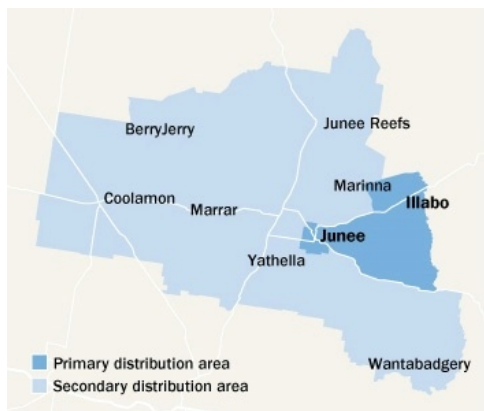


Southern Cross



Area: Wagga and Murrumbidgee, NSW
Published Circulation* **Readership †**
 Th 612 1650
Type: Paid **Frequency:** Weekly
Website: juneesoutherncross.com.au
Approx PI's[‡]: 11373
Audited Circulation: ABC December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	3929	4510	8439
Total Males	1982	2255	4237
Total Females	1947	2255	4202
Total Dwellings	1367	1052	2419
Fully Owned	578	493	1071
Being Purchased	471	390	861
Rented	318	169	487

The Paper

The Riverina Media Group continues to print the Junee Southern Cross at our regional print centre in Wagga. The paper is published every Thursday and has an average weekly circulation of 1,100. The paper serves the township of Junee with a population of 5,600. Junee is perhaps most widely known for its part and current association with the railways and continues to be an important rail centre for the region. The paper's editorial content is predominantly made up of community and sporting news.

The Market

The Riverina region of New South Wales stretches some 500 kilometres east from the alpine peaks of Kosciuszko National Park across the sheep/wheat belt of the South Wet Slopes and the Riverine Plains (including the vast horticultural districts of the Murrumbidgee and Coleambally Irrigation Areas), to the semi-arid plains of Hay, the region boasts a broad and diverse industry base. The region's main industries are: agriculture and horticulture; manufacturing, food processing; defence - army and airforce; softwood forestry, logging, wood and paper processing; textiles; viticulture and winemaking (the region is Australia's largest producer of wine with about 50% of the region's wine production exported); tertiary education.

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: 1pm 3 working days prior **Material:** 11am 1 working day 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
\$51.21
\$56.33

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code QuickCut Paper Code
 Production Email: national@dailyadvertiser.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	128.9	161.7	194.5	227.2	260	0	0	0

DEADLINES: Bookings 12 noon 1 working day prior **Material** 12 noon 1 working day prior

RATES:

Casual Ex GST \$5.62 Inc GST \$6.18

PV Ex GST \$5.62 Inc GST \$6.18

Adzuna.com.au Lift Rates Display Ex GST \$15.00 Inc GST \$16.50
 Lineage Ex GST \$5.00 Inc GST \$5.50

Production Email: national@dailyadvertiser.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Circulation					660		
Inserts					778		
Readership					1650		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

The Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690