

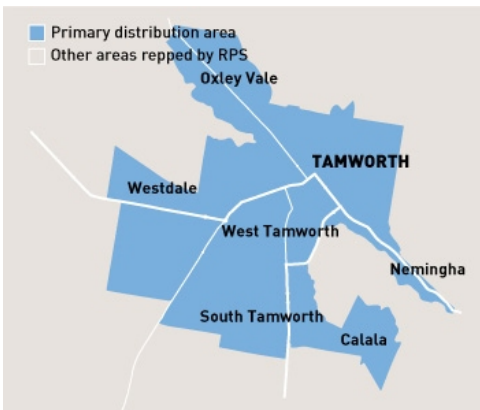


### The Paper

The Tamworth Times serves a vast and versatile readership to all households in Tamworth, the Central Business District, Taminda (Tamworth's Industrial Sector) and smaller populated areas outside of Tamworth. As a free weekly paper The Tamworth Times is keenly sought for its local and community news. It carries regular segments of local interest by guest columnists and a community calendar of what's on in Tamworth. Local and general interest features are a regular part of The Tamworth Times providing interest to readers and opportunities for advertisers. As a shoppers guide, The Tamworth Times' circulation provides local and national advertisers with excellent market exposure for supermarkets, local real estate and general retail and service industry businesses. As a home delivered paper The Times ensures household penetration is maximised.AK6.

### The Market

The tablelands prides itself on being a quality cattle, sheep meat 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 of Tamworth is probably even better known for its mantle as Australasia's Country Music Capital.



**Area:** Tamworth and Northern, NSW  
**Published Circulation\*** 15476  
**Readership †** 23227  
**Type:** Free **Frequency:** Weekly  
**Audited Circulation:** CAB September 2014

† Estimated based on readers per copy  
 \* Average per day

### AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	42980	0	42980
<b>Total Males</b>	20775	0	20775
<b>Total Females</b>	22205	0	22205
<b>Total Dwellings</b>	15413	0	15413
<b>Fully Owned</b>	5528	0	5528
<b>Being Purchased</b>	5142	0	5142
<b>Rented</b>	4743	0	4743

### 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 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
<b>Ex GST</b>	\$10.24	\$9.68	\$8.67	\$8.34	\$8.10	\$7.80	\$7.06	\$6.28
<b>Inc GST</b>	\$11.26	\$10.65	\$9.54	\$9.17	\$8.91	\$8.58	\$7.77	\$6.91

**COLOUR: Full Colour** \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** TNDL **QuickCut Paper Code** TAMT  
 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** 12 noon 4 working days prior **Material** 9.30am 3 working 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
	\$9.76	\$9.76	\$10.74	\$11.27	\$11.27	\$12.40		\$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>				15485			
<b>Inserts</b>				15500			
<b>Readership</b>				23227			

SOURCE: FRM Circulation Database June 2013

### INSERTS

#### Insert Destination

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