

# media kit 2017

the western  
**weekender**

Your truly local newspaper

*Proudly independent since 1991*

Local People  
Local Businesses  
Local News

# Penrith's No. 1 newspaper.

**NEWSPAPER OF THE YEAR FINALIST 2013\***

Multiple **SECTIONS** with rich content to engage a wide variety of readers

**POLYBAGGED** for protection and outstanding presentation

The region's biggest on-the-ground **SALES TEAM**

More **COPIES**, more **PAGES**, more stories than any other paper in the region



**25 YEARS** of history in Penrith – we know what makes this place tick

Exclusive **STORIES** from our 24/7 local newsroom

Proud **SUPPORTERS** of the area's leading community organisations

Clean & modern **DESIGN** in an attractive, compact format

Our staff are **PROUD** to live locally

## CONNECT WITH OUR READERS



**DISTRIBUTION**  
**59,133**  
COPIES PER WEEK\*\*\*



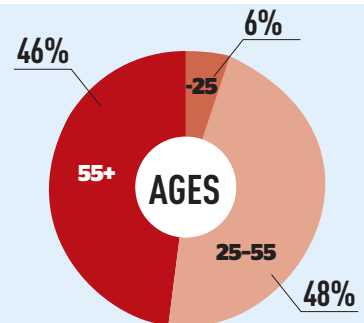
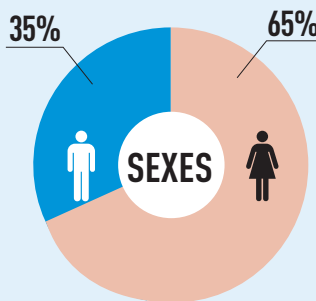
**FACEBOOK**  
**32,000**  
REGULAR FOLLOWERS



**TWITTER**  
**2,200+**  
REGULAR FOLLOWERS

### WE SURVEY OUR READERS REGULARLY

to make certain we are delivering a quality product that remains relevant and informative to them. Based on our research, our content is continuously **enhanced** to suit our readers' preferences, ensuring you are getting the most for your advertising dollar.



## PROFESSIONAL DISTRIBUTION

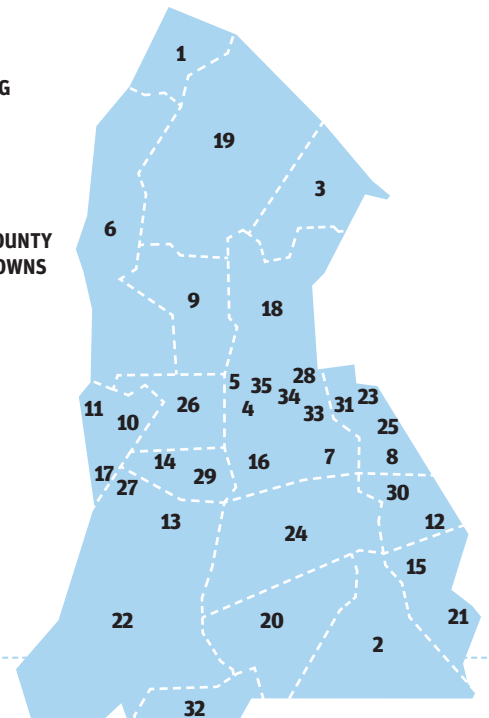
The Western Weekender boasts the biggest distribution number amongst local newspapers in Penrith – delivering

**59,133 COPIES**

to homes and businesses in the Penrith LGA every single week.

We're fully audited by the Circulations Audit Bureau and we're bagged every single week – regardless of the weather!

