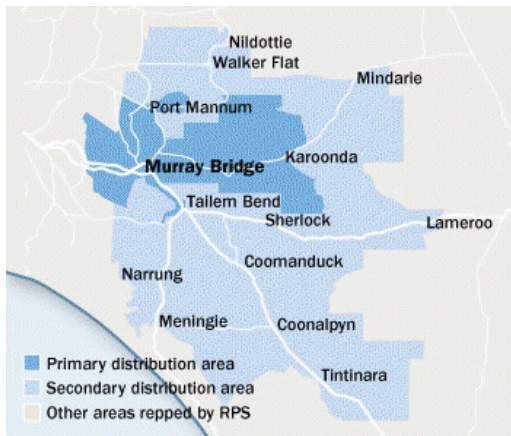


THE MURRAY VALLEY

# Standard



Area: South Australia, SA  
 Published Circulation Readership †  
 4561 13289  
 Type: Paid Frequency: Bi-Weekly  
 Website: murraybridge.yourguide.com.au  
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
Total Persons	22158	6246	28404
Total Males	11021	3123	14144
Total Females	11137	3123	14260
Total Dwellings	8277	2218	10495
Fully Owned	3184	1079	4263
Being Purchased	2540	640	3180
Rented	2553	499	3052

## The Paper

The Murray Valley Standard is a bi-weekly paper which prides itself on its community identity through community involvement.

## The Market

With an average annual rainfall of 330mm, the rural city of Murray Bridge is located at the centre of a regional area east of Adelaide with diverse agricultural and other industries. Within an area stretching from Tintinara to Swan Reach and from Callington towards Pinnaroo, these industries range from tourism to viticulture, dairying and dairy factories (Dairy Farmers, National Foods) to glasshouse tomato and vegetable growing, fruit production (Mypolonga Traders), to the manufacturing of farm machinery (Horwood Bagshaw). Wheat, barley and oats are grown with major silos at points across the region. There is a thriving livestock industry with export abattoirs (T&R Pastoral, Big River Pork), and stock feed factory (Ridley Agri-Products). Major manufacturing industries also include a Big-W Distribution Centre which services South Australia while another major industry is Bridge Print - contract newspapers printers. The River Murray passes through the region, drawing tourists in an industry highlighted by activities from houseboats and cruises to angling but also including attractions from Monarto Zoological Park to a restored paddle steamer.

## DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 3 working day prior Material: 3pm 2 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	\$9.26	\$8.80	\$8.33	\$7.87	\$7.41	\$6.95	\$6.48	-
Inc GST	\$10.19	\$9.68	\$9.16	\$8.66	\$8.15	\$7.65	\$7.13	-

COLOUR: Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code MVSA QuickCut Paper Code MVS

Production Email: prod.mvstandard@ruralpress.com

## CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 12 noon 3 working days prior Material 3pm 2 working days prior

## RATES:

Casual Ex GST \$12.63 Inc GST \$13.89

PV Ex GST \$12.63 Inc GST \$13.89

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	No	Yes	No	No
Circulation			3345		4561		
Inserts	0	0	3600	0	4800	0	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 \$130.00

Inc GST \$143.00

## Insert Destination

Adelaide Road, MURRAY BRIDGE SA 5253