

The Advocate



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Published Mo, Tu, We, Th, Fr, Sa
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[†] Estimated based on readers per copy
^{*} Monthly website page impressions
^{*} Average per day

The Paper

The Burnie Advocate delivers a mix of news that is relevant to readers on a local, national and international level. The newspaper also understands that readers can have a diverse range of interests and serves these by publishing sections on sport, education and entertainment to name a few. The Advocate also produces weekly, full colour lift outs on lifestyle and real estate.

The Market

Burnie is a major industrial centre with an economy that is driven by a number of industries including shipping, mining, and agriculture to dairy, forestry and tourism. The 20,000 residents enjoy a vibrant shopping district that spills onto the beach for seafood and coffee. Burnie has surprising restaurants and cafés to linger in. It has a dynamic cultural life, galleries, performances, exhibitions and community events. Fantastic food is made in Burnie like whisky and cheese. The best milk in the world for cheese making is produced in the area. There are well stocked delis to tempt you with gourmet treats. Burnie's hills hide impressive gardens and parks, and it is surrounded by beautiful beaches, sparkling water and fresh air. In some areas people live in perfect art deco or federation homes and public spaces featuring buildings by contemporary Tasmanian architects and designers. But there is no escaping the presence of a busy container port, the rail hub or the factory framework lining the highway around Emu Bay on the eastern approach to Burnie. A factory which evolved over 75 years manufacturing high volumes of paper for world markets.

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 4 working days prior **Material:** 1pm 1 working day prior

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

	Casual
Mon-Fri	Ex GST \$117.24 Inc GST \$128.96
Saturday	Ex GST \$129.01 Inc GST \$141.91

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** BAD **QuickCut Paper Code**
 Production Email: acm.taspi@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30.7018	63.46	96.21	128.96	161.72	194.47	227.23	260	0	0	0

DEADLINES: Bookings 1pm 1 working day prior **Material** 1pm 1 working day prior

RATES:

Casual	Ex GST \$21.95	Inc GST \$24.15
Casual SAT	Ex GST \$24.14	Inc GST \$26.55
Adzuna.com.au Lift Rates	Display Ex GST \$20.00	Inc GST \$22.00
	Lineage Ex GST \$0.00	Inc GST \$0.00

Production Email: traffic@theadvocate.com.au or acm.taspi@fairfaxmed

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Circulation		16295	16633	16712	16949	19512	20907
Inserts		19967	20229	20165	20996	23189	24538
Readership		40739	41583	41780	42374	48781	52268

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

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