

# THE BORDER NEWS



**Area:** Tamworth and Northern, NSW  
**Published Circulation\*** **Readership †**  
 Mo 10675 21400  
**Type:** I **Frequency:** Weekly  
**Audited Circulation:** Pub Stat January 2013

† Estimated based on readers per copy  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	0	0	0
<b>Total Males</b>	0	0	0
<b>Total Females</b>	0	0	0
<b>Total Dwellings</b>	14269	0	14269
<b>Fully Owned</b>	6740	0	6740
<b>Being Purchased</b>	2651	0	2651
<b>Rented</b>	4878	0	4878

## The Paper

The Border News was established in 1911 and is a weekly newspaper, published on Mondays.

## 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 Hot Mineral Baths attract visitors for their 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. This 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:** 4pm 3 working days prior **Material:** 4pm 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	10000cm
<b>Ex GST</b>	\$8.22	\$6.65	\$6.37	\$5.85	\$5.31	\$4.95
<b>Inc GST</b>	\$9.04	\$7.32	\$7.01	\$6.44	\$5.84	\$5.45

**COLOUR: Full Colour** \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut Yes Publisher Code MOCH QuickCut Paper Code BNS**  
 Production Email: [glenda.bulmer@fairfaxmedia.com.au](mailto:glenda.bulmer@fairfaxmedia.com.au)

## CLASSIFIED 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

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### RATES:

Casual	Ex GST	Inc GST	Adzuna.com.au Lift Rates	Display	Ex GST	Inc GST	Lineage	Ex GST	Inc GST	COLOUR: Full Colour
\$8.42	\$8.42	\$9.26			\$15.00	\$16.50		\$5.00	\$5.50	\$465.00
										\$511.50

Production Email: [natalie.kelly@fairfaxmedia.com.au](mailto:natalie.kelly@fairfaxmedia.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon*	Tue	Wed	Thu	Fri	Sat
<b>Circulation</b>		10700					
<b>Inserts</b>		10700					
<b>Readership</b>		21400					

SOURCE: FRM Circulation Database November 2013

## INSERTS

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