



the western

Weekender

Friday, February 2, 2024

www.westernweekender.com.au

Free

LOCAL BREWERY TOPS PRESTIGIOUS BEER LIST AGAIN

PENRITH'S #1 NEWSPAPER

INSIDE

The latest real estate and so much more. Starts page 47



BACK-TO-BACK

ICONIC AUSSIE RETAILER ON BRINK OF COLLAPSE

TROY DODDS

Their TV commercials are iconic - a vacuum taking on a bowling ball and winning - but Godfreys is at risk of being sucked into history after entering voluntary administration this week.

The future of its two Penrith

stores, including its long-time Nepean Village location, is in serious doubt with 54 of its 141 outlets to close almost immediately. Administrators did not immediately confirm which stores would close. They will attempt to keep other stores open and restructure the business, ultimately

preparing it for a potential sale. "While the decision to approach administrators was difficult, it was made with the best interests of Godfreys' employees, customers and broader stakeholders in mind," said Godfreys Director, Grant Hancock.

Fullstory.com

the western
weekender

AN INDEPENDENT PUBLICATION STEEPED IN HISTORY

Launched in 1991, The Western Weekender has been the heartbeat of the Penrith community for **more than 30 years**.

Across print and digital, the Weekender has a loyal and dedicated readership and offers an extraordinary reach for advertisers.

Today, it stands as the only weekly print publication in Penrith, and as the region's number one media brand.

The Weekender provides a mix of up-to-date and breaking news, community stories, lifestyle columns and features, business stories, auto content, sports stories and much, much more. All of this across respected print and digital assets.

For advertisers, the Weekender provides unrivalled access to the Penrith community.

The Weekender is proudly independent, retaining such an ownership structure since the day it was launched. It is locally owned right here in the Penrith community.

We have been there for Penrith's biggest moments. Its achievements, its heartbreaks, its extraordinary growth.

**We are Penrith's local paper.
And when we say we're local, we mean it.**



PENRITH

A UNIQUE CITY AT THE FOOT OF THE BLUE MOUNTAINS

Penrith is more than you think

Located 45 minutes from the Sydney CBD, Penrith has emerged as one of the key population centres of Sydney.

With the Western Sydney International Airport due to open on its doorstep in 2026, Penrith's importance as an airport city, with extensive population growth and tourism attraction, has grown immensely in recent times.

Penrith sits at the foothills of the Blue Mountains.

It mixes all the benefits of a big city, including major shopping destinations, restaurants and activities, while retaining a rural charm that appeals to many of its long-term residents.

With a population of more than 215,000, the Penrith Local Government Area features 36 suburbs spanning 404 square kilometres.

34.9% of residents are under 25 years old, 42.1% are between 25

and 54 years old, and 23% are over 55 years old.

There is an average of 2.9 people per household. The median household income for Penrith City is \$1,655 per week.

Penrith people love to spend in their own city and support local businesses, but locals aren't afraid of travel either, with many commuting to the city or elsewhere in Sydney for work or leisure.

HIGHLY ACCESSIBLE BULK DROP DELIVERY

The Western Weekender's print edition is delivered to highly accessible bulk drop locations across the Penrith Local Government Area.

There are hundreds of pick-up spots across the Penrith region, ranging from clubs and service stations to supermarkets and takeaway shops.

From high profile pick-up locations like Westfield Penrith, Penrith Library and Coles and Woolworths supermarkets, through to smaller community shops and businesses, we've got everyone covered.

We monitor pick-up points regularly.

The Weekender print edition is also produced in digital replica format each week, and sent to more than 25,000 direct subscribers.

In addition, the digital replica edition is posted on our website, social media channels and other community social media channels.

The Weekender also offers a paid subscription for those wishing to receive the paper direct to their doorstep. We also regularly distribute at events and festivals.

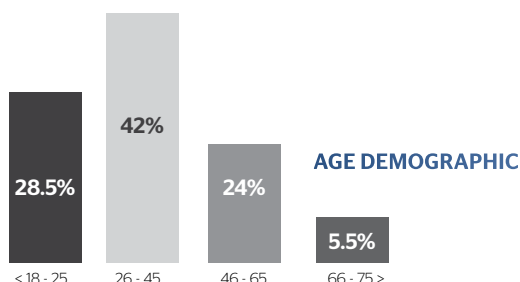
The Weekender print edition has an estimated readership of more than 35,000 each week.



