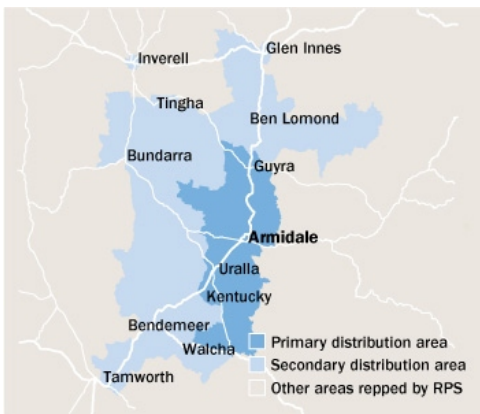


The Armidale Express



Area: Tamworth and Northern, NSW
Published Circulation* **Readership †**
 We, Fr 1703 4931
Type: Paid **Frequency:** Bi-Weekly
Website: armidaleexpress.com.au
Approx PI's*: 476744
Audited Circulation: ABC September 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	30719	24586	55305
Total Males	14757	12293	27050
Total Females	15962	12293	28255
Total Dwellings	10676	9150	19826
Fully Owned	4079	3889	7968
Being Purchased	3039	2879	5918
Rented	3558	2382	5940

The Paper

The bi-weekly Armidale Express has been established since 1856, is the third oldest newspaper in the State, and is the newspaper of record in the city and region. Publishing an average 84 pages each week, the news focus is on providing a detailed source of New England news to Armidale, Uralla, Guyra and Walcha, where the paper is also circulated. A high profile is also put on community pages involving schools, clubs and community groups.

The Market

Armidale, University City and hub of the New England region, boasts a market rich in agriculture, education and the arts. It is the home of New England fine and superfine wool, and this rich agricultural base which also includes beef cattle, boasts an income of \$41 million. The head offices for the Poll Hereford, Angus, Murray Grey and Charolais Breed Societies are found in Armidale, with strong links to the Agricultural Research strengths of The University of New England. The University, the first established in regional NSW, attracts students from all over the world. Together with the three major boarding schools - New England Girls' School, Presbyterian Ladies' College and The Armidale School (which have been established for more than 100 years in the city), they form a strong centre of excellence in Education with a turnover of more than \$153 million each year. The city, rich in culture and the arts is home to the New England Regional Art Museum, which houses two of Australia's finest art collections - the Hinton and Coventry Collections (conservatively valued at \$18 million). Armidale has a population of 23,000 and is located on the New England Highway, with a turnover of \$60 million annually attributed to tourism in the Armidale region.

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 3 working days prior **Material:** 12 noon 3 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 AREX
 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 11am 2 working days prior **Material** 11am 2 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				1972		1918	
Inserts				2412		2463	
Readership				4931		4796	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340