

The Leader
The Barossa's Favourite Newspaper

ADVERTISING MEDIA KIT

Effective to June 30, 2026



2024 Winner
- Best newspaper
in Australia



General Information

Since 1918, **The Leader** has connected the community by providing residents with a voice.

Since 1918, *The Leader* has developed a strong and trustworthy brand that provides local businesses, community groups and organisations with an excellent way of communicating their message to over 17,500 highly-engaged readers each edition.

The Leader is by far the best way to achieve highly-targeted advertising in the Barossa and surrounding regions.

Employing over 35 people, The Leader plays a vital role within the community to protect and grow our own local economy, The Leader is trusted, reputable and a proven performer. In 2025, The Leader was awarded best regional newspaper in Australia.

GENERAL MANAGER: Tony Robinson

EDITOR: Mel Siri

DIRECTOR OF ADVERTISING SALES AND MARKETING:

Darren Robinson – darren.robinson@leadernews.net.au

ADVERTISING MANAGER:

Brett Alsop – brett.alsop@leadernews.net.au

COMMERCIAL PRINTING: printing@leaderprint.com.au

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WEBSITE: www.barossaleader.com.au



Quick Guide



As a Barossa family owned & operated newspaper, we're heavily engaged with our community



Published Wednesday morning (weekly) as a paid publication



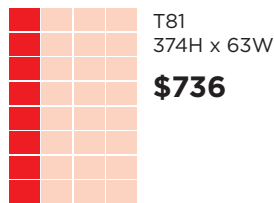
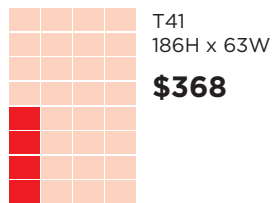
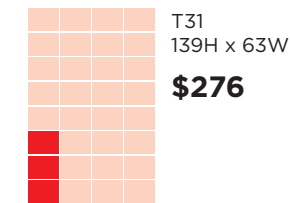
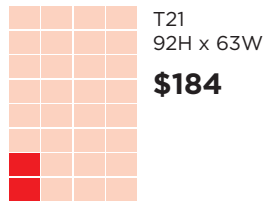
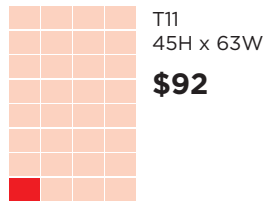
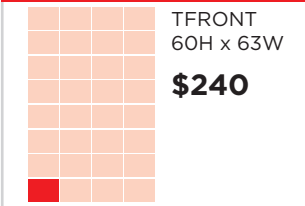
5,250 circulation – readership exceeding 17,500

Covering the entire Barossa Valley region and surrounding districts including Eudunda to the north, Birdwood to the south, Gawler to the west and east to Truro.

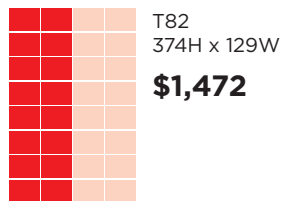
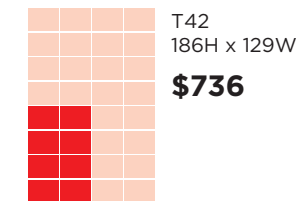
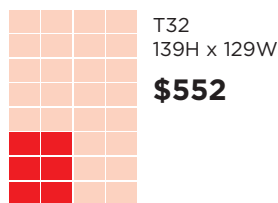
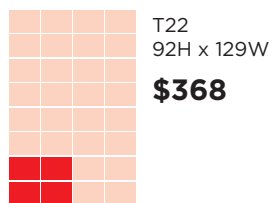
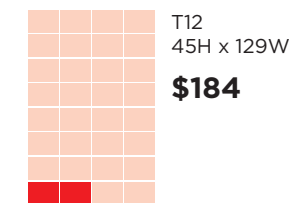
EGN Advertising - Modular Display Sizes

