

# BOFB - Regional Victoria 9 Paper Network

## BOFB Best Reach to Regional Victoria

9 of Victoria's best regional newspapers and news websites generating an unrivalled weekly net reach of **564,000\* in print**

Plus an average monthly audience of **1,553,000\*\* unique browsers online**

## Bendigo Advertiser

Best Day (Sat) Circulation: 17,875\*  
M-F Av. Circulation: 8,586\*

Net Readership: 62,000\*\*  
Best Day (Sat) Readership: 41,000\*\*  
M-F Av. Readership: 34,000\*\*

[www.bendigoadvertiser.com.au](http://www.bendigoadvertiser.com.au)  
Monthly Page Views: 3,678,573\*\*\*  
Monthly Unique Visitors: 290,486\*\*\*

## Latrobe Valley Express

(Traralgon, Moe, Morwell)

Mon & Thurs Circulation: 36,540\*

Net Readership: 54,000\*\*  
Mon & Thurs Readership: 54,000\*\*

[www.latrobevalleyexpress.com.au](http://www.latrobevalleyexpress.com.au)  
Monthly Page Views: 88,265\*\*\*  
Monthly Unique Visitors: 39,315\*\*\*

## Sunraysia Daily

(Mildura)

Best Day (Sat) Circulation: 9,819\*  
M-F Av. Circulation: 5,586\*

Net Readership: 39,000\*\*  
Best Day (Sat) Readership: 30,000\*\*  
M-F Av. Readership: 28,000\*\*

[www.sunraysiadaily.com.au](http://www.sunraysiadaily.com.au)  
Monthly Page Views: 631,528\*\*\*  
Monthly Unique Visitors: 76,586\*\*\*

## Shepparton News

Best Day (Fri) Circulation: 15,000\*  
M-S Av. Circulation: 7,552\*

Net Readership: 32,000\*\*  
Best Day (Fri) Readership: 32,500\*\*  
M-S Av. Readership: 25,700\*\*

[www.mmg.com.au](http://www.mmg.com.au)  
Monthly Page Views: 279,943\*\*\*  
Monthly Unique Visitors: 92,645\*\*\*

## Readership (weekly head count)

Total Weekly Reach: 564,000\*

## 9 Paper 'Best Day'

Readership: 460,500\*  
Circulation: 242,394

## The Border Mail

(Albury/Wodonga)

Best Day (Sat) Circulation: 26,948\*  
M-F Av. Circulation: 16,706\*

Net Readership: 100,000\*\*  
Best Day (Sat) Readership: 62,000\*\*  
M-F Av. Readership: 66,000\*\*

[www.bordermail.com.au](http://www.bordermail.com.au)  
Monthly Page Views: 3,939,059\*\*\*  
Monthly Unique Visitors: 437,773\*\*\*

## The Courier

(Ballarat)

Best Day (Sat) Circulation: 21,924\*  
M-F Av. Circulation: 11,534\*

Net Readership: 66,000\*\*  
Best Day (Sat) Readership: 44,000\*\*  
M-F Av. Readership: 38,000\*\*

[www.thecourier.com.au](http://www.thecourier.com.au)  
Monthly Page Views: 3,395,306\*\*\*  
Monthly Unique Visitors: 357,540\*\*\*

## The Standard

(Warrnambool)

Best Day (Sat) Circulation: 14,031\*  
M-F Av. Circulation: 9,212\*

Net Readership: 45,000\*\*  
Best Day (Sat) Readership: 31,000\*\*  
M-F Av. Readership: 29,000\*\*

[www.standard.net.au](http://www.standard.net.au)  
Monthly Page Views: 2,217,687\*\*\*  
Monthly Unique Visitors: 243,731\*\*\*

## Geelong, Bellarine & Surf Coast Independent

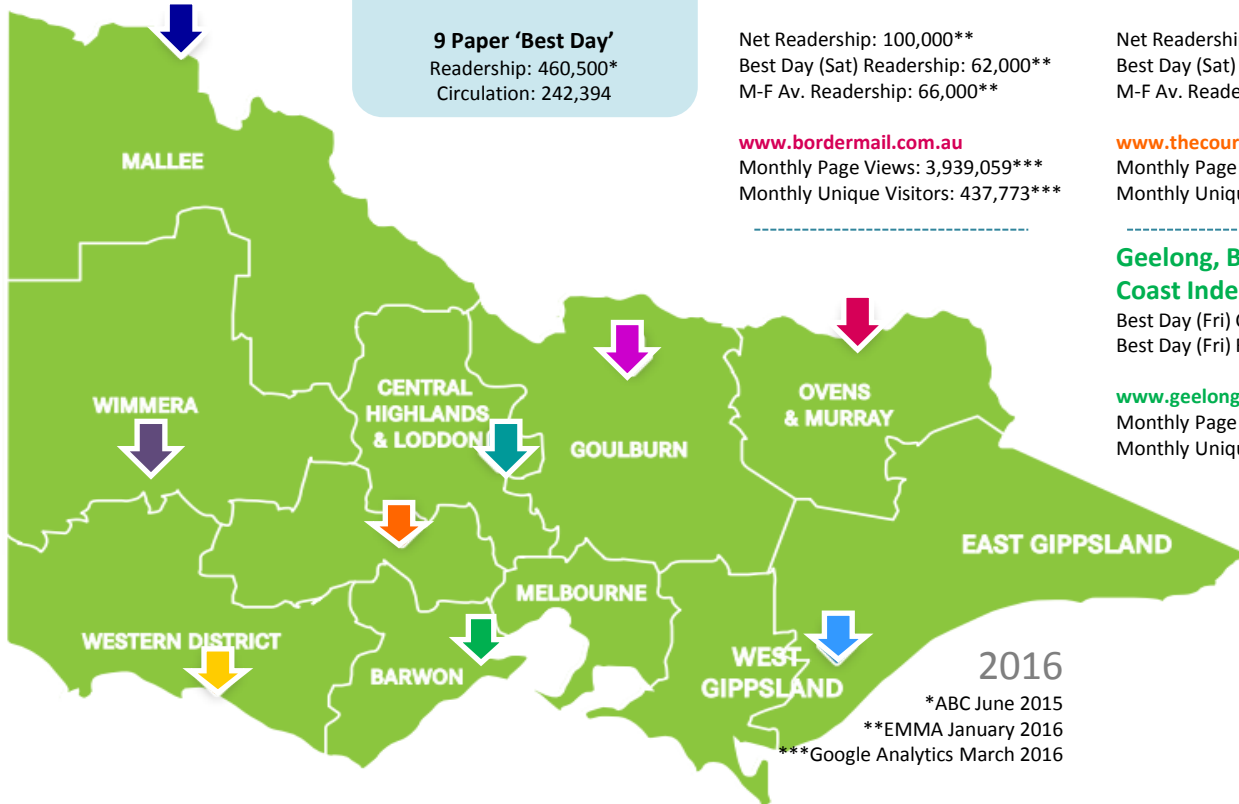
Best Day (Fri) Circulation: 76,807  
Best Day (Fri) Readership: 122,000

[www.geelong.starcommunity.com.au](http://www.geelong.starcommunity.com.au)  
Monthly Page Views: 68,000\*\*\*  
Monthly Unique Visitors: 15,000\*\*\*

## The Weekly Advertiser

(Horsham)

Published: Wed  
Best Day (Wed) Circulation: 23,450  
Best Day (Wed) Readership: 44,000



2016

\*ABC June 2015

\*\*EMMA January 2016

\*\*\*Google Analytics March 2016

# BOFB

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