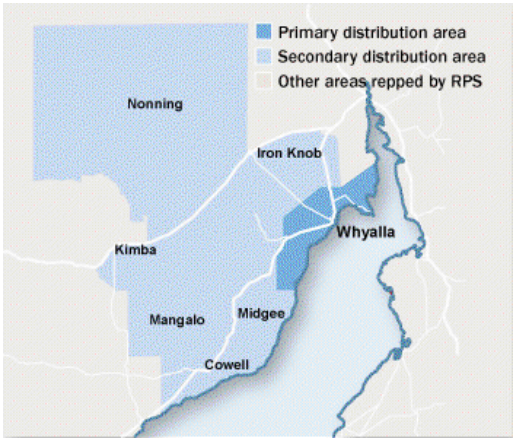
WHYALLA NEWS



Area: South Australia, SA
Published | **Circulation** | **Readership †**
4056 | 12331
Type: Paid **Frequency**: Bi-Weekly
Website: whyalla.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	21431	2272	23703
Total Males	10864	1136	12000
Total Females	10567	1136	11703
Total Dwellings	8263	881	9144
Fully Owned	2184	467	2651
Being Purchased	2783	211	2994
Rented	3296	203	3499

The Paper

The Whyalla News is a bi-weekly publication servicing the residents of Whyalla, the second largest city in South Australia, and providing them with the only detailed source of news and information. The Whyalla News has been established for 60 years and is a previous winner of country newspaper awards and commendations. The Whyalla News is produced using the latest technology, QuarkXpress, publishing about 60 pages a week reporting on everything from the big issues affecting the community to feature articles along with entertainment, sport, TV and features. There is great focus on industry, tourism, entertainment, health and local government issues.

The Market

Whyalla is the largest provincial city outside the South Australian metropolitan area. The city has been renowned as a steel city in the past, and while BHP maintains a strong presence as a major employer, Whyalla can now justifiably say it has a much broader economic base. With the expansion of the Westland Shopping Centre to include major retail outlets appealing to a broader section of the community, the Whyalla shopping experience caters for a wide market area. The city also boasts sophisticated sports and recreational facilities which have been developed to satisfy a variety of interests among the city's young and energetic population. Whyalla is a mecca for the arts, with the Middleback Theatre catering for theatre, cinema and performing arts while Faces of Youth Arts and Whyalla Players provide professional productions throughout the year. Whyalla is a leader in education and health through the University of South Australia campus here and the South Australian Centre for Rural and Remote Heath. Whyalla continues to forge ahead, strengthening its position

DISPLAY / EGN ADVERTISING

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

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

DEADLINES: **Bookings:** 1 pm 3 working days prior **Material:** 2pm 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	$7.19	$6.83	$6.47	$5.93	$5.75	$5.39	$5.03	-
Inc GST	$7.91	$7.51	$7.12	$6.52	$6.33	$5.93	$5.53	-

COLOUR: **Full Colour** $465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** WNRA **QuickCut Paper Code** WN
Production Email: prod.whyallanews@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: **Max Cms:** 38 **Max Cols:** 4

1	2	3	4	5	6	7	8	9	10	11
63	129	196	262	0	0	0	0	0	0	0

DEADLINES: **Bookings** 1 pm 3 working day prior **Material** 2 pm 2 working day prior

RATES:

Casual **Ex GST** $12.00 **Inc GST** $13.20
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	No	Yes	No	Yes	No	No
Circulation			3829		4056		
Inserts	0	0	4200	0	4500	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	$160.00
Inc GST	$176.00

Insert Destination
Bridge Printing, 110-118 Adelaide Rd, Murray Bridge, SA