446	23	5469

## The Paper

The Blue Mountains Gazette, which has an average size of 80 pages each edition, has been serving the district for over 39 years. The key to its success is community involvement. It carries up to seven pages a week of letters to the editor, has a comprehensive coverage of sport, entertainment, 10-12 pages of classifieds, council and community news, features etc, making it one of the leading suburban newspapers serving the outer western region of Sydney.

## The Market

The Blue Mountains City is made up of 22 villages and townships, each with their own individual character. It is a city within a World Heritage National Park. The Blue Mountains tourism industry generates over \$100 million annually for the local economy. Visitors come to enjoy the natural beauty of the area and to see such attractions as The Three Sisters, the Scenic Skyway, the Scenic Railway and the historic buildings and galleries. Modern resorts, along with bed and breakfast establishments, motels and hotels provide a comprehensive range of accommodation for tourists to enjoy their stay. Along with these, the Mountains is famous for quality restaurants serving a great range of cuisine. The natural beauty and the area's closeness to Sydney has also made it an ideal place to reside. The population in the main comprises young and middle aged families who have built quality homes, resulting in a thriving local building and service industry. The pleasant climate has also proved attractive for the elderly with many retirement villages being established in the area. The State government has recognised the existence of a lively arts community by declaring the Blue Mountains a City of the Arts.

## 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	500cm	1000cm	2500cm	5000cm	10000cm
<b>Ex GST</b>	\$20.51	\$19.39	\$18.02	\$16.60	\$15.28	\$14.16
<b>Inc GST</b>	\$22.56	\$21.33	\$19.82	\$18.26	\$16.81	\$15.58

**COLOUR: Full Colour \$465.00**

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code BLMG QuickCut Paper Code BMG**  
 Production Email: [katrina.chown@fairfaxmedia.com.au](mailto:katrina.chown@fairfaxmedia.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS: Max Cms:38 Max Cols:4**

1	2	3	4	5	6	7	8	9	10	11
30.7018	63.46	96.21	128.96	161.72	194.47	227.23	260	0	0	0

**DEADLINES: Bookings** 2pm 2 working days prior    **Material** 2pm 2 working days prior

### RATES:

Casual	Ex GST	Inc GST	Full Colour	Inc GST
\$20.99	\$20.99	\$23.09	\$465.00	\$465.00
<b>Adzuna.com.au Lift Rates</b>		Display	Ex GST \$15.00	Inc GST \$16.50
		Lineage	Ex GST \$5.00	Inc GST \$5.50

Production Email: [mary.newton@fairfaxmedia.com.au](mailto:mary.newton@fairfaxmedia.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				34161			
<b>Inserts</b>				34540			
<b>Readership</b>				51241			

SOURCE: FRM Circulation Database June 2013

## INSERTS

**Insert Destination**  
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