

# Glen Innes Examiner



**Area:** Tamworth and Northern, NSW  
**Published** **Circulation\*** **Readership †**  
 Tu, Th 1584 4715  
**Type:** Paid **Frequency:** Bi-Weekly  
**Website:** gleninnesexaminer.com.au  
**Approx P1's:** 24666  
**Audited Circulation:** ABC September 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	5946	2386	8332
<b>Total Males</b>	2804	1193	3997
<b>Total Females</b>	3142	1193	4335
<b>Total Dwellings</b>	2286	857	3143
<b>Fully Owned</b>	1049	479	1528
<b>Being Purchased</b>	599	234	833
<b>Rented</b>	638	144	782

## The Paper

The Glen Innes Examiner is a bi-weekly published on Tuesdays and Thursdays, printing an average of 24 pages a week, bolstered by the weekly regional Country Leader on Tuesdays and the eight-page regional Nornews Trader classified insert and quarterfold colour TV guide on Thursdays. The Examiner, 128 years old this year, reports on all issues affecting the town and district - from the two councils, police and courts and informs readers on what is happening and how it affects them. The majority of the 2,300 print run is sold over the counter at the local newsagency which also provides a home delivery service.

## The Market

Glen Innes is a rural town in the northern tablelands of NSW with a population of 6000, plus another 3900 in the surrounding Severn Shire. It is at the junction of the New England and Gwydir Highways at about the geographical centre of the New England region. Severn Shire is a predominantly rural local government area with a number of villages, the largest of which are Emmaville (population 350) and Deepwater (population 400). Industries are rural and agricultural based with sheep and cattle production the most significant, followed by tourism which generates about \$17 million in earnings to the district. Earnings from the sheep and cattle industries, based on turnover of the livestock selling centre in 1996-97 of 144,000 sheep and 69,000 cattle, was about \$17 million. The blossoming tourist industry revolves around world heritage, listed national parks, sapphire fossicking and mining, and Glenn Innes's reputation as the Celtic capital of Australia and the site of the Standing Stones, a monument to the role of Celtic races in the discovery and development of Australia. The town has a busy shopping centre with most retail industries represented. A number of new industries have been established in the past 12 months including a major truck transport complex.

## 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 2 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>	\$9.94	\$7.92	\$7.17	\$6.08	\$5.65	\$5.10	\$4.76	\$4.47
<b>Inc GST</b>	\$10.93	\$8.71	\$7.89	\$6.69	\$6.22	\$5.61	\$5.24	\$4.92

**COLOUR:** Full Colour \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** TNDL **QuickCut Paper Code** GLEX

Production Email: [sales.glenexaminer@ruralpress.com](mailto:sales.glenexaminer@ruralpress.com)

## 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 3 working day prior **Material** 11am 1 working day prior

### RATES:

**Casual Ex GST** \$22.49 **Inc GST** \$24.74

**PV Ex GST** \$25.82 **Inc GST** \$28.40

**Adzuna.com.au Lift Rates** Display **Ex GST** \$15.00 **Inc GST** \$16.50

Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Circulation</b>			1611		1886		
<b>Inserts</b>			1924		2234		
<b>Readership</b>			4029		4715		

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

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