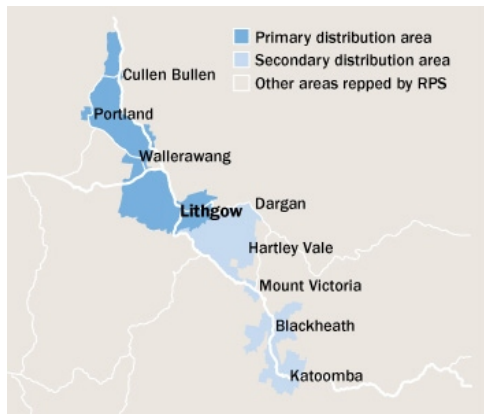


LITHGOW MERCURY



Area: Bathurst and Central West, NSW
Published Circulation* **Readership †**
 Tu, Fr 1524 5294
Type: Paid **Frequency:** Tri-Weekly
Website: lithgowmercury.com.au
Approx PI's[‡]: 471961
Audited Circulation: Pub Stat January 2015

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15696	14442	30138
Total Males	7783	7221	15004
Total Females	7913	7221	15134
Total Dwellings	6066	5866	11932
Fully Owned	2544	2078	4622
Being Purchased	1682	1948	3630
Rented	1840	1840	3680

The Paper

The Lithgow Mercury published tri-weekly has a high penetration rate exceeding the metropolitan dailies to its primary markets and serves as the unchallenged major news service in this market.

The Market

Lithgow is located at the junction of three major highways - The Great Western Highway, Bells Line of Road and the Castlereagh Highway. These provide direct links to the Penrith/Windsor/ Richmond/Sydney areas to the east, Mudgee to the north and the Central West to the west. Known as the Gateway to the West, Lithgow - and its adjoining major towns of Wallerawang and Portland - has a diverse range of industrial and agricultural operations. The coal industry is still a major employer although all mines are now well clear of the city area, eliminating an image that existed for generations. Lithgow was, in fact, named by the Keep Australia Beautiful Council as the Top Tidy Town in NSW for 1997, reflecting the huge transformation that has occurred. Major employers in the area are two large modern power stations, the big Ferrero confectionery factory that exports its product throughout South East Asia, the huge precision engineering and armaments plant operated by Australian Defence Industries, the headquarters of the City Rail electric train fleet, the rural industry, and two mountain spring water bottling plants. Tourism is also rapidly filling a more and more important role, not only for the Lithgow district's own attractions, but also for its central proximity to the Blue Mountains, Jenolan Caves and points further west. It should be noted that Lithgow has, officially, one of the highest per capita disposable incomes in NSW.

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 4 working days prior **Material:** 12pm 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	\$91.11
	\$100.22

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code DALD QuickCut Paper Code LM
 Production Email: mandy.bryne@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 11am 1 working day prior **Material** 11am 1 working day prior

RATES:

Production Email: angie.cambourn@fairfaxmedia.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue*	Wed	Thu	Fri	Sat
Circulation			1524			1524	
Inserts			2500			2500	
Readership			5294		5441		5221

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Rural Press Printing, Attn Charlie Fletcher, 216 Macquarie Street, DUBBO, NSW, 2830