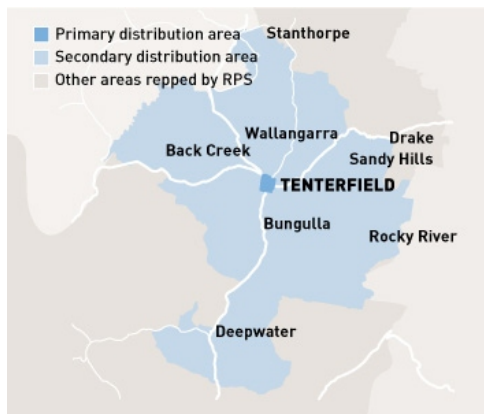


Tenterfield Star



Area: Tamworth and Northern, NSW
Published We **Circulation*** **Readership †**
 1244 2882
Type: Paid **Frequency:** Weekly
Website: www.tenterfieldstar.com.au
Approx PI's*: 22088
Audited Circulation: ABC December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	3128	13570	16698
Total Males	1491	6785	8276
Total Females	1637	6785	8422
Total Dwellings	1240	2825	4065
Fully Owned	567	1359	1926
Being Purchased	300	694	994
Rented	373	772	1145

The Paper

Readers in three shires, Tenterfield, Stanthorpe and Severn, buy the Tenterfield Star on a regular basis. Townspeople and those in the rural community depend on their Tenterfield Star - the only local newspaper in the area since 1870 - for their local news and information. In many cases it is their only source of local news, as radio reception in many areas of the district is poor to non-existent. Published bi-weekly, the Tenterfield Star is available through a number of newsagents and stores in the circulation area, subscription and home delivery.

The Market

Tenterfield, at the northern tip of the New England region of New South Wales is a popular tourist destination for holidaymakers seeking the tranquility of picturesque national parks, with Tourism New South Wales recording some \$15 million tourist dollars spent in the shire each year. It is the home of the famous Tenterfield Saddler, featured in Peter Allen's song of the same name and the real Tenterfield Saddler's shop is still operating in the town. With its cool temperate climate and close proximity to major centres such as Brisbane, Lismore and Armidale, the district is becoming popular with retirees and young families. The district relies mainly on its rural industries for income. Traditional industries include beef, wool and mutton. In recent years there has been significant growth in alternate rural industries such as fruit and vegetable crops, wine grapes and farming of native and exotic animals.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	73	111	149	187	225	263	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	7500cm	15000cm	25000cm
Ex GST	\$7.22	\$5.96	\$5.46	\$5.10	\$4.53	\$4.06	\$3.80	\$3.51
Inc GST	\$7.94	\$6.56	\$6.01	\$5.61	\$4.98	\$4.47	\$4.18	\$3.86

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** TNDL **QuickCut Paper Code** TENT
 Production Email: adrienne.anderson@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 10am 1 working day prior **Material** 10am 1 working day prior

RATES:

Casual	Ex GST \$13.81	Inc GST \$15.19
PV	Ex GST \$15.88	Inc GST \$17.47
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: adrienne.anderson@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				1153			
Inserts				1482			
Readership				2882			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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