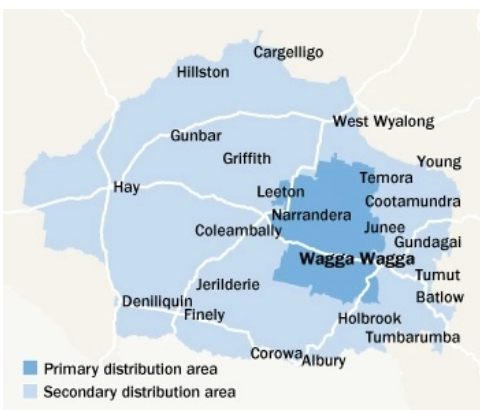


The Daily Advertiser



Area: Wagga and Murrumbidgee, NSW
Published: Mo, Tu, We, Th, Fr, Sa
Circulation*: 11926
Readership: 32288
Type: Paid
Frequency: Daily
Website: dailyadvertiser.com.au
Approx PI's[†]: 777190
Audited Circulation: ABC December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	78477	176004	254481
Total Males	38789	88002	126791
Total Females	39688	88002	127690
Total Dwellings	27386	63441	90827
Fully Owned	9936	25766	35702
Being Purchased	9365	19886	29251
Rented	8085	17789	25874

The Paper

The Daily Advertiser (Mon-Fri) and the Weekend Advertiser (Sat) are the key regional daily papers serving Wagga Wagga and surrounding districts. The two papers cover a broad geographical region which incorporates Wagga Wagga, Hay, West Wyalong, Young, Gundagai, Holbrook and Deniliquin. Undoubtedly, Wagga Wagga, with a population of nearly 60,000, accounts for the majority of these readers. The editorial content of focus of The Daily Advertiser and Weekend Advertiser reflect the thriving, diverse and progressive population and economy of this region. The papers offer an optimal mix of local, regional, state, national and international news.

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 working days prior **Material:** 4pm 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
Mon-Fri			\$99.29
			\$109.22
Saturday			\$109.13
			\$120.04

MATERIAL:
 Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** **QuickCut Paper Code** ADVE
 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 3pm 1 working day prior **Material** 3pm 1 working day prior

RATES:

Casual	Ex GST \$12.47	Inc GST \$13.72
Casual SAT	Ex GST \$13.59	Inc GST \$14.95
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		9231	7931	8752	9226	10516	12915
Inserts		10632	9419	10236	10701	12135	14501
Readership		23077	19829	21881	23065	26291	32288

SOURCE: FRM Circulation Database June 2013

INSERTS

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