

MEDIA KIT



western sydney
PUBLISHING GROUP

wspublishing.com.au

VALLEY VIBES



"We have a lot to offer". That's the message from businesses in the Penrith CBD as they launch The Valley Entertainment Precinct, aiming to capture more visitors from not just western Sydney, but across Australia and even the world.
Ally Hall reports on Page 5

Representatives from businesses involved in The Valley Entertainment Precinct. Photo: Melinda Jans



WIN GLOW TICKETS
Weekender giveaway: Page 10



OFF TO THE RACES?
Golf club's future: Pages 12-13



SHOWING THEIR MUSCLE
Car club donation: Page 20

ADVERTISMENT

NATIONAL EXPO
AUSTRALIA'S LARGEST CONSTRUCTION EXPO!
SYDNEY DRAGWAY, EASTERN CREEK

FRI 16TH, SAT 17TH & SUN 18TH MAY 2025

COMES DOWN THIS WEEKEND!

ENTRY \$10 PER ADULT

SPONSORS: KOMATSU, Pickles, SANY, etc.

WEBSITE: DIESELDIRTANDTURF.COM.AU

Why choose The Western Weekender

- A reputation for being Penrith's go-to source for news
- Trusted in the Penrith area for more than 30 years
- Penrith's only weekly print newspaper
- Totally independent and locally owned
- Read by tens of thousands of locals every week
- Affordable marketing solutions for your business

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

▼ Plus a **DIGITAL** replica edition sent to more than 25,000 subscribers every single week

COVERAGE AREA: Penrith Local Government Area

Assets: Weekly print newspaper, weekly digital newspaper, website, socials, EDM

parra news

Parramatta's Independent Voice

Why choose Parra News

- Parramatta's only weekly print newspaper
- A strong, loyal audience built over many years
- Proudly independent and 100% western Sydney owned
- We know what matters most to local residents
- Read by tens of thousands of locals every week
- Affordable marketing solutions for your business

▼ **HIGH VISIBILITY** pick-up locations across the Parramatta Local Government Area

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

COVERAGE AREA: Parramatta Local Government Area

Assets: Weekly print newspaper, website, socials, EDM

www.parranews.com.au

parra news

Tuesday, February 6, 2024

PROUDLY INDEPENDENT

Free

INSIDE
Try your luck at our puzzles and crosswords
Pages 32-34



LOST PETS
New initiative helps bring them home
SEE PAGE 8



CRUISE TIME
Top idea for your next holiday
SEE PAGES 20-21



FINDING LOVE
The Matchmakers has local link
SEE PAGE 14



YEAR OF THE DRAGON

Parramatta is roaring into the Year of the Dragon, as the city gets ready to celebrate the Lunar New Year.
Ellie Busby reports on page 13



BEST OF THE BEST
Stunning show to play at Riverside
SEE PAGE 23

ADVERTISMENT

SELLANES CLARK
Lawyers and Immigration Specialists

Level 7, 91 Phillip Street
Parramatta, NSW 2150
(02) 8897 1326

Carlos Sellanes
CEO

LOOKING FOR AN IMMIGRATION SPECIALIST?

We can assist you with:

- Labour Agreements
- Training (407) Visas
- Partner Visas
- Parent Visas
- Business & Work Visas
- Federal Circuit Court (FCC) matters
- Administrative Appeals Tribunal (AAT)
- Citizenship (we specialise in character issues)

www.sellanesclark.com



the western weekender Home & Lifestyle

Incorporating **WESTERN PROPERTY**

Why choose Home & Lifestyle

- Part of The Western Weekender every week
- Customised content with a more 'relaxed' weekend read feel
- Dedicated sections including Western Property, The Experts and Relax & Unwind
- Read by tens of thousands of locals every week
- Stand-alone digital edition released weekly
- A great way to market your business to a loyal and dedicated reader base

▼ Incorporating our **real estate** guide. Real estate and property has been part of our DNA since our launch in 1991.

▼ Featuring our ever-popular **puzzles**, with specific sponsorship opportunities available each week.

COVERAGE AREA: Penrith Local Government Area
Assets: Weekly print newspaper, weekly digital newspaper

the western weekender

EXTRA TIME

Unrivalled Penrith Panthers coverage

Why choose Extra Time

- Targeted at a strong, loyal rugby league audience
- Produced by an official partner of the Penrith Panthers
- Included in The Western Weekender every week
- Stand-alone digital edition released weekly
- One of our most popular and read sections
- Features extensive NRL and Penrith Panthers content

▼ Rugby league has been part of the **Weekender** since our launch edition in 1991. We live and breathe footy!

▼ Ask us about footy **perks**, including access to the Chairman's Lounge for Panthers games

COVERAGE AREA: Penrith Local Government Area
Assets: Weekly print newspaper, weekly digital newspaper



Why choose The Blue Mountains Record

- Targeted and dedicated local coverage
- Independently owned and operated
- Dedicated to giving Mountains locals a voice
- Online only, making ad options super flexible
- Affordable marketing solutions for your business
- Sponsored content opportunities available

▼ Backed by a dedicated **NEWSROOM** providing dedicated content that impacts the Blue Mountains community

▼ **SPECIAL** advertising rates available across our online-only products, ask us about this today!

