

KALGOORLIE

- Kalgoorlie is Australia's largest producer of gold and Australia's largest outback city
- 600km east of Perth



KALGOORLIE MINER

PUBLISHED: Monday to Saturday

DISTRIBUTION: Paid Sales

CIRCULATION:
Monday - Friday 3341[^]
Saturday 17,000[^]

READERSHIP:
Monday - Friday 5790*
Saturday 18,000*



[^] ABC Audit (Dec 2015) *emma* (Dec 2016)

REGION COVERED

Kalgoorlie, Boulder, Leonora, Laverton, Kambalda, Leinster, Menzies, Coolgardie, Norseman, Esperance, Bruce Rock, Ravensthorpe.



REGULAR FEATURES

- Regional Lifestyle Magazine
- The Great Golden Gift Guide
- Celebration of Mining
- Diggers & Dealers
- Race Rounds
- St Barbara's Festival
- Building & Renovating

DISPLAY ADVERTISING RATE – MONDAY- FRIDAY

Size	Cost - GST Exl	Cost - GST Inc
Casual	7.85 per col. cm	8.63
1500cm	7.46	8.20
2500cm	7.07	7.77
5000cm	6.67	7.34
10,000cm	6.28	6.91
20,000cm	5.89	6.48

DISPLAY ADVERTISING RATE – SATURDAY

Size	Cost	Inc GST
Casual	8.30 per col. cm	9.13
1500cm	7.89	8.67
2500cm	7.47	8.22
5000cm	7.06	7.76
10,000cm	6.64	7.30
20,000cm	6.23	6.85

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 3 days prior	10am 1 day prior
Classified Display	10am 1 day prior	10am 1 day prior
Classified Lineage	10am 1 day prior	10am 1 day prior
Real Estate Liftout	12pm Tuesday	4pm Wednesday

EMPLOYMENT CLASSIFIED – MONDAY - SATURDAY

	GST Exl	GST Inc	
Display	9.61	10.57	per col. cm

CLASSIFIED ADVERTISING – MONDAY - SATURDAY

Lineage	17.07	18.78	1st 3 Lines
	5.70	6.27	thereafter
Display	9.61	10.57	per col. cm

INSERTS – TUESDAY- SATURDAY

Day	Average Print Run	Cost per 1000	
		GST Exl	GST Inc
Tue - Fri	4200	134.84	148.32
Friday	6650	142.33	156.56

ENQUIRIES: P: 08 9482 9700

ADVERTISING BOOKINGS: westregionalsales@wanews.com.au

ADVERTISING COPY: wrscopy@wanews.com.au