1 MODULE WIDE

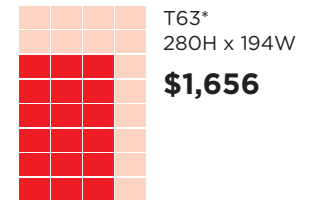
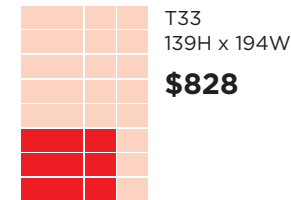
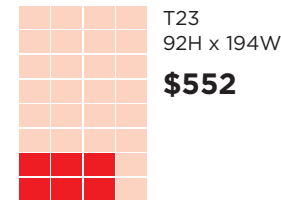
FRONT PAGE



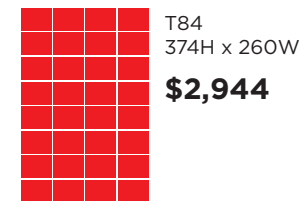
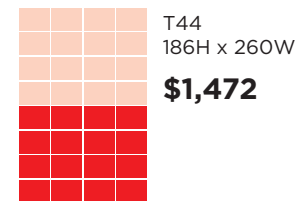
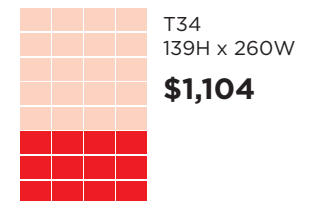
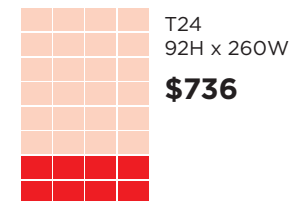
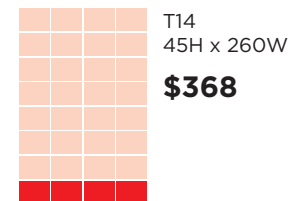
2 MODULE WIDE



3 MODULE WIDE



4 MODULE WIDE



Pre-printed inserts..... 14c + 1c GST = 15c each

COLOUR ADVERTISING RATES

Full colour..... \$550

Spot colour..... \$180

All rates are inclusive of GST.

Advertisement sizes mm high x mm wide.

EGN Advertising booking deadline: Monday 3.30pm

Classified Advertising Rates & Sizes

CASUAL **\$9** per column cm
Classified Advertising deadline: **Tuesday 12.00pm**

CLASSIFIED LINE ADVERTISING

12 words \$16.00 and 10 cents per word thereafter, with minimum of \$16.00.

Posted accounts **\$3.00 fee**

Line spaces **\$1.00**

Attention getter **\$3.00**

Photo **\$15.00**

A-Z BUSINESS DIRECTORY

\$9.00 per single column centimetre

6.3 cm x 3 cm	\$27/week	6.3 cm x 8 cm	\$72/week
6.3 cm x 4 cm	\$36/week	6.3 cm x 10 cm	\$90/week
6.3 cm x 6 cm	\$54/week	6.3 cm x 12 cm	\$108/week

DEADLINES:

A-Z Business Directory **Friday 5 p.m.**
Classified Advertising **Tuesday 12 noon**
EGN Advertising **Monday 3.30 p.m.**

CLASSIFIED DISPLAY ADVERTISING

1 Column
30 mm

2 Columns
63 mm

3 Columns
96 mm

4 Columns
129 mm

5 Columns
162 mm

6 Columns
194 mm

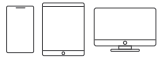
7 Columns
228 mm

8 Columns
260 mm

Digital Display Advertising

MREC (MEDIUM RECTANGLE)

300px W x
250px H



Homepage | Articles (in text)
\$100 per month

STANDARD BANNER

728px W x 210px H



320px W x 92px H



Homepage
\$100 per month

LEADERBOARD

728px W x 90px H



320px W x 50px H



Homepage
\$200 per month

GET NOTICED
where it counts
LOCALLY!

AFFORDABLE
as standalone or as part of
a print/digital campaign



*Advertising is based on a minimum 3 month commitment & subject to availability

Driving results in business today requires best practice print & digital advertising.

