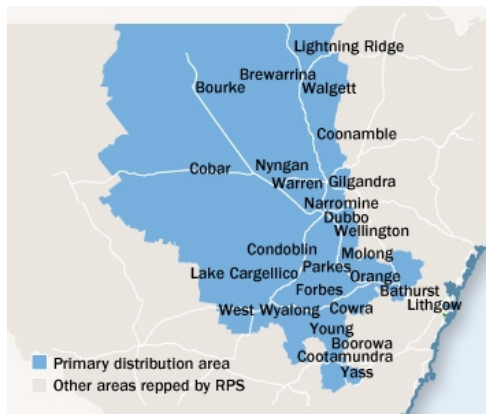


# Western Magazine



**Area:** Dubbo and North West, NSW  
**Published Mo:** 37500  
**Type:** I  
**Frequency:** Weekly  
**Website:** westernmagazine.com.au  
**Approx PIs\*:** 3764  
**Audited Circulation:** Pub Stat December 2014

\* Monthly website page impressions  
 \* Average per day

## 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: 10am 3 working days prior **Material:** 5pm 3 working days prior

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	<b>Casual</b>	<b>1000cm</b>	<b>2500cm</b>	<b>5000cm</b>	<b>7500cm</b>
<b>Ex GST</b>	\$25.42	\$23.03	\$22.92	\$21.28	\$20.24
<b>Inc GST</b>	\$27.96	\$25.33	\$25.21	\$23.41	\$22.26

**COLOUR:** Full Colour \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** WM  
 Production Email: [rosemary.nash@fairfaxmedia.com.au](mailto:rosemary.nash@fairfaxmedia.com.au)

## 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:

<b>Casual</b>	<b>Ex GST</b> \$54.34	<b>Inc GST</b> \$59.77		
<b>Adzuna.com.au Lift Rates</b>	Display	<b>Ex GST</b> \$15.00	<b>Inc GST</b> \$16.50	
	Lineage	<b>Ex GST</b> \$5.00	<b>Inc GST</b> \$5.50	

### COLOUR:

<b>Full Colour</b>	\$465.00
<b>Inc GST</b>	\$511.50

Production Email: [sharon.willis@fairfaxmedia.com.au](mailto:sharon.willis@fairfaxmedia.com.au), [tammy.edwards@fairfaxmedia.com.au](mailto:tammy.edwards@fairfaxmedia.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>Circulation</b>							
<b>Inserts</b>		42264					

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

2400 delivered to The Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690  
 7901 delivered to Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609  
 10177 delivered to Fairfax Printers, Attn Inserts Receiving Dept, 1 Worth Street, CHULLORA NSW 2190  
 29585 delivered to Dubbo Daily Liberal, 216 Macquarie Street, DUBBO NSW 2830