

MOREE CHAMPION



Area: Tamworth and Northern, NSW
Published **Circulation*** **Readership †**
 Tu, Th 1899 4748
Type: Paid **Frequency:** Bi-Weekly
Website: moree.yourguide.com.au
Approx PI's: 36240
Audited Circulation: ABC June 2013

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	8082	6664	14746
Total Males	4045	3332	7377
Total Females	4037	3332	7369
Total Dwellings	2543	2212	4755
Fully Owned	723	953	1676
Being Purchased	729	521	1250
Rented	1091	738	1829

The Paper

The Moree Champion was established in 1911 and is a bi weekly newspaper, published each Tuesday and Thursday. The Champion is distributed throughout the North West region; North to Boggabilla, East to Warialda and Croppa Creek; South to Bellata and West to Mungindi

The Market

The Shire of Moree is located in the fertile Gwydir Valley in Northern NSW. It is a progressive and dynamic community boasting strong agricultural industries. The rich, black soils of the Moree Plains make large scale cultivation of crops possible. Crops grown include cotton, pecan nuts, oil seeds, oats, barley, sorghum and premium wheat. Two thirds of Australia's cotton is grown in and around the Moree Shire. It is also known as the Spa Capital of Australia. The famous Moree curative health benefits. The Shire covers an area of some 17,852 square kilometres, bounded by the villages of Boggabilla to the North, Mungindi to the West, Pallamallawa to the East and Gurley to the South. The town is located at the junction of major highways, the Gwydir and Newell. There are extensive manufacturing and support industries, as well as cultural, educational, sport, recreational and social opportunities.

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: 10am 2 working days prior **Material:** 5pm 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	10000cm
Ex GST	\$6.86	\$5.16	\$4.69	\$4.08	\$3.60	\$3.39
Inc GST	\$7.55	\$5.68	\$5.16	\$4.49	\$3.96	\$3.73

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** MOCH **QuickCut Paper Code** MCH
 Production Email: prod.ndl@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS:	Max Cms: 37	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 10am 1 working day prior **Material** 10am 1 working day prior

RATES:

Casual	Ex GST \$10.85	Inc GST \$11.94			COLOUR:	
JOBS.COM.AU Lift Rates	Display	Ex GST \$15.00	Inc GST \$16.50		Full Colour	\$465.00
	Lineage	Ex GST \$5.00	Inc GST \$5.50		Inc GST	\$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation			1667		1899		
Inserts			2090		2363		
Readership			4167		4748		

SOURCE: FRM Circulation Database March 2013

INSERTS

	Up to 12pp	12pp to 24pp	Over 24pp	Minimum Charge
Ex GST	\$120.00/K	\$180.00/K	P.O.A.	\$550.00/K
Inc GST	\$132.00/K	\$198.00/K	-	\$605.00/K

Discounts apply to volumes and frequency. A surcharge will apply above the casual or negotiated rate for inserts which exceed the maximum weight and/or paging.

Insert Destination

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340