1. AGNES BANKS
2. BADGERY'S CREEK
3. BERKSHIRE PARK
4. CAMBRIDGE GARDENS
5. CAMBRIDGE PARK
6. CASTLEREAGH
7. CLAREMONT MEADOWS
8. COLYTON
9. CRANEBROOK
10. EMU HEIGHTS
11. EMU PLAINS
12. ERSKINE PARK
13. GLENMORE PARK
14. JAMISONTOWN
15. KEMPS CREEK
16. KINGSWOOD
17. LEONAY
18. LLANDILO
19. LONDONDERRY
20. LUDDENHAM
21. MT VERNON
22. MULGOA
23. NORTH ST MARYS
24. ORCHARD HILLS
25. OXLEY PARK
26. PENRITH
27. REGENTVILLE
28. ROPES CROSSING
29. SOUTH PENRITH
30. ST CLAIR
31. ST MARYS
32. WALLACIA
33. WERRINGTON
34. WERRINGTON COUNTY
35. WERRINGTON DOWNS



\*NEWSPAPER PUBLISHERS ASSOCIATION, Category: Non-daily 25k-90k circulation  
\*\*2013 internal survey \*\*\*CAB audit September 2016

# Client Testimonials

“

The western weekender has been worked fantastically for our business. We know that every week when it comes out that each week it generates a large number of genuine enquiries and they are local to us which is always a bonus. The service provided by the staff at the weekender is also fantastic from the sales to graphic designers nothing is too much trouble.

*Leah - S&L Concrete*

We had the choice of three local papers from which to choose the best fit for the image & service our clients demanded. A number of factors were considered including circulation, quality of local content & connection with the local community & most importantly an innovative approach that had flexibility to adapt when we had a promotion or idea that was unique to our market place. We chose the Western Weekender as it met all of our criteria & had the vision to think outside the square & listen to their clients needs. In my opinion it is by far the best local paper I have seen with a strong local flavour & excellent sporting interest articles.

