

# The Leader



**Area:** Wagga and Murrumbidgee, NSW  
**Published Circulation\*** **Readership †**  
 We 9437 14891  
**Type:** Free **Frequency:** Weekly  
**Website:** riverinaleader.com.au  
**Approx P1's:** 4657  
**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>	52958	0	52958
<b>Total Males</b>	25727	0	25727
<b>Total Females</b>	27231	0	27231
<b>Total Dwellings</b>	18589	0	18589
<b>Fully Owned</b>	5794	0	5794
<b>Being Purchased</b>	6564	0	6564
<b>Rented</b>	6231	0	6231

## The Paper

The Leader is Wagga Wagga's only free weekly community newspaper. Published every Wednesday, it is distributed to residences in the city of Wagga Wagga. The award-winning newspaper is one of the largest free weekly community newspapers in southern NSW. It is a member of the Country Press Association and has had considerable success in Country Press awards over the years, winning awards for photography, feature writing, headline writing and advertising. The paper, which was launched in May 1979, continues to be the main source of community news for Wagga's residents and is widely supported by local business communities. In May 2004, it celebrated its 25th anniversary.

## DISPLAY / EGN ADVERTISING \* This publication uses a Modular layout

**Modules:** Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
45	92	139	186	233	280	328	374	63	129	194	260

**DEADLINES:** Bookings: 1pm 3 working days **Material:** 5pm 2 working days

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

<b>Ex GST</b>	<b>Casual</b>
<b>Inc GST</b>	\$46.55
	\$51.21

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code QuickCut Paper Code**  
 Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.9	161.7	194.5	227.2	260	0	0	0

**DEADLINES:** Bookings 10am 1 working day prior **Material** 10am 1 working day prior

### RATES:

<b>Casual</b>	<b>Ex GST</b>	\$13.59	<b>Inc GST</b>	\$14.95	
<b>Adzuna.com.au Lift Rates</b>	Display	<b>Ex GST</b>	\$15.00	<b>Inc GST</b>	\$16.50
	Lineage	<b>Ex GST</b>	\$5.00	<b>Inc GST</b>	\$5.50

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				9927			
<b>Inserts</b>				9939			
<b>Readership</b>				14891			

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

Border Mail Printing, 1 McKoy Street, Wodonga, VIC, 3690