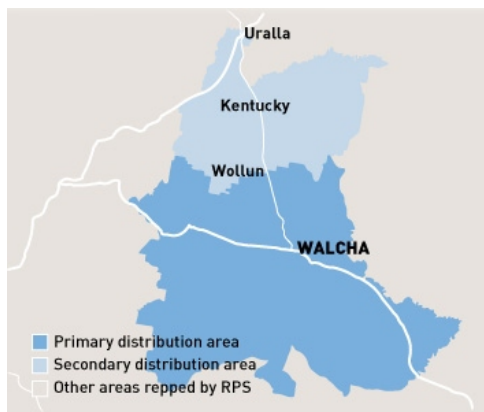


Walcha News



Area: Tamworth and Northern, NSW
Published Circulation* **Readership †**
 Th 550 1479
Type: Paid **Frequency:** Weekly
Website: walchanewsonline.com.au
Approx PIs[^]: 2361
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	2466	2680	5146
Total Males	1228	1340	2568
Total Females	1238	1340	2578
Total Dwellings	913	1045	1958
Fully Owned	451	462	913
Being Purchased	230	321	551
Rented	232	262	494

The Paper

The Walcha News is a weekly publication which serves the Walcha District, situated on the south eastern edge of the NSW Northern Tablelands. Its 966 circulation into homes gives it nearly total market saturation. The district has a population of 3200 and covers substantial geographical areas stretching 50km to the east, 70km to the south, 30km to the west and 15km to the north.

The Market

Known as the "Pasture Wonderland", the district is renowned for its production of fine wool and prime beef. The Walcha district is situated adjacent to the spectacular Macleay River Wilderness. This rugged landscape, with its plunging gorges and clear mountain streams boasting an abundance of both rainbow and brown trout is a reason why tourism has become Walcha's fastest growing industry.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 2 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
Ex GST	\$6.14	\$5.96	\$5.37	\$4.61	\$4.44
Inc GST	\$6.75	\$6.56	\$5.91	\$5.07	\$4.88

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** TNDL **QuickCut Paper Code** WALC
 Production Email: walcha.news@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 2 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual Ex GST \$15.57 **Inc GST** \$17.13

PV Ex GST \$17.88 **Inc GST** \$19.67

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

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

COLOUR:

Full Colour \$465.00

Inc GST \$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					591		
Inserts					721		
Readership					1479		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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