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

OUR READERS

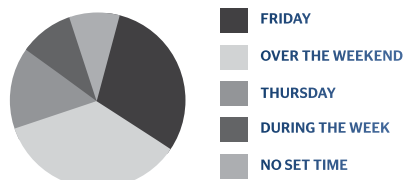


AGE DEMOGRAPHIC

84%

PURCHASED A PRODUCT OR
UTILISED A SERVICE AFTER
SEEING IT ADVERTISED IN THE
WEEKENDER

MOST LIKELY TO READ THE WEEKENDER...



*DATA FROM A WEEKENDER READERSHIP SURVEY, 2020

38%

READERS WITH
CHILDREN
UNDER 18

Our Readership & Reach - Digital Products



Facebook

The Weekender has built a strong local following on Facebook.

85,000+



Instagram

We engage with readers through Instagram posts and stories.

10,500+



X

Formerly Twitter, we've had a long-standing follower base on X.

5,000+



TikTok

We love having fun on TikTok, and getting the word out on local attractions and eateries.

Huge reach!



Website

The Weekender website is a news powerhouse in the Penrith community.

200,000+
monthly page views



Newsletter

We release two separate newsletters to subscribers each week.

25,000+

HUGE REACH ON OUR WEBSITE AND EDM

The Western Weekender website has become a news powerhouse in the Penrith community, engaging both our traditional print audience in addition to a new, younger audience.

The Weekender website regularly attracts more than **200,000 page views every month**.

The website features an array of up-to-date local news and sport, keeping Penrith residents and former locals informed of what's happening where they live, work and play.

We regularly break major stories online, and the website is also a hub for the community with what's on guides, business directories and travel content.

Alongside our website, the Weekender has two EDMs released weekly to subscribers, featuring a digital replica of our print edition (Thursdays) as well as breaking news and must-read local content (Tuesdays). These newsletters have more than **25,000 subscribers**.

USING THE POWER OF SOCIAL MEDIA

From Facebook to Instagram, X and TikTok, The Western Weekender has always been at the forefront of using social media to connect with our local community.

And we regularly partner with advertisers to share content across our socials.

In addition to the traditional social media platforms, the Weekender also engages with audiences across WhatsApp, Mastadon, Threads and other growing social outlets.

The Weekender has unrivalled access to locals via social media, with extensive user engagement and profiles that have earned the organisation respect across the Penrith community for its ability to break news and inform local residents.

Talk to us today about how we can work together to use the power of the Weekender's social media presence to boost your business. We have a range of options available.

PENRITH'S RUGBY LEAGUE LEADER



Since 1991, The Western Weekender has positioned itself as the rugby league leader in Penrith.

We've been there for five NRL Premierships, and the biggest moments in the history of the Panthers.

Each week during the NRL season, the Weekender produces its Extra Time lift-out, featuring feature stories, exclusive interviews, analysis, posters, tipping competitions and so much more.

As an advertiser, there's no doubt connecting with our rugby league audience can be huge for your business. And you can do so in a variety of ways, including:

- Season-long packages incorporating advertising and corporate tickets to matches at BlueBet Stadium
- Sponsorship of weekly player posters
- Take part in our Celebrity Tipping competition
- Traditional display advertising.

Prices available on application.





RELAX AND UNWIND WITH OUR HOME & LIFESTYLE SUPPLEMENT

Sometimes, you just want a break from the hard news and speed of the information cycle.

Enter the Weekender's Home & Lifestyle supplement.

Designed as a relaxing weekend read, Home & Lifestyle is split into three separate sections, including:

- **Western Property.** Features real estate content, including our Buy of the Week, feature stories and the latest real estate listings from Penrith's leading agents.
- **The Experts.** Features an array of lifestyle and expert columns, including everything from health and finance to technology and pet care.
- **Relax & Unwind.** Featuring horoscopes, travel content and our popular puzzles and brain benders.

Advertisers love Home & Lifestyle because it's a section with high engagement where readers' attention is held for longer.

From traditional display advertising to becoming an 'expert' or sponsoring a particular section, there's numerous opportunities for advertisers to become involved with our Home & Lifestyle supplement.



IN THE SPOTLIGHT: BE UP IN LIGHTS!

One of our most popular features every week, In The Spotlight allows your business to be up in lights!

This affordable package includes a half page advertisement, with a half page advertorial above it.

Plus the advertorial will be featured on the Sponsored Content section of the Weekender website, and shared on social media.

The sponsored content can be supplied, or written by one of our experienced journalists to get the right message out there.

In The Spotlight is a fantastic way to introduce a new business to the Penrith community, or announce major news or changes.

It's a great way to build respect and brand awareness for your business in Penrith.

Plus, your sales executive will deliver a framed copy of your In The Spotlight feature, which can be presented at your office.

Price:
\$1100 + GST



SPONSOR OUR CROSSWORDS!

Our crosswords and puzzles are extremely popular with readers.

