



**Area:** Bathurst and Central West, NSW  
**Published Circulation\*** **Readership †**  
 Mo, We, Fr 1706 5411  
**Type:** Paid **Frequency:** Tri-Weekly  
**Website:** youngwitness.com.au  
**Approx PI's<sup>^</sup>:** 296970  
**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>	7149	4662	11811
<b>Total Males</b>	3394	2331	5725
<b>Total Females</b>	3755	2331	6086
<b>Total Dwellings</b>	2636	1530	4166
<b>Fully Owned</b>	1026	769	1795
<b>Being Purchased</b>	713	534	1247
<b>Rented</b>	897	227	1124

**The Paper**

The Young Witness through its community involvement and reporting news from all sections of the community has readership levels exceeding 70 per cent of its local population.

**The Market**

Young, the "Cherry Capital of Australia" is situated in the south west of New South Wales. The town population is about 8,500 with a total of 11,046 in the shire. Young is about half way between the major regional centres of Orange and Wagga Wagga and is about one and a half hours drive from Canberra. The district produces about \$12 million worth of cherries in an average season and this represents about 3500 tonnes - 80% of the state's production. Young is a large producer of stone fruit, producing prune crops worth about \$2 million and plums, peaches and nectarines worth about \$7 million. It is a major grain growing area of wheat, canola, oats and barley. Sheep grazing is an important industry in the region and the district has several piggeries. Locally based steel manufacturing company, National Engineering, employs about 120 people. The Young district has started producing wine grapes, an industry worth more than \$2.5 million.

**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:** 12 noon 2 working days prior **Material:** 12 noon 2 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 Yes Publisher Code DALD QuickCut Paper Code YW**  
 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** 12 noon 2 working days prior **Material** 12 noon 2 working days prior

**RATES:**

<b>Casual</b>	<b>Ex GST</b> \$12.24	<b>Inc GST</b> \$13.46
<b>PV</b>	<b>Ex GST</b> \$14.70	<b>Inc GST</b> \$16.17
<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

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

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Circulation</b>		1376		1456		1939	
<b>Inserts</b>		1590		1780		2460	
<b>Readership</b>		3376		3812		5411	

SOURCE: FRM Circulation Database June 2013

**INSERTS**

Insert Destination