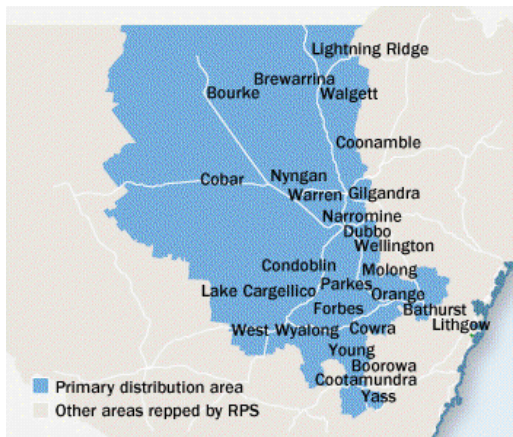


# Western Magazine



**Area:** Dubbo and North West, NSW  
**Published Circulation Readership †**  
 50063 104375  
**Type:** I **Frequency:** Weekly  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## The Paper

Compiled each week using a rural focus, the Western Magazine services a large section of NSW with the issues affecting the rural sector. Social happenings have their place in the magazine, but more important is the news on changes in the rural area, and information on up to date treatments that farmers find essential. The classified advertising section is sought after for the Positions Vacant and Tenders. Being inserted into other paid papers between Tuesday and Friday, the Western Magazine is an essential part of the different publications which receive it.

## The Market

The area covered by the Western Magazine includes: the dryland and irrigated broadacre farming and cotton belt of the Orana region and the rich Macquarie Valley; the mixed grazing/farming and horticultural belt of the Central West; the irrigated and dryland pasture/cropping/dairying area of the Lachlan Valley; the renowned fine wool centres of Yass, Mudgee and Bathurst; the multi-million dollar cherry producing region of Young; the famous Mudgee, Cowra and Orange wine growing areas and the hundreds of wool producing properties of the Far West. The Western Magazine offers advertisers effective local newspaper distribution. It is written and compiled by staff who actually live in and are part of the region. They know their market and report accurately and immediately. The Western Magazine has been providing a vital weekly service for 29 years and can guarantee your message will reach the region's rural decision makers.

## DISPLAY / EGN ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

**DEADLINES:** Bookings: 12 noon 3 working days prior **Material:** 12 noon 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	7500cm	10000cm	15000cm
Ex GST	\$24.31	-	\$22.02	\$21.92	\$20.35	\$19.36	-	-
Inc GST	\$26.74	-	\$24.22	\$24.11	\$22.39	\$21.30	-	-

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** WM  
 Production Email: [adset.liberal@ruralpress.com](mailto:adset.liberal@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 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 5pm 2 working days prior **Material** 5pm 2 working days prior

## RATES:

**Casual Ex GST** \$51.98 **Inc GST** \$57.18  
**PV Ex GST** \$51.98 **Inc GST** \$57.18

**JOBS.COM.AU Lift Rates** Display **Ex GST** \$10.00 **Inc GST** \$11.00  
 Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

## COLOUR:

**Full Colour** \$465.00  
**Inc GST** \$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon*	Tue	Wed	Thu	Fri	Sat
Published	No	Yes	No	No	No	No	No
Circulation		50063					
Inserts	0	50063	0	0	0	0	0

## INSERTS

Strict conditions apply to discount insert rates. Unless you are sure of your usage level use 1-100000 rate. Levels are in multiples of 1000 per annum

per 1000 Casual

**Ex GST** -  
**Inc GST** -

## Insert Destination

8000 delivered to Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609  
 44000 delivered to 216 Macquarie Street, DUBBO NSW 2830