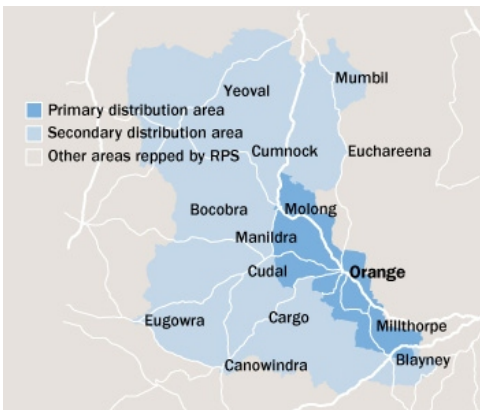


Central Western Daily



Area: Bathurst and Central West, NSW
Published: Mo, Tu, We, Th, Fr, Sa
Circulation*: 4892
Readership: 20100
Type: Paid
Frequency: Daily
Website: centralwesterndaily.com.au
Approx PI's: 2888664
Audited Circulation: Pub Claim December 2015

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	40834	12100	52934
Total Males	19881	6050	25931
Total Females	20953	6050	27003
Total Dwellings	14103	4359	18462
Fully Owned	5027	2099	7126
Being Purchased	4754	1269	6023

The Paper

The Central Western Daily was established in 1945. It is a paid, daily newspaper on sale six mornings a week (Monday to Saturday) and enjoys a strong reputation in the local community. The Central Western Daily focuses on community news, issues and people stories but contains regional, national and world news as well. The newspaper also publishes special feature sections covering lifestyle, motoring, travel, entertainment, leisure, real estate, agriculture and the arts. Typically, the Daily ranges from 28 pages (minimum) up to 68 pages (on Saturdays). It has an average circulation of about 5500.

The Market

Orange is one of the major regional centres on the Central Tablelands of NSW. The decentralisation movement has formed the basis of the local economy, placing Orange as a major centre for Industry, Agriculture, Education and Government Infrastructure. The local economy received an incredible boost when the NSW Department of Agriculture relocated its head quarters to Orange in 1991. The Orange district is a major producer of fruit, with crops worth \$10 million in an average season and accounting for two thirds of the State's apple crops. Small mixed farms produce fat lambs, beef cattle, wheat and oats. There are also significant timber producing areas in the district. Wine grape production is emerging as a new agricultural strength of the region. Major industries in Orange include Email, the city's largest employer, with the development of Newcrest Gold and Copper mines as well as developments with Orange Abattoir, providing hundreds of new jobs in the next few years. There are 2500 students enrolled at two tertiary facilities, Orange Agricultural College, University of Sydney and the Western Institute of TAFE.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	147	185	223	262	0	0	0	0

DEADLINES: Bookings: 12 noon 2 working days prior **Material:** 4.30pm 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
Ex GST	\$13.81	\$12.93	\$12.17	\$11.60	\$11.11	\$10.16	\$9.62
Inc GST	\$15.19	\$14.22	\$13.39	\$12.76	\$12.22	\$11.18	\$10.58

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** DALD **QuickCut Paper Code** OCWD
 Production Email: national@dailyadvertiser.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 36 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 day prior **Material** 4.30pm 2 working day prior

RATES:

Casual	Ex GST \$24.30	Inc GST \$26.73								
PV	Ex GST \$42.87	Inc GST \$47.16								
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: classifieds.orange@fairfaxmedia.com.au

COLOUR:

Full Colour	\$465.00
Inc GST	\$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Circulation		2697	2697	2697	2697	2697	4892
Inserts		3300	3300	3300	3300	3300	6000
Readership		17700	17700	17700	17700	17700	20100

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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