



Area: Tasmania, TAS
Published: Mo, Tu, We, Th, Fr, Sa
Circulation*: 22703
Readership: 67055
Type: Paid
Frequency: Daily
Website: examiner.com.au
Approx PI's†: 1685196
Audited Circulation: ABC December 2015

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

The Paper

The Examiner has a very proud history in publishing having first established in 1842, making it the second oldest newspaper in the country. It's penetration into Northern Tasmania is very strong with 7 out of 10 locals reading it each day.

The Market

Tasmania's second largest city, Launceston, is called the 'Garden City' because of its many parklands. Launceston is a compact city where you are seldom without a view of the Tamar River or surrounding valley. It has the charm and pace of a regional centre but with the facilities of a larger city and without the crowding or traffic. A 15-minute walk west of the Launceston CBD is cataract gorge. Near vertical cliffs flank the South Esk River as it enters the Tamar River. The area around the gorge is a wildlife reserve. To the south of Launceston, around Relbia, one of Tasmania's significant wine-producing regions is emerging. Key industries in terms of employment are education and training, manufacturing, accommodation and food - reflecting the importance of the tourism industry and public service.

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

	Ex GST	Inc GST	Casual
Mon-Fri			\$155.21
			\$170.73
Saturday			\$176.02
			\$193.62

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes **Publisher Code** LCE **QuickCut Paper Code** LCE
 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 12pm 1 working day prior **Material** 1pm 1 working day prior

RATES:

Casual	Ex GST \$19.18	Inc GST \$21.10
Casual SAT	Ex GST \$23.77	Inc GST \$26.15
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: acm.taspi@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Circulation		20042	19278	19531	20298	19890	26822
Inserts		27637	27001	27285	29684	27558	35564
Readership		50106	48195	48828	50746	49726	67055

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

235 Georgetown Road, Rocherlea, TAS, 7248



Area: Tasmania, TAS
 Published Circulation* Readership †
 Su 28614 73164
 Type: Paid Frequency: Weekly
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DEADLINES: Bookings: 12 noon 2 working days prior Material: 12 noon 1 working day prior

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

Sunday	Ex GST	Inc GST	Casual
			\$169.84
			\$186.82

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 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: acm.taspi@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun*	Mon	Tue	Wed	Thu	Fri	Sat
Circulation	29265						
Inserts	36887						
Readership	73164						

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

235 Georgetown Road, Rocherlea, TAS, 7248