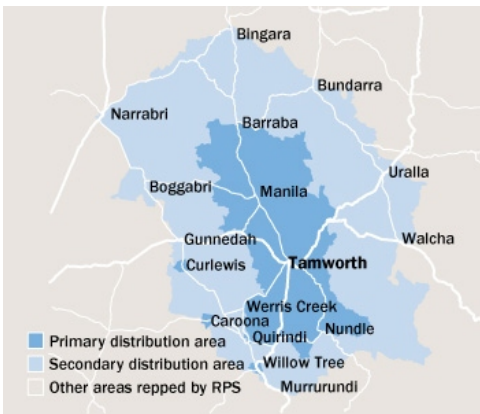


The Northern Daily  
**LEADER**



**Area:** Tamworth and Northern, NSW  
**Published** Mo, Tu, We, Th, Fr, Sa  
**Circulation\*** 5549  
**Readership** 24381  
**Type:** Paid  
**Frequency:** Daily  
**Website:** northerndailyleader.com.au  
**Approx PI's\*:** 653893  
**Audited Circulation:** ABC December 2014

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

**AREA STATISTICS**

	Primary	Secondary	Total
<b>Total Persons</b>	57940	30688	88628
<b>Total Males</b>	28248	15344	43592
<b>Total Females</b>	29692	15344	45036
<b>Total Dwellings</b>	20848	11325	32173
<b>Fully Owned</b>	8185	5017	13202
<b>Being Purchased</b>	6658	3132	9790
<b>Rented</b>	6005	3176	9181

**The Paper**

The strength of The Northern Daily Leader lies in its enormous penetration into the region's market place. From its Tamworth base and reaching many hundreds of kilometres into the North West/New England region The Leader is a diverse publication catering for the tastes and interest of many consumers. For its reader, The Leader, like many newspapers is a window to the world. It's a way for local people to learn about their neighbours, their town's economy and their own future. Published six days a week - Monday to Saturday - The Leader is a local newspaper generating most of its stories from Tamworth and the region but also paying special attention to the bigger picture of national and international news and sport.AK138

**The Market**

The Northern Daily Leader serves a vast and versatile region. Its daily readership sweeps across the North West Slopes and Plains and climbs across the Northern Tablelands. The district is rich in agriculture. The Tablelands prides itself on being a quality cattle, sheepmeat and wool growing source. Though dozens of towns and villages dot the landscape, two major cities service much of the region. Tamworth, with a district population of 55,000, is an agricultural service centre and home to diverse manufacturing and business support services. It enjoys international recognition for its aviation industry, boasting a British Aerospace military pilot training academy. The city is probably even better known for its mantle as Australasia's Country Music Capital. The Country Music Festival, held during the month of January, generates over \$60 million annually for Tamworth and provides further diversification in the local economy.

**DISPLAY / EGN ADVERTISING**

**COLUMNS: Max Cms: 38 Max Cols: 7**

1	2	3	4	5	6	7	8	9	10	11
3.5	7.3	11	14.9	18.7	22.5	26.3	0	0	0	0

**DEADLINES: Bookings:** 12 noon 5 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
<b>Ex GST</b>	\$14.86	\$13.55	\$13.09	\$12.78	\$12.04	\$11.11	\$10.42	\$9.43
<b>Inc GST</b>	\$16.35	\$14.91	\$14.40	\$14.06	\$13.24	\$12.22	\$11.46	\$10.37

**COLOUR: Full Colour** \$465.00

**MATERIAL:**  
 Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** TNDL **QuickCut Paper Code** NDL  
 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
6.25	12.9	19.6	26.3	0	0	0	0	0	0	0

**DEADLINES: Bookings** 5pm 3 days prior **Material** 5pm 2 days prior

**RATES:**

Casual	Ex GST	Inc GST	PV	Ex GST	Inc GST	Adzuna.com.au Lift Rates	Display	Ex GST	Inc GST	Lineage	Ex GST	Inc GST
\$27.95	\$27.95	\$30.75	\$31.22	\$31.22	\$34.34		\$15.00	\$15.00	\$16.50	\$5.00	\$5.00	\$5.50

**COLOUR:**  
**Full Colour** \$465.00  
**Inc GST** \$511.50

Production Email: [carmel.mackay@fairfaxmedia.com.au](mailto:carmel.mackay@fairfaxmedia.com.au)

**PUBLICATION AND CIRCULATION** \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
<b>Circulation</b>		5457	5548	5208	5232	5376	9752
<b>Inserts</b>		6847	6724	7000	6472	6664	11311
<b>Readership</b>		13642	13870	13021	13081	13441	24381

SOURCE: FRM Circulation Database June 2013

**INSERTS**

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