In fact, it's some of our most highly engaged with content.

We run crosswords, word searches and other fun puzzles every single week across multiple pages in our print edition.

And with so many eyeballs on these pages, it's the perfect place to promote your business or services to our readers.

Your business can become a sponsor of our puzzle pages.

Featuring exclusive branding, your brand will own our puzzles pages, and we can even create fun puzzles that relate to your business.

This is the perfect way to promote your brand to a highly engaged section of our readership.

Price:
\$200 + GST
per week



BECOME A SPONSOR OF OUR TV GUIDE

When it comes to high level reader engagement, you can't go past a TV Guide.

The Weekender re-introduced a TV Guide several years ago following high demand from readers.

With many older readers not subscribed to streaming services and relying on traditional television, it's important they have an up-to-date guide for their week's viewings.

Our TV Guide features all the free-to-air channels, and readers hold on to it for an entire week, which means brand engagement with advertisers is extremely high.

Plus, we run a regular Chatter on the Box TV column to complement our TV Guide.

Your business can sponsor our TV Guide with exclusive branding, delivering important messages to readers that have repeat views through the week.

Sign up today!

Price:
\$500 + GST
per week



BECOME A WEEKENDER EXPERT COLUMNIST

Are you trying to increase your respect as an expert in your chosen field?

We run a range of expert columns every week, featuring topics such as health, pets and technology.

Here's your opportunity to promote your business while also being held up as an expert in your field.

Sign up today for a package that incorporates a traditional display ad as well as a weekly column.

The column will be featured in our print edition as well

as permanently featured on our website in our 'Experts' section.

There's a minimum 12 week commitment, allowing you to share your views and expertise on a range of issues associated with your chosen topic. Many of our experts have been writing with us for years.

Price:
\$500 + GST
per week





SO MANY OPPORTUNITIES ACROSS DIGITAL PLATFORMS

Promote your brand through our digital assets

Website

Traditional display advertising available through MRECs and banners. Sponsored content opportunities also available. Plus, get yourself a Business Directory listing. Ask your sales rep for a discount code today!

Newsletter

Traditional display advertising available as well as sponsored content and elements such as event promotion and business profiles.

Facebook

Sponsored posts available on our Facebook account.

Instagram

Sponsored posts available on our Instagram account, as well as sponsored reels and stories.

TikTok

Partner with us to produce a TikTok video for your business, promoted on our account and packaged for re-use on your own account.

X

Sponsored posts available on our X account.

Threads

Sponsored posts available on our Threads account.

Podcasts

'Live reads' available on our podcasts, including our 'On The Record' interview podcast and our 'Tension's Running High' Panthers podcast. Plus talk to us about fully sponsored podcasts.

TABLOID PAPER SIZES & PRICES

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
THE WESTERN WEEKENDER		
Eighth Page	127.5mm W x 87.375mm H	\$350 + GST
Quarter Page Portrait	127.5mm W x 178.25mm H	\$500 + GST
Quarter Page Landscape	259mm W x 87.375mm H	\$500 + GST
Half Page Landscape	259mm W x 178.25mm H	\$900 + GST
Half Page Portrait	127.5mm W x 360mm H	\$900 + GST
Full Page	259mm W x 360mm H	\$1600 + GST
Front Strip Full	259mm W x 59mm H	\$1200 + GST
Front Strip Half	127.5mm W x 59mm H	\$800 + GST
Double Page Spread	548mm W x 360mm H	\$3000 + GST
Front Ear Top Right Ad	61.75mm W x 44.097mm H	\$450 + GST
Back Ear Top Right Ad	61.75mm W X 30mm H	\$300 + GST
Back page Quarter Landscape	259mm W x 87.375mm H	\$1200 + GST
Back page Full	259mm W x 375mm H	\$2000 + GST
In The Spotlight Package		\$1100 + GST

BUSINESS DIRECTORY TRADE SIZES & PRICES

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
THE WESTERN WEEKENDER		
3 x 2 Trade Ad	61.75mm W x 30mm H	\$90 + GST
4 x 2 Trade Ad	61.75mm W x 40mm H	\$120 + GST
5 x 2 Trade Ad	61.75mm W x 50mm H	\$150 + GST
6 x 2 Trade Ad	61.75mm W x 60mm H	\$180 + GST
7 x 2 Trade Ad	61.75mm W x 70mm H	\$210 + GST
8 x 2 Trade Ad	61.75mm W x 80mm H	\$240 + GST
9 x 2 Trade Ad	61.75mm W x 90mm H	\$270 + GST
10 x 2 Trade Ad	61.75mm W x 100mm H	\$300 + GST
14.5 x 2 Trade Ad	61.75mm W x 145mm H	\$350 + GST
6 x 4 Trade Ad	127.5mm W x 60mm H	\$360 + GST
14.5 x 4 Trade Ad	127.5mm W x 145mm H	\$480 + GST
8.5 x 8 Trade Ad	259mm W x 85mm H	\$480 + GST
14.5 x 8 Trade Ad	259mm W x 145mm H	\$800 + GST

