



**Area:** Bathurst and Central West, NSW  
**Published Circulation\*** **Readership †**  
 Mo, We, Fr 2184 5273  
**Type:** Paid **Frequency:** Tri-Weekly  
**Website:** www.parkeschampionpost.com.au  
**Approx PI's:** 396647  
**Audited Circulation:** Pub Stat December 2014

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

**AREA STATISTICS**

	Primary	Secondary	Total
<b>Total Persons</b>	7260	12278	19538
<b>Total Males</b>	650	6139	6789
<b>Total Females</b>	6610	6139	12749
<b>Total Dwellings</b>	4779	4779	9558
<b>Fully Owned</b>	1930	1930	3860
<b>Being Purchased</b>	1458	1458	2916
<b>Rented</b>	1391	1391	2782

**The Paper**

The Champion Post has been servicing the Parkes Shire for more than 110 years. Published each Monday, Wednesday and Friday morning, the Champion Post keeps the 15,000 residents of Parkes and surrounding townships well informed about the many events in the district. The Champion Post is the unchallenged print medium in this major agricultural centre with an emphasis on community issues and ensuring all sections of the community are catered for. Readership is strong with a household penetration rate of 60 per cent.

**The Market**

Parkes is literally the crossroads of the nation strategically situated on the major east-west rail corridor and on the Newell Highway, 365km from Sydney, 995km from Brisbane, 1,067km from Adelaide and 306km from Canberra. In 1994 Northparkes copper/gold mine, 27km to the north, was opened providing work for some 300 people. Another new major industrial facility is the Austop Wool topmaking plant which employs more than 100 and has potential for great expansion. A high standard airport is only 5km east of Parkes and provides up to three daily services to Sydney and is the focus of a proposal to develop an international freight terminal. An extremely active sporting community which has produced more state representatives per capita than anywhere in Australia, it has community and sporting facilities to match. Parkes is named after the Father of Federation, Sir Henry Parkes.

**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:** 3pm 3 working days prior **Material:** 3pm 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
<b>Ex GST</b>	\$10.96	\$10.42	\$9.85	\$8.67	\$8.10	\$7.92
<b>Inc GST</b>	\$12.06	\$11.46	\$10.84	\$9.54	\$8.91	\$8.71

**COLOUR: Full Colour** \$465.00

**MATERIAL:**

Preferred method of receiving material: Quickcut

**QuickCut** No

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.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** 11am 1 working day prior **Material** 11am 1 working day prior

**RATES:**

	Casual	Ex GST	Inc GST	Ex GST	Inc GST	COLOUR:
<b>PV</b>	\$17.96	\$19.76	\$21.53	\$23.68		<b>Full Colour</b>
<b>Adzuna.com.au Lift Rates</b>	Display	Ex GST \$15.00	Inc GST \$16.50			<b>Inc GST</b>
	Lineage	Ex GST \$5.00	Inc GST \$5.50			\$465.00
						\$511.50

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

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>		1888		1942		1939	
<b>Inserts</b>		2270		2500		2620	
<b>Readership</b>		5034		5273		5630	

SOURCE: FRM Circulation Database June 2013

**INSERTS**

**Insert Destination**

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