



Area: Mid North Coast, NSW
 Published Circulation* 9082 Readership † 13623
 Type: Free Frequency: Weekly
 Website: www.nambuccaguardian.com.au
 Audited Circulation: Pub Stat May 2016

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15187	8796	23983
Total Males	7358	4398	11756
Total Females	7829	4398	12227
Total Dwellings	5960	3491	9451
Fully Owned	2844	1626	4470
Being Purchased	1413	930	2343
Rented	1703	935	2638

The Paper

Hibiscus Happynings is a weekly quarterfold magazine letterbox delivered every Wednesday. Content is community news and events, entertainment and a seven day television guide. Hibiscus Happynings provides saturation distribution from Urunga in the north to Stuarts Point in the south and west to Bellingen, Bowraville and surrounding regions.

The Market

The Nambucca Shire Council Local Government area is situated on the Mid North Coast of New South Wales about half way between Sydney and Brisbane. Current population of the Nambucca region is 17,610, which is expected to increase by some 7,700 to the Year 2016. Census statistics show that 54 per cent of the population has an annual income of more than \$60,000. The Nambucca's economy is currently influenced by rural pursuits - the Valley has a strong banana and small crops industry; most forms of agriculture; and a wide cross-section of light industrial activities. Both Macksville and Nambucca business areas provide a sound base for future expansion. The decision by Woolworths supermarket to establish a store at Nambucca is seen as a display of confidence in the area. Tourism also plays a major role in the Nambucca's economy. The Valley has a diverse eco-tourism base from the hinterland to the sea. It's holiday time all-year-round with clean, sweeping beaches, sparkling estuaries and heritage towns steeped in history. All this... and a climate hard to better anywhere in the world makes the Nambucca a popular holiday destination.

DISPLAY / EGN ADVERTISING * This publication uses a Modular layout

Modules: Depth: 45mm Width: 63mm

Module Max Depths						Module Max Widths			
1	2	3	4	5	6	1	2	3	4
45	92	139	186	233	280	63	129	194	260

DEADLINES: Bookings: 3pm Wednesday Material: 5pm 2

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	\$8.88
	\$9.77

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code PMEN QuickCut Paper Code HH
 Production Email: launcestonhub@fairfaxmedia.com.au

CLASSIFIED ADVERTISING

COLUMNS:	Max Cms:0	Max Cols:0								
1	2	3	4	5	6	7	8	9	10	11
0	0	0	0	0	0	0	0	0	0	0

DEADLINES: Bookings 12pm Friday prior Material 5pm 2 working days prior

RATES:

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				8955			
Inserts				8955			
Readership				13623			

SOURCE: FRM Circulation Database November 2013

INSERTS

Insert Destination
 42 Bowra Street, NAMBUCCA HEADS NSW 2448