

North West Farmer

Rate Card Information (effective July 1, 2022)

Modular Display Rates

Casual \$40.00 plus GST

	Single edition	12 edition Discount package	Discount
Full Page (T84)	\$900	\$600	(33%)
Half Page (T44)	\$600	\$450	(25%)
1/4 Page (T24)	\$400	\$320	(20%)
1/4 Page (T42)	\$400	\$320	(20%)

Rates exclude 10% GST

N.B. All advertising packages include a print and digital component
(Mrec or Leaderboard)

LOADINGS

Full Colour	25% up to \$300
Spot Colour	10% up to \$100
Front Page (T24)	50%
Back Page (T84)	25%

PUBLISHED:

Monthly (From 3rd Friday each month)

The Guardian - Friday

Sunraysia Daily - Saturday

Gannawarra Times - Tuesday

DEADLINES

Booking: 11am, Thursday week prior to Friday publication

Material: 10am, Wednesday prior to Friday publication

PRINT CIRCULATION AND READERSHIP

The Guardian (Swan Hill)

Average Print Run Friday

4,900

SunraysiaDaily (Mildura)

Average Print Run Saturday

6,500

GANNAWARRA Times (Kerang and Cohuna)

Average Print Run Tuesday

2,061

North West Farmer Total Print Run

13,461

Average Readership

37,690



Classified Advertising Rates and Dimensions

Classified Display Rates (minimum 4cm)

NWF \$14.30 (ex GST) per column centimetre

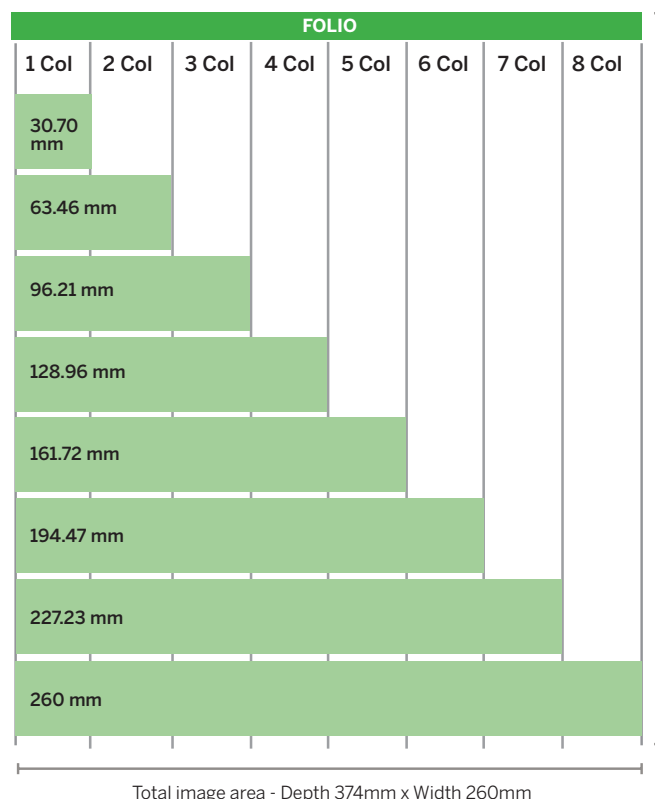
Liftover \$3.00 (ex GST) per column centimetre

Classified Lineage Rates (minimum 5 lines)

NWF \$5.10 (ex GST) per line

Liftover \$0.50 (ex GST) per line

N.B. A fixed digital charge will be added to each classified booking as follows:
Situations Vacant (Employment) advertising: \$4 (plus GST)
Classified Display: \$2 (plus GST) Classified Lineage: \$1 (plus GST)



REPRESENTATION

MELBOURNE, SYDNEY, BRISBANE, ADELAIDE:

Regional Media Connect (via VCPA)

P: (03) 8387 5500

E: dora@regionalmediaconnect.com.au

PERTH:

Hogan Media Services

Unit 1 – 200 Rokeby Road, Subiaco WA 6904

P: (08) 9381 3991

E: john@hoganmedia.com.au

North West Farmer Contact Details:

Swan Hill: Jenna Mobilio

Phone: (03) 5032 2161

Mildura: Greg Herrick

Phone: (03) 5023 0211

Kerang: Greg Miles

Phone: (03) 5452 1733

Address: 54 McCallum Street, Swan Hill

Website: www.northwestfarmer.com.au