



Yandhai Nepean Crossing

the western  
**weekender**

[westernweekender.com.au](http://westernweekender.com.au)

## Penrith's BEST Newspaper

▼ **HUNDREDS** of pick-up locations across the Penrith Local Government Area

▼ **More COPIES, more PAGES, more STORIES** than any other paper in the region

▼ **Truly INDEPENDENT** paper servicing Penrith for over 30 years



▼ **Multiple SECTIONS** with rich content to engage a wide variety of readers

▼ **Proud SUPPORTERS** of the area's leading community organisations

▼ **Strong DIGITAL** and Social Media engagement

### Why choose the Western Weekender

- Strong return on investment for advertisers
- We're locally and independently owned
- Affordable marketing solutions for your business
- Supporting us supports local journalism and local jobs
- We offer unrivalled access to Penrith locals
- We know Penrith better than any other marketing platform

### Features

The Western Weekender regularly runs special features which are targeted advertising opportunities which can be perfect for turning our readers into your customers.

Examples include:

- Rugby League Tipping Competitions
- Melbourne Cup
- Mother's Day
- Valentine's Day
- Motoring and many more

Call our sales team today on (02) 4722 2998

Alternatively, email us at: [sales@westernweekender.com.au](mailto:sales@westernweekender.com.au)



# the western **weekender**

## Digital Offering

The Western Weekender provides a genuine digital marketing solution for local businesses aimed at delivering the benefits of local advertising with the unique reach of the ever-changing digital platform.

### Stats

 Facebook 80,000+

 Subscribers: 20,000+

 Twitter: 4,500+

 Instagram: 7,500+

 Average monthly unique web views: 180,000+

## Western Sydney's digital media leader

Advertising with The Western Weekender gives you access to traditional website banner advertising, video content and social media promotion. A truly comprehensive online presence without the cost of some national media outlets.

**Contact us today on**

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(02) 4722 2998 | [westernweekender.com.au](http://westernweekender.com.au)

# OUR REACH

The Western Weekender covers the Penrith Local Government Area.

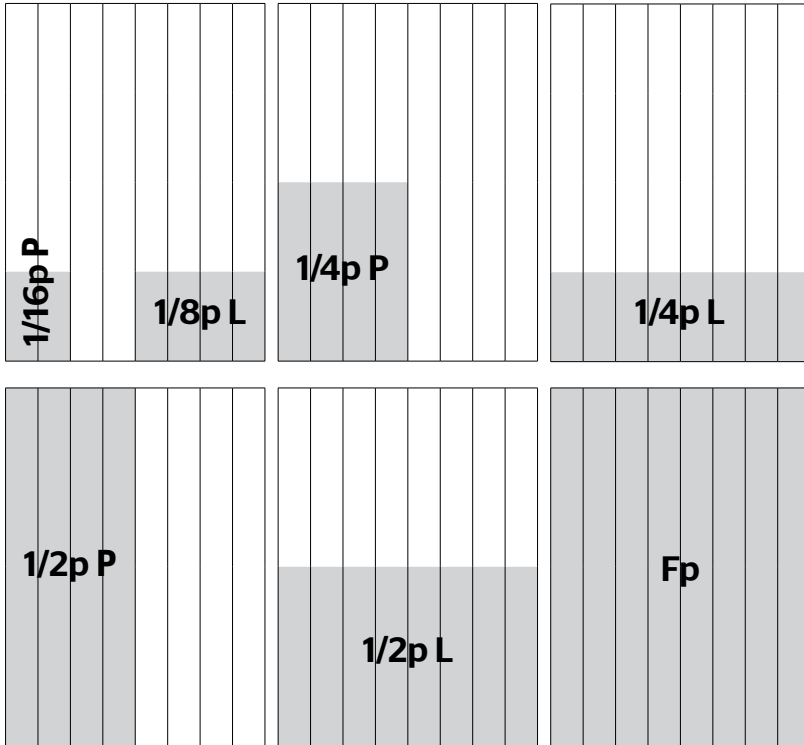
Our hard copy print edition is available for public pick-up from hundreds of locations across the city, ranging from clubs and pubs to supermarkets, takeaway shops, chemists and more. We offer targeted, effective delivery to readers.

Our Digital Print Replica Edition goes to tens of thousands of subscribers each week, while the latest editions are also sent directly to our followers across social media, and are available on our website.

## Suburbs in our coverage area

- Agnes Bank
- Badgerys Creek
- Berkshire Park
- Caddens
- Cambridge Gardens
- Cambridge Park
- Castlereagh
- Claremont Meadows
- Colyton
- Cranebrook
- Emu Heights
- Emu Plains
- Erskine Park
- Glenmore Park
- Jamisontown
- Jordan Springs
- Kemps Creek
- Kingswood
- Kingswood Park
- Leonay
- Llandilo
- Londonderry
- Luddenham
- Mt Vernon
- Mulgoa
- North St Marys
- Orchard Hills
- Oxley Park
- Penrith
- Regentville
- St Clair
- St Marys
- South Penrith
- Wallacia
- Werrington
- Werrington County

# ADVERTISING SPECS AND RATES



Size (mm)	Pricing
1/16 Page Portrait 61.75W x 87.375H	<b>\$144</b> (ex GST)
1/8w Page Landscape 127.5W x 87.375H	<b>\$350</b> (ex GST)
1/4 Page Portrait 127.5W x 178.25H	<b>\$500</b> (ex GST)
1/4 Page Landscape 259W x 87.375H	<b>\$500</b> (ex GST)
1/2 Page Portrait 127.5W x 360H	<b>\$900</b> (ex GST)
1/2 Page Landscape 259W x 178.25H	<b>\$900</b> (ex GST)
Full Page 259W x 360H	<b>\$1,600</b> (ex GST)

## SUPPLYING ARTWORK

- Supply file as CMYK only

- **Flatten/merge transparencies and layers**

Please supply artwork with layers merged to minimise the chance of errors. Unflattened artwork may result in objects disappearing from the ad or elements of the artwork being incorrectly displayed in the final publication.

- Supply file as print-ready PDF files
- Embed all fonts in the final PDF file

### Graphics

- Total ink weight limit must not exceed 240% anywhere in your file
- Colour images must be 250dpi at their correct size
- **DO NOT** use low-res or scanned images
- Save all images in TIFF or EPS format

### Text

- Use vector fonts. **DO NOT** use raster fonts

# CONNECTING THE COMMUNITY



western sydney  
PUBLISHING GROUP



the western  
**weekender**

**parra news**

The Blue Mountains **Record**

**Bradfield Bulletin**

**Contact us today on**

[sales@westernweekender.com.au](mailto:sales@westernweekender.com.au)

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[corporate.westernweekender.com.au](http://corporate.westernweekender.com.au)

We look forward to  
working with you