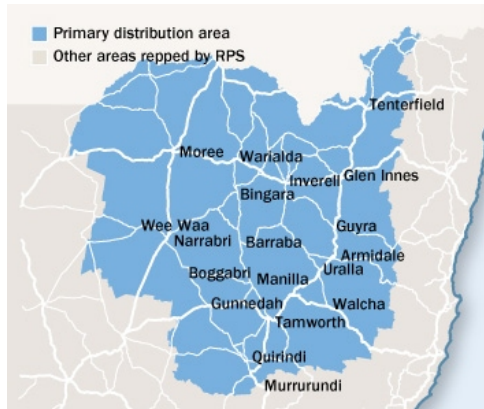


# Countryleader



**Area:** Tamworth and Northern, NSW  
**Published Mo:** 18979  
**Type:** Free  
**Frequency:** Weekly  
**Audited Circulation:** Pub Stat December 2014

\* Average per day

## The Paper

There is a need in the region for a paper that deals primarily with rural issues and information. Country Leader fills that void and is well read and just as importantly, well respected as a reliable, topical and effective means of communicating news, advertising products and informing the region of farming developments on both a national and local level. The fact that the Country Leader is inserted into eight newspapers throughout the region is an impressive sales point, and the importance of the delivery to 3,900 RMB's cannot be overlooked as it ensures the Country Leader is penetrating its advertisers primary market - the farmers, properties and rural industry.

## The Market

The Country Leader circulates all over the New England and North West, which is one of the richest and most diversified agricultural areas in New South Wales - it produces just about everything from eggs to cotton to ostriches. More than 27.9% of the State's beef cattle are produced in this region which has no less than 12 breed societies setting up their national headquarters here. The New England region boasts the world's biggest fine wool producer with over 2,500 bales of the finest wool produced annually from the Coventry family's total holdings of 25,637ha. Nearly 70% of Australia's cotton production, worth nearly \$1 billion, comes from north western New South Wales.

## 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:** 5pm 5 working days prior **Material:** 5pm 5 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
<b>Ex GST</b>	\$17.61	\$16.42	\$15.47	\$14.70	\$13.98	\$13.20	\$12.72	\$12.24
<b>Inc GST</b>	\$19.37	\$18.06	\$17.02	\$16.17	\$15.38	\$14.52	\$13.99	\$13.46

**COLOUR: Full Colour** \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** TNDL **QuickCut Paper Code** COUL  
 Production Email: [carmel.mackay@fairfaxmedia.com.au](mailto:carmel.mackay@fairfaxmedia.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS: Max Cms: 35 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** 4pm 3 working days prior **Material** 4pm 3 working days prior

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$32.00	<b>Inc GST</b> \$35.20			<b>COLOUR:</b>		
<b>Adzuna.com.au Lift Rates</b>	Display	<b>Ex GST</b> \$15.00	<b>Inc GST</b> \$16.50			<b>Full Colour</b>	\$465.00
	Lineage	<b>Ex GST</b> \$5.00	<b>Inc GST</b> \$5.50			<b>Inc GST</b>	\$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>Circulation</b>							
<b>Inserts</b>		22300					

SOURCE: FRM Circulation Database June 2013

## INSERTS

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