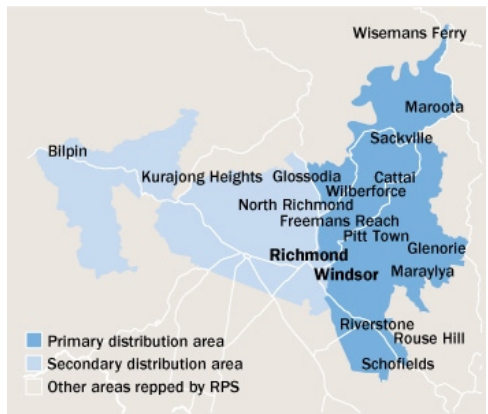


HAWKESBURY GAZETTE



Area: Hawkesbury and Blue Mountains, NSW
Published We **Circulation*** **Readership †**
 5500 14683
Type: Paid **Frequency:** Weekly
Website: hawkesburygazette.com.au
Approx PI's: 58144
Audited Circulation: ABC June 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	42730	28212	70942
Total Males	21052	14106	35158
Total Females	21678	14106	35784
Total Dwellings	14117	8439	22556
Fully Owned	3984	2879	6863
Being Purchased	5697	3861	9558
Rented	4436	1699	6135

The Paper

Hawkesbury residents regard the Gazette as an essential part of life in their community providing the local detailed source of news and information. The weekly Hawkesbury Gazette publishes in excess of 70 pages per week, reporting on everything from vital issues, including police, council and business to local people and events which touch our everyday lives. The Gazette is sold throughout the region each Wednesday.

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 Thursday prior **Material:** 5pm Monday 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** HG
 Production Email: 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 Monday Prior **Material** 2pm Monday 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
 Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

Full Colour \$465.00
Inc GST \$511.50

Production Email: pauline.berry@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				5500			
Inserts				7278			
Readership				14683			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

0 delivered to 159 Bells Line of Road, North Richmond
 0 delivered to