



Readership and distribution

110,000 copies of *Regional Lifestyle* are printed and distributed in 15 of the best-read regional newspapers throughout WA.

With a potential audience of over 160,000 readers for every *Regional Lifestyle* edition, you can reach every corner of WA – the tourist hotspots in the Kimberley, through to the resources-rich Pilbara and Midwest regions, the fast-growing South West and Great Southern and the booming Kalgoorlie region.

Among regular readers, regional newspapers are the number one media for:

- Prompting readers to visit the website of a product / business for more information*
- Readers enquiring about a product or service from advertising*
- Readers retaining advertising and information for future reference*

Quality editorial representing life in regional WA

Regional people share a special connection with their local newspaper, as well as their communities, which makes regional press advertising such a powerful medium.

22% of WA's population live in regional WA (Plus FIFO workers)

Printed and distributed in these 14 titles:

- Albany Advertiser
- Broome Advertiser
- Augusta Margaret River Times
- Busselton Dunsborough Times
- Bunbury South Western Times
- Countryman
- Geraldton Guardian
- Great Southern Herald
- Harvey Waroona Reporter
- Kalgoorlie Miner
- Manjimup Bridgetown Times
- Narrogin Observer
- North West Telegraph
- Pilbara News

Advertising rates and specs

Ask about preferred positioning and section sponsorship. For maximum exposure check availability on the back page and page 2 and 3 double-page spread.

Size	Type Area (HxW)	Bleed Size	Rates inc GST
Double Page	292mm x 482mm	330mm x 520mm*	\$8725
Full Page	292mm x 227mm	330mm x 265mm*	\$4500
Half Page Horizontal	144mm x 227mm	168mm x 265mm*	\$2450
Half Page Vertical	292mm x 112mm	330mm x 135mm**	\$2450
Third Page Horizontal	100mm x 227mm	124mm x 265mm*	\$1585
Third Page Vertical	292mm x 73mm	330mm x 100mm**	\$1585
Quarter Page	144mm x 112mm	N/A	\$1235
Quarter Page Strip	80mm x 227mm	104mm x 265mm	\$1235
1/8th Page	80mm x 112mm	N/A	\$660

Complete advertising copy

Materials must be supplied as a high resolution PDF VERSION 1.3 ONLY, in CMYK and cropped to size.

Please ask your representative for complete PDF specs before dispatch.

Copy to be sent via Quickcut or emailed to: wrsocopy@wanews.com.au.