

the great southern weekender



Area: Western Australia, WA
Published We **Circulation*** **Readership †**
 22233 33349
Type: Free **Frequency:** Weekly
Website: gsweekender.com.au
Audited Circulation: Pub Stat January 2013

† Estimated based on readers per copy
 * Average per day

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	37903	7496	45399
Total Males	18709	3748	22457
Total Females	19194	3748	22942
Total Dwellings	13375	2468	15843
Fully Owned	5230	1158	6388
Being Purchased	4240	598	4838
Rented	3905	712	4617

The Paper

Published every Thursday and distributed free to letterboxes. The Albany Great Southern Weekender is locally owned and distributed to homes and business premises in Albany, Denmark, Mt Barker, Walpole, Manypeaks, Narrikup, Elleker, Borden, Kojonup, Katanning, Jerramungup, Ongerup and adjoining areas.

The Market

The Weekender is distributed to householders and farmers throughout the lower great southern and coastal region. Main centres include Albany, Mt Barker and Denmark, which comprise both urban and rural communities. It is also delivered free to numerous smaller locations within the region, east to Bremer Bay and west to Walpole. Inland rural communities as well as major tourism centres, caravan parks, tourism operators and businesses also receive the paper. Local government areas include the city of Albany, Denmark, Plantagenet, Cranbrook and Jerramungup. The circulation of The Weekender covers most of the farming community in the region, where main rural pursuits are sheep, cattle, tree farming, cropping and horticulture. Tourism has become a mainstay of the local economy with new and innovative projects continually being developed. The pristine coastline and picturesque countryside are some of the region's main attributes.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 36 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: 12 noon Friday **Material:** 4pm Monday 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	25000cm
Ex GST	\$7.50	\$7.00	\$6.50	\$6.00	\$5.40	\$4.77	\$4.50	\$4.00	\$3.50
Inc GST	\$8.25	\$7.70	\$7.15	\$6.60	\$5.94	\$5.25	\$4.95	\$4.40	\$3.85

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** ALWE **QuickCut Paper Code** AW
 Production Email: copy@gsweekender.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 35 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
39	83	127	171.5	215.5	260	0	0	0	0	0

DEADLINES: Bookings 4 pm Tuesday prior **Material** 4 pm Tuesday prior

RATES:

Casual	Ex GST \$9.50	Inc GST \$10.45		
JOBS.COM.AU Lift Rates	Display	Ex GST \$0.00	Inc GST \$0.00	
	Lineage	Ex GST \$0.00	Inc GST \$0.00	

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				22233			
Inserts				20000			
Readership				33349			

SOURCE: FRM Circulation Database January 2013

INSERTS

	Up to 12pp	12pp to 24pp	Over 24pp	Minimum Charge
Ex GST	P.O.A.	\$180.00/K	P.O.A.	\$550.00/K
Inc GST	-	\$198.00/K	-	\$605.00/K

Discounts apply to volumes and frequency. A surcharge will apply above the casual or negotiated rate for inserts which exceed the maximum weight and/or paging.

Insert Destination

107 Stead Road, ALBANY WA 6330