

REACH MELBOURNE'S RUSSIAN-SPEAKING COMMUNITY

Affordable full-colour advertising in Southern Cross News

Southern Cross News is a full-colour, 16-page tabloid community newspaper for Russian-speaking residents across Melbourne. Each monthly edition has 5,000 free printed copies, together with a website, Facebook page and direct distribution to online subscribers. Copies are distributed through churches, community organisations, local businesses, shopping centres and community events. The newspaper is designed to reach Melbourne's estimated 70,000 strong Russian-speaking and former Soviet Union migrants communities.

TARGETED AUDIENCE	PRINT + ONLINE	TRUSTED DISTRIBUTION
Direct access to a focused Russian-speaking readership	Newspaper, website, Facebook and online subscribers	Free circulation through local community networks

INTRODUCTORY FULL-COLOUR ADVERTISING RATES

Ad size	Dimensions	Southern Cross News	The Local Paper	Australian Jewish News
1/8 page	12.5 x 10 cm	**$250**	$720	$552 + GST
1/4 page	25 x 10 cm	**$500**	$1,440	$1,012 + GST
1/2 page	25 x 20 cm	**$1,000**	$2,880	$1,760 + GST

SAVE APPROXIMATELY 43% TO 65%

compared with these published standard print advertising rates

Why advertise with us? Promote your business directly to a distinct and engaged multicultural audience. Advertising may also be shared through our online channels, extending your visibility beyond the printed edition.

Launch partners welcome. Local businesses, professional services, community organisations, churches and ministries are invited to reserve advertising space or discuss partnership opportunities.

BOOK YOUR ADVERTISING SPACE TODAY

Contact the Southern Cross News Committee for bookings, artwork requirements and partnership enquiries.

Email: southerncrossnews.info@gmail.com | Phone: (03) 9969 7273 | 585B North Road, Ormond VIC 3204

Comparison based on published standard print rates accessed July 2026. The Local Paper prices include GST; Australian Jewish News prices are subject to GST. Sources: dindi.com.au/wp/ad-rates/ and advertise.jewishnews.net.au/print/rates-sizes/.