

# MOREE CHAMPION



**Area:** Tamworth and Northern, NSW  
**Published** **Circulation\*** **Readership †**  
 Tu, Th 1557 4576  
**Type:** Paid **Frequency:** Bi-Weekly  
**Website:** www.moreechampion.com.au  
**Approx P1's:** 36240  
**Audited Circulation:** ABC December 2014

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

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	8082	6664	14746
<b>Total Males</b>	4045	3332	7377
<b>Total Females</b>	4037	3332	7369
<b>Total Dwellings</b>	2543	2212	4755
<b>Fully Owned</b>	723	953	1676
<b>Being Purchased</b>	729	521	1250
<b>Rented</b>	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, Pallmallawa 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
<b>Ex GST</b>	\$6.86	\$5.16	\$4.69	\$4.08	\$3.60	\$3.39
<b>Inc GST</b>	\$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: glenda.bulmer@fairfaxmedia.com.au

## 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				<b>COLOUR:</b>	
<b>Adzuna.com.au Lift Rates</b>	Display	Ex GST \$15.00	Inc GST \$16.50			<b>Full Colour</b>	\$465.00
	Lineage	Ex GST \$5.00	Inc GST \$5.50			<b>Inc GST</b>	\$511.50

Production Email: natalie.kelly@fairfaxmedia.com.au

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Circulation</b>			1532		1830		
<b>Inserts</b>			1926		2202		
<b>Readership</b>			3830		4576		

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

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