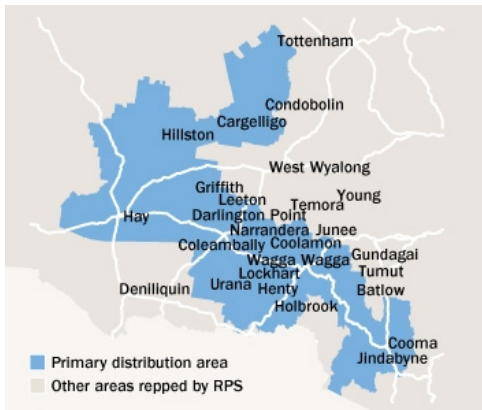


THE RURAL



Area: Wagga and Murrumbidgee, NSW
Published Circulation* **Readership †**
 Th 33000 55500
Type: Free **Frequency:** Weekly
Website: therural.com.au
Approx PI's: 5857
Audited Circulation: Pub Stat March 2015

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

The Paper

The Rural is one of the largest circulating independent rural newspapers in southern NSW, with a current circulation of over 37,000 copies each Thursday. The Rural plays a pivotal role in supplying agricultural and farming news to business, industry and farming communities. The strong down to earth content ensures that The Rural is well read and has a high retentive value from its readers. The newspaper is regarded as an important news and information source for all relevant issues that face the agricultural industry, especially in Southern NSW. The Rural offers advertisers a vehicle to target a range of potential customers in the richest and most heavily populated agricultural and grazing areas of the State. It also has the unique opportunity of targeting urban areas at the same time as tapping this important rural sector. If you are looking to reach over 93,000 readers each week in Southern NSW, then The Rural is your agricultural marketing answer.

The Market

The Riverina region of New South Wales stretches some 500 kilometres east from the alpine peaks of Kosciuszko National Park across the sheep/wheat belt of the South Wet Slopes and the Riverine Plains (including the vast horticultural districts of the Murrumbidgee and Coleambally Irrigation Areas), to the semi-arid plains of Hay, the region boasts a broad and diverse industry base. The region's main industries are: agriculture and horticulture; manufacturing, food processing; defence - army and airforce; softwood forestry, logging, wood and paper processing; textiles; viticulture and winemaking (the region is Australia's largest producer of wine with about 50% of the region's wine production exported); tertiary education.

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 workings prior **Material:** 11am 1 working day prior

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

Ex GST
Inc GST

Casual
 \$144.64
 \$159.10

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code QuickCut Paper Code RURN
 Production Email: 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 12 noon 1 working day prior **Material** 12 noon 1 working day prior

RATES:

Casual Ex GST \$15.49 Inc GST \$17.04
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: national@dailyadvertiser.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					37000		
Inserts					37000		
Readership					55500		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

The Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690