

**Harden Murrumburrah**  
**EXPRESS**



**Area:** Wagga and Murrumbidgee, NSW  
**Published Circulation\***    **Readership †**  
 Th            433            1781  
**Type:** Paid    **Frequency:** Weekly  
**Website:** hardenexpress.com.au  
**Approx PI's<sup>^</sup>:** 9121  
**Audited Circulation:** ABC December 2014

† Estimated based on readers per copy  
<sup>^</sup> Monthly website page impressions  
 \* Average per day

**AREA STATISTICS**

	Primary	Secondary	Total
<b>Total Persons</b>	1995	2232	4227
<b>Total Males</b>	968	1116	2084
<b>Total Females</b>	1027	1116	2143
<b>Total Dwellings</b>	761	782	1543
<b>Fully Owned</b>	364	413	777
<b>Being Purchased</b>	234	190	424
<b>Rented</b>	163	179	342

**The Paper**

The Harden Express is published each Thursday and is enjoying increasing community support. With a circulation close to 1000 the Express is a common link between the small communities which make up the market. It has a high household penetration and readership. There is a great deal of pride in the town, and particularly the newspaper and people are appreciative of the efforts staff make to support the town and the wider community. The Express tries to ensure that all local events are covered both pictorially and editorially.

**The Market**

Harden is situated about 40 kilometres from Cootamundra and 30 kilometres from Young. It is a historic town with tourist attractions. Its close proximity to Young and Cootamundra mean most travellers make a point of visiting. The main industry in the town is an abattoir which employs about 150 people and as the abattoir has expanded recently, the community is very positive about the future and developments for the abattoir and the town. A diverse region with a base of wheat, sheep and cattle. The region also produces wines, stone fruit, asparagus and olives.

**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 prior    **Material:** 9.30 am 1 working day prior

**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>	\$20.82
	\$22.90

**MATERIAL:**

Preferred method of receiving material: Quickcut  
**QuickCut Yes    Publisher Code DALD    QuickCut Paper Code HME**  
 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> \$5.44	<b>Inc GST</b> \$5.98
<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>					712		
<b>Inserts</b>					828		
<b>Readership</b>					1781		

SOURCE: FRM Circulation Database June 2013

**INSERTS**

**Insert Destination**  
 216 Macquarie Street, DUBBO, NSW, 2830