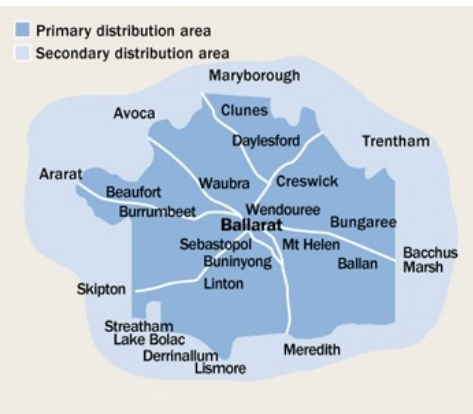


The Courier



Area: Mighty V, VIC
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† Estimated based on readers per copy
 † Monthly website page impressions
 * Average per day

The Paper

Published Monday to Saturday, The Courier has a profile in the Ballarat market second to none, is the dominant medium that sets the news agenda, and is highly read. In fact 8 out of 10 Ballarat residents read The Courier in a given week - a significantly higher penetration than metropolitan newspapers and any other media. Readership 85,000.

The Market

Ballarat has a strong industrial presence due to large organisations such as Bendix Mintex, Mc Cains and Mars. Sunicrust is also part of Ballarat's most noted businesses who provide constant community support. The State Data Centre and the Technology Centre contribute to the growing emphasis that the region places on advancing technology. The facilitation of commercial change and development in shopping centres is leading extensive growth in the Ballarat region. The rural community and its activities play an important role in the Ballarat region. The rich soil supports the growing potatoes and pasture grasses. Sheep, cattle and speciality farming such as Deer are becoming more dominant. Ballarat is the centre of outlying farming region, with daily stock sales and Mc Cain Foods on the northern Ballarat fringe. Victoria's State Revenue Office is now based in Ballarat as is the regional headquarters of Ambulance Victoria. Ballarat has established quality education institutions and a growing tertiary education sector. Ballarat Clarendon College, Ballarat Grammar, St Patricks College and Ballarat High School provide wide support to students from outlying area. The long established School of Mines (now part of Ballarat University) provides a variety of subject choices and works closely with all of Ballarat's education institutions. The University of Ballarat is a thriving institution with excellent curriculum, services and a growing attendance of local and international students. The Australian Catholic University, Aquinas Campus, provides excellent specialist education in both nursing and teaching.

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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

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			\$104.41
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	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
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SOURCE: FRM Circulation Database June 2013

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