SPECIAL FEATURE SIZES AND PRICES

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
THE WESTERN WEEKENDER		
Gloss Wrap	Details on application	\$2500 + GST per page (Minimum 4)
Newsprint Wrap	Details on application	\$1600 + GST per page (Minimum 4)
Eight Page Centre Pull-Out	Details on application	\$1000 + GST per page
Insert	Details on application	\$150 + GST per 1000 (Minimum 5000)
Special Feature Ads	Details on application	Varies based on feature

AD SIZES & PRICES PRINT

Prices & Sizes – Digital

SOCIAL MEDIA PLATFORM	AD SIZE (PIXELS)	PRICING
FACEBOOK		
Facebook Post	1080w x 1080H px	\$400 + GST
Facebook Story	1080W x 1920H px	\$400 + GST
INSTAGRAM		
Instagram Post	1080w x 1080H px	\$300 + GST
Instagram Story	1080W x 1920H px	\$300 + GST
TIKTOK AND INSTAGRAM VIDEO		
Posted and created	1080W x 1920H px (filmed portrait)	\$1000 + GST
Posted only (video supplied)	1080W x 1920H px (filmed portrait)	\$500 + GST
X		
X Post	1600W x 900H px	\$200 + GST
THREADS		
Threads Post	1080w x 1080H px	\$200 + GST
THE LOT! POST ON ALL SOCIALS		
Same post across all socials	As supplied	\$1000 + GST

WEBSITE

AD TYPE	AD SIZE (PIXELS)	PRICING
Full Background Ad	2x 626w x 800H px	\$2000 + GST per day
Leaderboard Ad	728W x 90H px	\$500 + GST per week
Banner Ad (front page only)	728w x 90H px	\$350 + GST per week
MREC Display Ad	300W x 250H px	\$350 + GST per week
Business Directory	N/A	Book at westernweekender.com.au
Sponsored Content	N/A	\$500 + GST

PODCAST

AD TYPE	AD SIZE (PIXELS)	PRICING
Podcast Mention	30 seconds per mention	\$50 + GST per mention
Podcast Major Sponsor	3 x 30 second ads plus naming rights and branding.	\$300 + GST per podcast
Fully branded & produced podcast for your business	N/A	\$1500 + GST per podcast includes hosting and production

NEWSLETTER

EDM	AD SIZE (PIXELS)	PRICING
WEEKENDER DIGITAL EDITION		
Leaderboard Banner Ad	728w x 90H px	\$800 + GST
Email Display Advertisement	690W x 460H px	\$500 + GST
Mentioned in Subject Line	N/A	\$300 + GST extra
MID-WEEK NEWS BRIEF		
Sponsored Content	N/A	\$500 + GST
Leaderboard Banner	728w x 90H px	\$800 + GST
Email Display Advertisement	690W x 460H px	\$500 + GST
Business In Focus	300W x 250H px	\$250 + GST
Must Do This Weekend	N/A	\$150 + GST
Mentioned in Subject Line	N/A	\$300 + GST extra

AD SIZES & PRICES DIGITAL

SPORT

Penrith's #1 NRL Coverage - Extra Time - see centre pull-out



GOLDEN TRIPLE



NATHAN TAYLOR

Penrith's Jessica Fox completed her final major event before the Paris Olympic Games in style, becoming the first paddler in history to win three gold medals at an ICF Canoe Slalom World Cup.

The history-making golden run

happened in Krakow, Poland, where the 30-year-old was contesting the women's C1, K1 and Kayak Cross last weekend.

After winning both the Canoe and Kayak events earlier in the meet, Fox collected her 50th individual World Cup gold medal before notching up her 51st in the Kayak Cross.

After flying through the quali-

fication rounds, Fox finished first in the Kayak Cross Final ahead of Tereza Kneblova in second and 2023 World Champion Kimberley Woods in third.

"I feel incredible - this is so unexpected and I'm just so thrilled," Fox said.

"You never know what could happen, especially in Kayak Cross. My strategy was just to try

and get a good start and to stay clear headed throughout and make the right decisions.

"I took it step by step and enjoyed myself out there. It was challenging - the Final stage and it was just chaos, I had to fight and adapt the whole way."

Fox was almost speechless about her history-making run but said she couldn't believe

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people of Penrith since 1974!

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