To complement the print readership of The Leader, we now offer digital advertising via the website www.barossaleader.com

With premium local content now available across our print and digital platforms, a regular presence for your brand via our local website is a must.

SPECIFICATIONS

Artwork supplied in RGB colour as a high quality JPG, PSD, GIF or TIF at 72ppi.

All static or animated files to be a maximum of 200kb.

Regular Promotions

House and Garden: First Wednesday of each month

Auto Xtra: Second Wednesday of each month

On the Land: Fourth Wednesday of each month

Unfold Barossa: Bi-Annual

Barossa & Light Business & Services Guide: Annual

The Barossa Mag: Quarterly

Building the Barossa & Light: Annual



Our team works hard to achieve the desired results for our valued clients

Daryl Pearce

General Sales Manager,
Steinborner Automotive



“As a local business, Steinborner Automotive have had a long-lasting relationship with The Leader since our dealership first opened in the Barossa. We strongly believe that printed media works for our dealership and have advertised every week without fail for twelve years now! The creative and marketing team are so easy to work with and are always coming up with new and innovative ways of how we can best market our business.”

Guy Draper

Principal,
Homburg Real Estate



“Homburg, as a company, has been proud to be associated with the Leader Newspaper for over 50 years. I personally have had the pleasure of dealing with the team at The Leader for over 25 years and it has been a great, mutually beneficial arrangement for that whole time.”

Mark Battersby

Business Development and Marketing Manager,
Wohlers



“Our connection with the Leader is more than a business transaction, it's a partnership with another family business whom shares our values. With the marketing world becoming so fragmented, The Leader offers us a unique opportunity to connect with the local Barossa community through a medium our customers know and trust. The Leader has offered creative solutions and have always been willing to discuss opportunities that can benefit not only our business but assist the exposure and growth of the Barossa region as a whole. This collaborative approach is only possible because the Leader knows, understands and is genuinely connected to the local community.”



Boost your business awareness through the power of pre-printed catalogues into *The Leader*!

- ✓ **Guaranteed readership.** The Leader enjoys a huge weekly print readership exceeding 17,500. That's 17,500 potential customers who are ready to learn more about your business.
- ✓ **Save money.** You're only required to print the amount required to cover our circulation area. With no wasted circulation, why spend your \$\$ printing more.
- ✓ **Higher engagement.** Readers purchase The Leader each week with the view of spending the time reading what's inside.
- ✓ **Premium types - local audience.** Locals love to support local business. Our readership has a deep connection with the community. Your business can leverage this and enjoy long-term customer retention.
- ✓ **Importantly, You can rely on us.** We take great pride in getting your important catalogue into the market, on time, every time.

Don't risk your catalogue getting lost in the letterbox. By inserting your catalogue into The Leader newspaper, your insert will be driven into thousands of homes. Insert with us and watch your sales grow!

For catalogues exceeding 16 pages, alternate products or general enquiries please contact our office on 8564 2035 or leader@barossaleader.com.au



Delivery Time:
One week prior to
publication date



Booking Deadline:
Four weeks prior to
publication date



Charge:
14 cents + 1 cent GST
= 15 cents per insert



Minimum Quantity:
4,500 (This amount covers
our Primary Circulation Zone
including Nuriootpa, Tanunda,
Angaston and Greenock).

Price based on catalogue up to 16 pages.

Our numbers stack up

49



**minutes
per person**

is the average time
spent reading
The Leader each week



88%

weekly readership
within our primary circulation zone



We've helped to build the
local community **since 1918**

The Leader

is independently operated & family owned

your guarantee

our total page count
is usually more than
double that of our
nearest competitor



5 statements



to describe **The Leader:**

Most aligned to local needs
Most reputable and trustworthy
High quality
The Barossa's favourite newspaper
My preferred newspaper
**...all statements are recorded
by a significant margin**

2012 independent survey conducted
by Square Holes Pty. Ltd.



WINNER!

The Leader was awarded
**best newspaper in
South Australia
in 2022 and 2023**

at the Country Press awards
together with best newspaper
in Australia in 2024