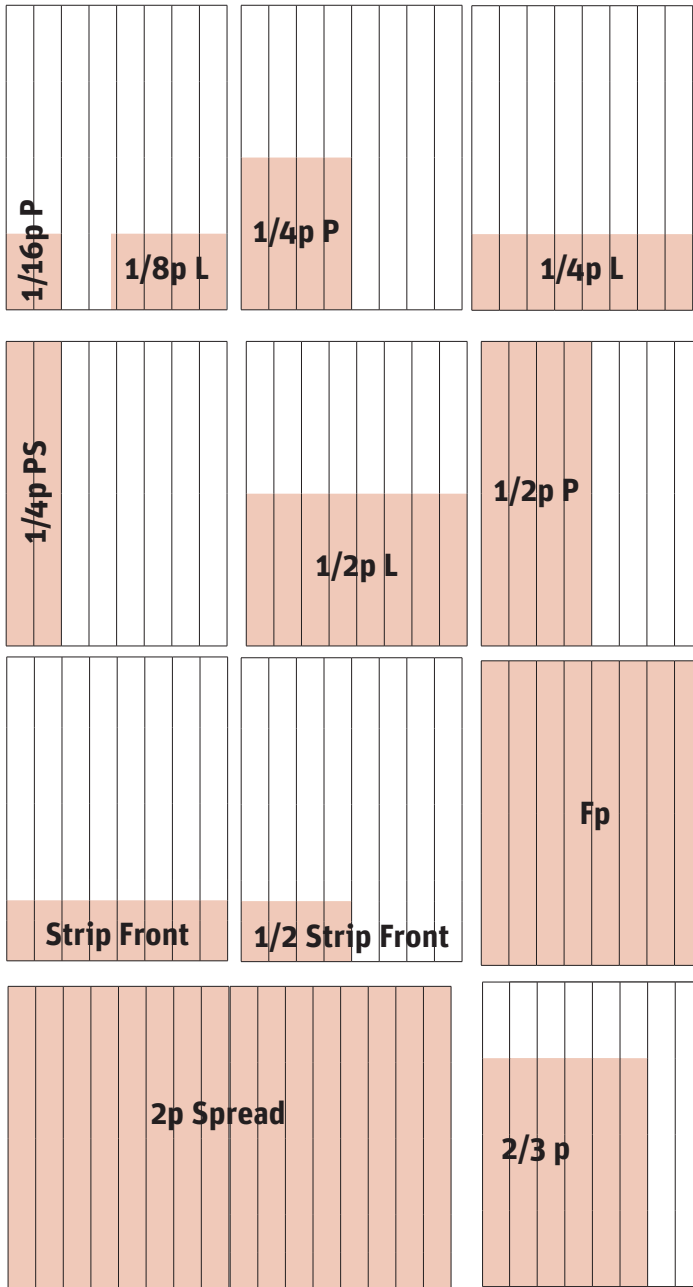
*Darren Latty - PRDnationwide Penrith*

We have achieved excellent results through our marketing endeavours in the Western Weekender over the past five years. The quality and customer service this group provides is always of a very high standard, something we all strive for in business. This quality and service allows us to deliver a professional message to our customer base in the trade area of Penrith and surrounds. We have now grown into a strong retailer precinct with an excellent offer to our customer base, thanks in part to the great contribution of the western weekender and it's staff.

*Kevin James - Penrith Homemaker Centre*

”

# Advertising Rates & Sizes



| Size (mm)  | Rate (\$)  |
|--|------------|
| <b>1/16 Page Portrait</b><br>57Wx80H               | \$146.41   |
| <b>1/8 Page Landscape</b><br>118Wx80H              | \$266.20   |
| <b>1/4 Page Portrait</b><br>118Wx163H              | \$484.00   |
| <b>1/4 Page Landscape</b><br>240Wx80H              | \$484.00   |
| <b>1/4 Page Portrait STRIP</b><br>57Wx330H         | \$484.00   |
| <b>1/2 Page Landscape</b><br>240Wx163H             | \$880.00   |
| <b>1/2 Page BACK Landscape</b><br>265Wx163H        | \$880.00   |
| <b>1/2 Page Portrait</b><br>118Wx330H              | \$880.00   |
| <b>Strip (Front page)</b><br>265Wx60H              | \$968.00   |
| <b>1/2 Strip (Front page)</b><br>130.5Wx60H        | \$532.40   |
| <b>Full Page</b><br>240Wx330H                      | \$1,600.00 |
| <b>2 Page Spread</b><br>505Wx330H<br>(25mm gutter) | \$3,200.00 |
| <b>2/3 Page</b><br>179Wx280H                       | \$1,280.00 |

The rates below are valid from **01.01.2014**

All rates exclude GST  
All advertising is subject to our Advertising Terms & Conditions  
Size = width x height

#### DEADLINES

Booking Deadline - Tuesday 5pm  
Material Deadline - Wednesday 12:00noon

#### SUPPLYING ARTWORK

##### Create your file

- Supply your files at the correct size (see opposite)
- Supply file as CMYK only
- Flatten transparencies and layers
- Supply file as either print-ready PDF files or Adobe Photoshop files (PSD)
- Embed all fonts in the final PDF file

##### Graphics

- Use the [ISONewspaper26v4.icc ICC](#) colour profile in Adobe Photoshop
- Total ink weight limit must not exceed 240% anywhere in your file
- Colour images must be 250dpi at their correct size
- DON'T use low-res images from the internet
- DON'T use images scanned from newspapers and magazines
- Save all images in TIFF or EPS format

##### Text

- Use vector fonts.
- DON'T use raster fonts

when we say we're **local** | **we mean it.**

the western  
**weekender**

Suite 2 / 42-44 Abel St • Jamisontown NSW 2750  
Phone: (02) 4722 2998 Fax: (02) 4731 6255

Call our sales team today on **(02) 4722 2998**

Alternatively, email us at:-

ADVERTISING  
**Karlee Veitch**  
[Karlee.Veitch@westernweekender.com.au](mailto:Karlee.Veitch@westernweekender.com.au)

ARTWORK & PRODUCTION  
**Karlee.Veitch@westernweekender.com.au**