



## KIMBERLEY

- The Kimberley Echo is now the only print publication distributed to the Kimberley region
- Some of the most spectacular and isolated country in the world and Australia's largest producing diamond mine
- 3040km north-east of Perth

# THE KIMBERLEY ECHO

**PUBLISHED:** Thursday  
**DISTRIBUTION:** Paid Sales  
**CIRCULATION:** 1496<sup>^</sup>  
**READERSHIP:** 5400\*



<sup>^</sup> ABC Audit (Dec 2015) \*emma\* (Mar 2016)

### REGION COVERED

Argyle, Broome, Derby, Fitzroy Crossing, Halls Creek, Kununurra, Wyndham.

### REGULAR FEATURES

- West East Kimberley
- Fishing and Tackle Book



### DISPLAY ADVERTISING RATE

Size	Cost - GST Exl	Cost - GST Inc
Casual	8.35 per col. cm	9.18
1500cm	7.93	8.73
2500cm	7.52	8.27
5000cm	7.10	7.81
10,000cm	6.68	7.35
20,000cm	6.26	6.89

### LOADINGS

Colour	40%	Page 7	30%
Page 1	100%	Page 9	30%
Page 2	75%	Back page	75%
Page 3	75%	EGN	15%
Page 4	20%	RHP	20%
Page 5	50%	Specified	15%
Page 6	15%	Other	15%

### DEADLINES

	Bookings	Complete Ad Copy
General Display	12pm Thursday	12pm Friday
Classified Display	12pm Friday	12pm Friday
Classified Lineage	12pm Friday	12pm Friday

### EMPLOYMENT CLASSIFIED

	GST Exl	GST Inc	
Display	11.94	13.14	per col. cm

### CLASSIFIED ADVERTISING

Lineage	<b>16.84</b>	<b>18.53</b>	<b>1st 3 Lines</b>
	3.78	4.15	thereafter
Display	11.04	12.14	per col. cm

### INSERTS

Day	Average Print Run	Cost per 1000	
		GST Exl	GST Inc
Thursday	1700	230.17	253.19



ENQUIRIES: P: 08 9482 9700

ADVERTISING BOOKINGS: westregionalsales@wanews.com.au

ADVERTISING COPY: wrscopy@wanews.com.au