



MIDWEST

- The economy of the Midwest region is dominated by the mining of gold, nickel and other mineral resources and has the highest value fishing industry in WA
- 424km north of Perth

MIDWEST TIMES (INCORPORATING NORTHERN GUARDIAN)



PUBLISHED: Wednesday
DISTRIBUTION: Delivered free in distribution area
CIRCULATION: 21,306'
READERSHIP: 24,000*



REGION COVERED
 Abrolhos Islands, Carnamah, Carnarvon, Cue, Dandaragan, Denham, Dongara, Eneabba, Geraldton, Greenough, Jurien, Kalbarri, Latham, Meekatharra, Mingenev, Morawa, Mt Magnet, Mullewa, Murchison, Northampton, Perenjori, Shark Bay, Three Springs, Useless Loop, Yalgoo.

- REGULAR FEATURES**
- Ocean Drive Magazine
 - The Local Christmas Gift Guide

DISPLAY ADVERTISING RATE

Size	Cost - GST Exl	Cost - GST Inc
Casual	8.87 per col. cm	9.75
1500cm	8.43	9.27
2500cm	7.98	8.78
5000cm	7.54	8.29
10,000cm	7.10	7.81
20,000cm	6.65	7.32

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	3pm Thursday	3pm Friday
Classified Display	4pm Monday	4pm Monday
Classified Lineage	9am Tuesday	9am Tuesday

EMPLOYMENT CLASSIFIED

	GST Exl	GST Inc	
Display	11.49	12.64	per col. cm

CLASSIFIED ADVERTISING

Lineage	12.13	13.34	1st 3 Lines
	6.67	7.34	thereafter
Display	11.28	12.41	per col. cm

INSERTS

Day	Average Print Run	Cost per 1000	
		GST Exl	GST Inc
Wednesday	22,000	123.60	135.96



*a CAB Audit (Mar 2016) *Publisher's Statement March 2016)

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