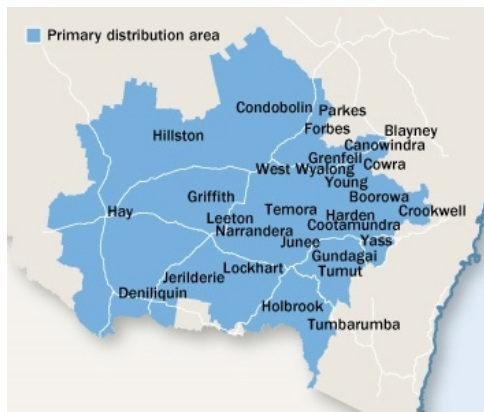


# SOUTHERN WEEKLY



**Area:** Wagga and Murrumbidgee, NSW  
**Published Mo:** 38405  
**Circulation\*:**  
**Type:** Free  
**Frequency:** Weekly  
**Website:** southernweekly.com.au  
**Approx PI's<sup>†</sup>:** 3422  
**Audited Circulation:** Pub Stat December 2014

<sup>†</sup> Monthly website page impressions  
 \* Average per day

## The Paper

The Southern Weekly gives readers a weekly glimpse of the events and issues affecting our towns and rural areas. It's the most established publication of its type in the southern region with more than 45,000 copies distributed throughout the Central West, South West Slopes and Riverina area. The Southern Weekly is inserted into 25 local country newspapers and 1152 rural mail boxes from Parkes to Albury and Hay to Crookwell. The newspaper's office is conveniently located at Wagga Wagga providing a central base for clients and readers.

## The Market

The Southern Weekly reflects the enormous diversity of one of the richest regions in New South Wales, bounded by the Lachlan and Murray Rivers. It incorporates the areas of the Murrumbidgee Irrigation Area, South West Slopes, Southern Tablelands, Central West, the Riverina and the vast western Riverina plains. The area produces a wide range of agricultural enterprises and is home to the state's richest broadacre belt (wheat, canola etc). The Southern Weekly circulates in a region renowned for its beef and prime lamb production and is home to many of Australia's leading Merino studs, from fine to strong wool. The area also encompasses other agricultural industries, including cotton, rice, orchards, vineyards, pigs and alternate farming. The Southern Weekly is proud of its commitment to rural and regional Australia through coverage of many of the states major agricultural shows and field days and up-to-date issues affecting the rural community.

## DISPLAY / EGN ADVERTISING \* This publication uses a Modular layout

**Modules:** Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
45	92	139	186	233	280	328	374	63	129	194	260

**DEADLINES:** Bookings: 11am 7 working days prior **Material:** 11am 3 working days prior

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

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

**Casual**  
 \$105.67  
 \$116.24

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut Yes** **Publisher Code** WDNN **QuickCut Paper Code** SOUT  
 Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## CLASSIFIED ADVERTISING

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

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.9	161.7	194.5	227.2	260	0	0	0

**DEADLINES:** Bookings 12 noon 3 working days prior **Material** 12 noon 3 working days prior

### RATES:

**Casual Ex GST** \$12.90 **Inc GST** \$14.19  
**Adzuna.com.au Lift Rates** Display **Ex GST** \$15.00 **Inc GST** \$16.50  
 Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

### COLOUR:

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

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>Circulation</b>							
<b>Inserts</b>		42864					

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

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