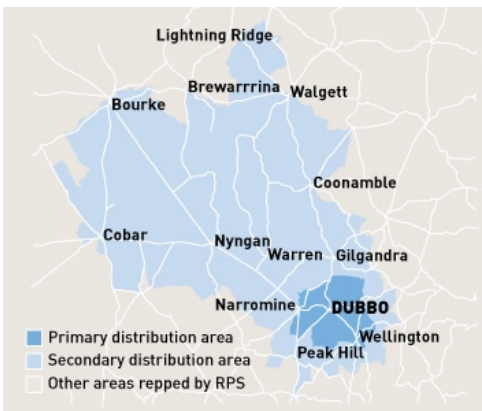


Liberal Daily

AND MACQUARIE ADVOCATE



Area: Dubbo and North West, NSW
Published Mo, Tu, We, Th, Fr, Sa
Circulation* 3228
Readership 6021
Type: Paid
Frequency: Daily
Website: dailyliberal.com.au
Approx PI's[†]: 1469927
Audited Circulation: ABC December 2015

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	46235	35066	81301
Total Males	22351	17533	39884
Total Females	23884	17533	41417
Total Dwellings	15612	11796	27408
Fully Owned	5507	5170	10677
Being Purchased	5253	2729	7982
Rented	4852	3897	8749

The Paper

Published daily Monday to Saturday the Daily Liberal provides news and views on current local events and happenings. The Daily Liberal has weekly features giving information on local businesses and services provided. "Our Town" is a vital section included in the Daily Liberal Monday through Friday featuring information on local clubs and organisations, an outlet for news from the community, and also space for weddings, obituaries and new arrivals. Sporting information on venues and club talk takes pride of place in every edition, from karate to cricket, football to bowls and golf. With a community influence throughout, the Daily Liberal publishes hard hitting stories on vital issues.

The Market

Dubbo is considered the capital of the Orana Region. It hosts not only the commercial heart of the region, but also plays a major role in the grain, sheep and beef industries. Geographically, Dubbo is positioned as a major distribution centre for the eastern states of Australia and is located halfway between Brisbane and Melbourne, and Sydney and Adelaide. Dubbo has evolved as the hub of transport and services in inland Eastern Australia, with a catchment population of 120,000 encompassing one third of NSW. The rural economy plays a large part in the economic well being of Dubbo, although the city is no longer solely reliant upon the wheat harvest as a source of income. Dubbo is home to world class businesses and attractions such as Fletcher International Exports (Abattoir) and the Western Plains Zoo. The Dubbo Regional Livestock Markets are recognised as one of the leading stock-selling centres in Australia.

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: 3pm 3 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

Ex GST	Casual
Inc GST	\$114.80
	\$126.28

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code DALD QuickCut Paper Code DL
 Production Email: rosemary.nash@fairfaxmedia.com.au; carly.davies@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	\$15.04	Inc GST	\$16.54		
PV Ex GST	\$25.00	Inc GST	\$27.50		
Adzuna.com.au Lift Rates	Display	Ex GST	\$20.00	Inc GST	\$22.00
	Lineage	Ex GST	\$5.00	Inc GST	\$5.50

Production Email: sharon.willis@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation		3500	2411	4342	2531	3805	2488
Inserts		4230	3530	6590	3500	5090	3580
Readership		6130	7162	6021	7198	6512	7295

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

64-66 Armstrong Street, Glen Artney Estate, Tamworth NSW 2340