



Area: Mighty V, VIC
Published Mo, Tu, We, Th, Fr, Sa
Circulation* 7981
Readership 32500
Type: Paid
Frequency: Daily
Website: www.sheppnews.com.au
Audited Circulation: ABC December 2014

† Estimated based on readers per copy
 * Average per day

The Paper

Shepparton News, the flagship of the McPherson Media Group, was awarded the prestigious PANPA newspaper of the year for its category in 2004 and the online newspaper of the year in 2007. The News is the only local daily paid newspaper servicing the Greater Shepparton area. Shepparton News has experienced tremendous circulation growth and innovation in web publishing over the past decade. It was established in 1877 and has been owned by the McPherson family for 120 years. McPherson Media Group is continually improving its service to customers and the group now consists of 13 local newspapers, commercial printing companies and an Internet service provider, telco and web publishing company. Established in 1995, McPherson Media is a preferred Internet provider in the region, offering quick, efficient service for the private user and business community. It provides expert technical backup, web publishing and maintenance service for local and national commercial business and also a broadband wireless network with a free VOIP capability.

The Market

The Greater Shepparton economy is strong and vibrant, led by a prosperous farming sector based on irrigated and dryland agriculture and dominated by intensive dairying, fruit growing and food processing. Around 25% of the total value of Victoria's agricultural production is generated in the Greater Shepparton region. Shepparton is growing due to substantial investment and development by the many national and international food-processing companies based in the region. The Shepparton region is recognised as the food production and processing capital of Australia, affectionately referred to as the "foodbowl." The region turns over more than \$1.6 billion per annum in food and beverage manufacturing. Substantial investment throughout the region by a host of national and international food processors including SPC Ardmona, Campbell's Soups, Kraft, Murray Goulburn, Nestle, Snow Brand, Tatura Milk and Unifoods has helped fuel the region's spectacular progress. The City of Shepparton is a major service centre with a dynamic and vibrant retail sector. Sporting facilities abound in the region, including some of country Victoria's top golf courses.

DISPLAY / EGN ADVERTISING * This publication uses a Modular layout

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

DEADLINES: Bookings: 12 noon 2 working days prior **Material:** 2 working days prior

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

	Ex GST	Inc GST	Casual
Mon-Fri			\$100.00
			\$110.00
FRI			\$104.00
			\$114.40

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** **QuickCut Paper Code**
 Production Email: national@sheppnews.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.96	161.72	194.47	227.23	260	0	0	0

DEADLINES: Bookings 12 noon 2 working days prior **Material** 2 working days prior

RATES:

Casual Ex GST \$14.23 Inc GST \$15.65
Adzuna.com.au Lift Rates Display Ex GST \$0.00 Inc GST \$0.00
 Lineage Ex GST \$0.00 Inc GST \$0.00

Production Email: national@sheppnews.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Circulation		9500	10300	8700	9000	13000	8200
Inserts		9500	10500	9000	9000	13000	8200
Readership		23750	25750	21750	22500	32500	20500

SOURCE: FRM Circulation Database November 2013

INSERTS

Insert Destination
 13000 delivered to