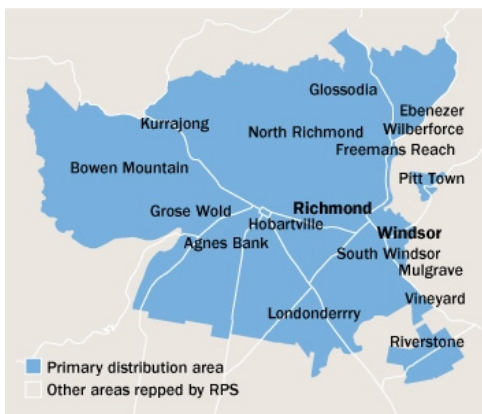


# HAWKESBURY Courier



**Area:** Hawkesbury and Blue Mountains, NSW  
**Published Circulation\*** **Readership †**  
 Th 20403 30580  
**Type:** Free **Frequency:** Weekly  
**Audited Circulation:** CAB September 2014

† Estimated based on readers per copy  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	57135	0	57135
<b>Total Males</b>	28478	0	28478
<b>Total Females</b>	28657	0	28657
<b>Total Dwellings</b>	18334	0	18334
<b>Fully Owned</b>	5513	0	5513
<b>Being Purchased</b>	7460	0	7460
<b>Rented</b>	5361	0	5361

## The Paper

Residents receive the Hawkesbury Courier delivered free each Friday. The Courier is a source of community news and entertainment guide for the weekend, with an extensive classified section. The Courier's own home delivery service ensures household penetration is maximised.

## The Market

The Hawkesbury region is located in North Western Sydney and is a mixture of rural and residential with an average of three people per household. The population is a mix of well established homes and new development areas. 81.4% of the work force travels to work by car (either driver or passenger). Tourism is a major industry, estimated at around \$30 million. Ninety-six per cent of small businesses in the Hawkesbury employ approximately 20 persons. The Hawkesbury region is broken into three main shopping areas - Windsor, Richmond and North Richmond. Each is serviced by at least one national grocery retailer. The Richmond "Marketplace" is the area's major shopping centre, supported by a host of national retail store chains. A proportion of the population travel to Penrith or Blacktown for work and shopping. The inflow of new residents ensures the market continues to grow.

## 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: 3pm Friday prior **Material:** 5pm Tuesday prior

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

**Ex GST**  
**Inc GST**

**CASUAL**  
 \$53.09  
 \$58.40

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut Yes** **Publisher Code** HAGN **QuickCut Paper Code** HC  
 Production Email: [pauline.berry@fairfaxmedia.com.au](mailto:pauline.berry@fairfaxmedia.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 8

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 12pm Tuesday Prior **Material** 2pm Tuesday Prior

### RATES:

**Casual Ex GST** \$9.27 **Inc GST** \$10.20

### COLOUR:

**Adzuna.com.au Lift Rates** Display **Ex GST** \$15.00 **Inc GST** \$16.50 **Full Colour** \$465.00  
 Lineage **Ex GST** \$5.00 **Inc GST** \$5.50 **Inc GST** \$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Circulation</b>					20387		
<b>Inserts</b>					20407		
<b>Readership</b>					30580		

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

18141 delivered to Mechanical inserts to Fairfax Regional Printers/Hunter Distribution Network, 7 Enterprise Drive, Beresfield, NSW, 2322  
 18141 delivered to Hand inserts (not to mechanical specs) to Hawkesbury Courier office, Victorian Arcade, Shop 15, 255 Windsor Street, RICHMOND, NSW, 2753