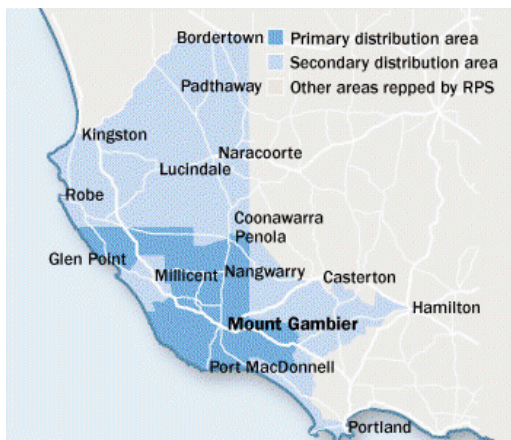


# The Border Watch



Area: South Australia, SA  
 Published Circulation 9000 Readership † 20816  
 Type: I Frequency: Daily  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
Total Persons	37007	46830	83837
Total Males	18388	23415	41803
Total Females	18619	23415	42034
Total Dwellings	13531	17198	30729
Fully Owned	4667	7333	12000
Being Purchased	5076	5625	10701
Rented	3788	4240	8028

## The Paper

Based in Mount Gambier The Border Watch enjoys an 8006 paid circulation with over 95% of total circulation distributed within a 50km radius of the city. Now reaching over 26,500 people, The Border Watch has proudly served the South East of South Australia and Western Districts of Victoria for over 140 years.

## The Market

Equidistant between Melbourne and Adelaide, Mount Gambier is the major business and industrial centre serving the south east of South Australia and Western Victoria. Mount Gambier has an extremely diverse economic base, which is primarily supported by the forestry, agricultural, transport, fishing and mining industries. Significant secondary industries include tourism and communications, wholesale and retail trade, manufacturing and support finance and businesses services. This broad economic base and supporting infrastructure accounts for a higher population density than is normally associated with the rural sector and secures Mount Gambier's future as the centre of commerce and industry in the South East and Western Victorian regions.

## DISPLAY / EGN ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

**DEADLINES:** Bookings: 10am 3 working days prior Material: 3 pm 3 working days prior

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

	Casual	500cm	1000cm	2500cm	5000cm	7500cm	10000cm	15000cm
Ex GST	\$8.00	\$7.60	\$7.20	\$6.80	\$6.40	\$6.00	\$5.60	-
Inc GST	\$8.80	\$8.36	\$7.92	\$7.48	\$7.04	\$6.60	\$6.16	-

**COLOUR:** Full Colour \$450.00

## MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code BW QuickCut Paper Code BDW

Production Email: [lisa@tbw.com.au](mailto:lisa@tbw.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

**DEADLINES:** Bookings 10am 3 working days prior Material 3 pm 3 working days prior

## RATES:

Casual Ex GST \$8.50 Inc GST \$9.35

**JOBS.COM.AU Lift Rates** Display Ex GST \$10.00 Inc GST \$11.00

Lineage Ex GST \$5.00 Inc GST \$5.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Published	No	No	Yes	Yes	Yes	Yes	No
Circulation			8400	8400	8400	9000	
Inserts	0	0	8500	8500	8500	9500	0

## INSERTS

Strict conditions apply to discount insert rates. Unless you are sure of your usage level use 1-100000 rate. Levels are in multiples of 1000 per annum

per 1000 Casual

Ex GST \$125.00

Inc GST \$137.50

Insert Destination

81 Commercial Street East, MT GAMBIER, SA, 5290