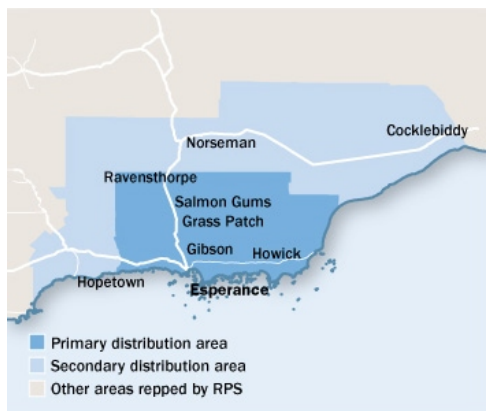


# THE ESPERANCE EXPRESS



**Area:** Western Australia, WA  
**Published:** We, Fr  
**Circulation\*:** 2667  
**Readership †:** 7338  
**Type:** Paid  
**Frequency:** Bi-Weekly  
**Website:** [esperanceexpress.com.au](http://esperanceexpress.com.au)  
**Approx PI's:** 43991  
**Audited Circulation:** Pub Stat December 2014

† Estimated based on readers per copy  
 \* Monthly website page impressions  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	12971	2948	15919
<b>Total Males</b>	6475	1474	7949
<b>Total Females</b>	6496	1474	7970
<b>Total Dwellings</b>	4279	757	5036
<b>Fully Owned</b>	1469	325	1794
<b>Being Purchased</b>	1322	148	1470
<b>Rented</b>	1488	284	1772

## The Paper

With the Esperance Express coming out twice weekly, on Wednesdays and Fridays, all aspects of the region's diverse activities are extremely well covered. The Wednesday paper is more retail and lifestyle oriented, while Thursday has our farming and real estate sections. Both papers have strong community news and sports coverage with the newspaper winning several awards for both community affairs and sport. The newspaper celebrates 41 years of production this year and is recognised both by its readers and the wider community as the only detailed source of local news.

## The Market

Esperance is situated on the south east coast of WA, 750km from Perth. The town is an important centre for the surrounding area due to its isolation. The nearest towns of any size are Kalgoorlie, Albany and Narrogin. The shire covers 42,400 sq km, and has a population of 12,000 with three quarters living in the town itself. Our major industry is farming with cereal crops and sheep being the mainstays though beef and various alternative farming projects make an important contribution. Tourism is fast growing with several newly completed motels and more on the drawing board. Fishing is still an important industry with a sizeable fishing fleet operating out of the fishing harbour. Our main harbour has a steady stream of grain boats exporting the harvest, live sheep and iron ore from the Goldfields. Services provided in the town itself include a district hospital, high school, hostel, Civic centre incorporating a cinema, indoor swimming pool, plus sporting facilities catering for virtually all sports, and the town is known as the "beach for Kalgoorlie".

## DISPLAY / EGN ADVERTISING

**COLUMNS: Max Cms: 38 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:** 4.30pm 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	25000cm
<b>Ex GST</b>	\$7.17	\$6.42	\$5.70	\$5.13	\$4.97	\$4.88	\$4.74	\$4.68	\$4.46
<b>Inc GST</b>	\$7.89	\$7.06	\$6.27	\$5.64	\$5.47	\$5.37	\$5.21	\$5.15	\$4.91

**COLOUR: Full Colour** \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** EERA **QuickCut Paper Code** EE  
 Production Email: [prod.espress@ruralpress.com](mailto:prod.espress@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS: Max Cms: 38 Max Cols: 8**

1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

**DEADLINES: Bookings:** 4.30pm 2 working days prior **Material:** 4.30pm 2 working days prior

## RATES:

Casual	Ex GST	Inc GST	Adzuna.com.au Lift Rates	Display	Ex GST	Inc GST	Lineage	Ex GST	Inc GST	COLOUR:
\$14.66	\$16.13	\$15.00	\$16.50	\$5.00	\$5.50	<b>Full Colour</b>				\$465.00
						<b>Inc GST</b>				\$511.50

Production Email: [rita.lapham@fairfaxmedia.com.au](mailto:rita.lapham@fairfaxmedia.com.au); cc - mail.mandura

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
<b>Circulation</b>				2517		2935	
<b>Inserts</b>				2970		3359	
<b>Readership</b>				6293		7338	

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

7 Rafferty Close, MANDURAH WA 6210