



Area: Tamworth and Northern, NSW
Published Circulation* **Readership †**
 We 13398 20902
Type: Free **Frequency:** Weekly
Approx PI's: 476744
Audited Circulation: CAB September 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	24667	5980	30647
Total Males	11799	2990	14789
Total Females	12868	2990	15858
Total Dwellings	8495	2179	10674
Fully Owned	3080	1009	4089
Being Purchased	2316	737	3053
Rented	3099	433	3532

The Paper

The weekly free community Armidale Express Extra (incorporating The New Englander) has been established since 1976 and has a circulation of 12,588. It is letterbox delivered in Armidale and Uralla, delivered by mail contractors to rural roadside mail boxes and inserted into the paid papers in Walcha and Guyra. The content is a mixture of hard and soft news stories, mostly feature style stories which don't date, and interesting columnists.

The Market

The wider Armidale region, reaching into Uralla, Guyra, Walcha and Roadside Mail Rural areas around Armidale is the Armidale Express Extra's marketplace, with a total population of 35,298. The agricultural base is fine and superfine wool, together with beef and timber in Walcha, amounting to a total production value of 108.8 million. Armidale, the hub of the region boasts education as their leading industry, with a combined turnover of \$153 million for the University of New England and the city's three leading boarding schools.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 5 working days prior **Material:** 12 noon 4 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	15000cm	25000cm
Ex GST	\$11.52	\$8.82	\$7.92	\$7.22	\$6.68	\$6.44	\$5.72	\$5.37
Inc GST	\$12.67	\$9.70	\$8.71	\$7.94	\$7.35	\$7.08	\$6.29	\$5.91

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** TNDL **QuickCut Paper Code** AEXE
 Production Email: carmel.mackay@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 12 noon 5 working days prior **Material** 12 noon 4 working days prior

RATES:

Casual	Ex GST \$32.88	Inc GST \$36.17
PV	Ex GST \$37.91	Inc GST \$41.70
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$5.00	Inc GST \$5.50

Production Email: classifieds.armexpress@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				13935			
Inserts				14000			
Readership				20902			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

159 Bells Line of Road, NORTH RICHMOND, NSW, 2754