



Incorporating an advertising campaign in the Chinese Auto Weekly is an excellent marketing strategy that will expand your customer base as well as consolidate your brand with existing customers. The **Chinese Auto Weekly** is an automotive and lifestyle publication published by the highly reputable Chinese Newspaper Group.

A professional Auto newspaper printed with automobile advertising of the lease, sales and purchase of new and used vehicles - each issue contains reader's competitions and editorial content to ensure that we attract the city's most enthusiastic auto buyers.

Advertising in the **Chinese Auto Weekly** offers many advantages because of its high circulation rate and readership numbers. It is available for free on Fridays with a circulation of 24,000 copies audited by the Circulation Audit Board, and is distributed from Asian stores, groceries and restaurants in areas such as Chinatown, Chatswood, Hurstville, Hornsby, Eastwood, Carlingford, Kensington, Burwood, Parramatta etc... Every Saturday, the Chinese Auto Weekly is also inserted into the Daily Chinese Herald sold at national newsagents and Chinese grocery stores. The 2 distribution methods ensure you can reach various target groups from different areas.

ADVERTISING RATE CARD

Prices are effective 1st of April 2006

FULL COLOUR PRINTED ON 60gsm PAPER			
POSITION	SIZE	CM (H) X CM (W)	\$
FRONT COVER	FULL PAGE	30cm x 26cm	1760.00
	HALF PAGE	15cm x 26cm	880.00
INSIDE FRONT PAGE	FULL PAGE	34.4cm x 26cm	1452.00
	HALF PAGE	17cm x 26cm	726.00
	1/4 PAGE	17cm x 13cm	363.00
PAGE 3	FULL PAGE	34.4cm x 26cm	1584.00
	HALF PAGE	17cm x 26cm	792.00
	1/4 PAGE	17cm x 13cm	396.00
RUN OF PAGE	FULL PAGE	34.4cm x 26cm	1320.00
	HALFPAGE	17cm x 26cm	660.00
	1/4 PAGE	17cm x 13cm	330.00

BLACK & WHITE / SPOT RED PRINTED ON 52gsm PAPER					
POSITION	SIZE	FULL PAGE	HALF PAGE	1/4 PAGE	1/8 PAGE
		34.4cm x 26cm	17cm x 26cm	12cm x 9cm	8.5cm x 13cm
SPOT RED		880.00	440.00	220.00	132.00
BLACK & WHITE		660.00	330.00	176.00	110.00

- ❖ PRICES EXCLUDES 10% GST
- ❖ PRICES ARE SUBJECT TO CHANGE WITH PRIOR NOTICE
- ❖ ADVERTISEMENT MUST BE PAID IN ADVANCE UNLESS CREDIT ACCOUNT IS ESTABLISHED

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