COVERAGE AREA: Blue Mountains Local Government Area

Assets: Website, socials

Bradfield Bulletin

The new **airport city's** first news service

Why choose Bradfield Bulletin

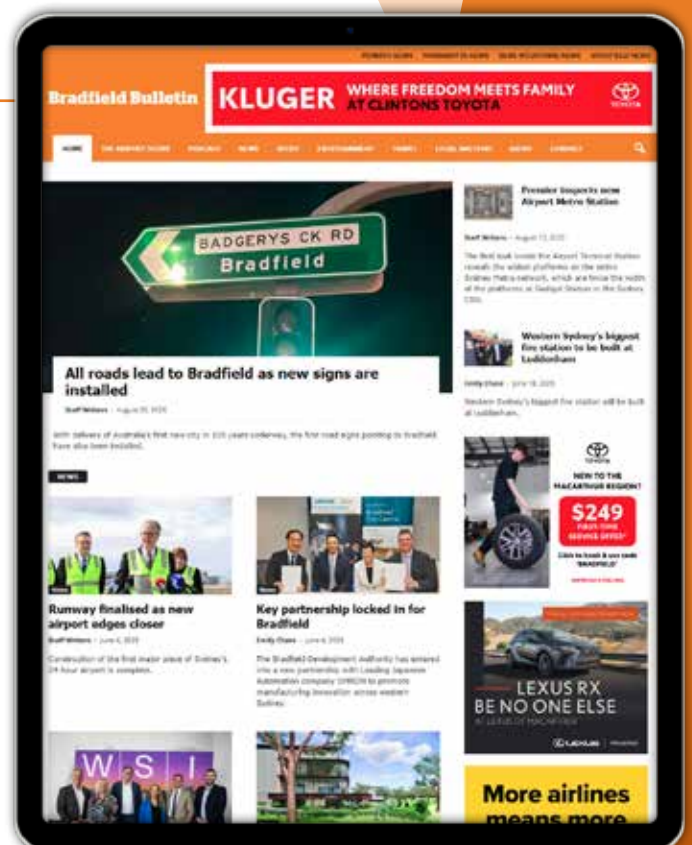
- The first news service dedicated to our new airport city
- An inquisitive and information seeking local audience
- Independently owned just kilometres from the airport
- Online only, making ad options super flexible
- Affordable marketing solutions for your business
- Sponsored content opportunities available

▼ Run by an experienced **NEWSROOM** ready to follow the arrival of Bradfield and the airport

▼ We can help you build **TRUST** and **CREDIBILITY** as our new airport city grows and launches.

COVERAGE AREA: Bradfield & Western Sydney Airport

Assets: Website, socials



REACH

Across our print and digital titles, Western Sydney Publishing Group reaches an enormous audience in western Sydney.



PRINT

We boast a loyal, dedicated audience across our newspapers in Penrith and Parramatta.

60,000+ weekly



PODCASTS

Sponsor one of our existing popular podcasts, or work with us on a branded, sponsored podcast for your business or topic.

Ongoing reach



FACEBOOK

Ask us about sponsored posts on our Facebook pages.

95,000+



INSTAGRAM

We offer sponsored posts and reels across our Instagram accounts.

11,000+



X

Reach our X audience through sponsored posts. Ask us about pricing today.

5,000+



TIKTOK

Sponsored posts and first-run paid advertorial content available.

Huge reach!



WEBSITE

Traditional static ads, plus unique online concepts and sponsored content.

200,000+
monthly views



EMAIL ADS

Book an ad in one of our weekly EDMs and target our subscribers.

35,000+

UNIQUE DIGITAL CONCEPTS

Speak to us about Local Authority, Trusted Tradies and other unique digital concepts – ask your rep today!

Sponsored Content:

A UNIQUE way to connect with locals

Sponsored content allows advertisers to run paid-for stories across our print and digital publications, providing more seamless access to readers through our usual assets.



Call our sales team today on (02) 4722 2998
Alternatively, email us at: sales@westernweekender.com.au
westernweekender.com.au/category/sponsored-content-news

Business Directory:

A CONSISTENT way to reach customers

Our extensive Business Directory runs in both The Western Weekender and Parra News, attracting an audience that trusts print above all else when it comes to finding the right business or tradesperson to handle their job.

Regardless of your business category, there's a place for your business in our Business Directory. It's cost-effective, consistent advertising that allows you to build your brand.

Don't forget to ask us about our online Business Directory, too!



Call our sales team today on (02) 4722 2998
Alternatively, email us at: sales@westernweekender.com.au

CLIENTS WE WORK WITH

We work with clients both inside our communities and outside
- all targeting western Sydney audiences.



Bateman
Battersby | Complete
Legal.



ADVERTISING PRICES

PRINT NEWSPAPERS - THE WESTERN WEEKENDER, PARRA NEWS & SUPPLEMENTS

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
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
Home & Lifestyle Pointer Full	259mm W x 42mm H	
Home & Lifestyle Pointer 1/3	85mm W x 42mm H	
In The Spotlight Package		\$1100 + GST

PRICES ARE PER INSERTION, PER NEWSPAPER

BUSINESS DIRECTORY TRADE SIZES & PRICES - THE WESTERN WEEKENDER, PARRA NEWS

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
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

PRICES ARE PER INSERTION, PER NEWSPAPER

PRINT NEWSPAPER SPECIAL FEATURE - THE WESTERN WEEKENDER, PARRA NEWS

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
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

ADVERTISING PRICES

PRICES & SIZES - SOCIAL MEDIA

- THE WESTERN WEEKENDER, PARRA NEWS, BLUE MOUNTAINS RECORD, BRADFIELD BULLETIN

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 1350H 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 & BLUESKY		
X & BlueSky 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

PRICES ARE PER POST, PER ASSET. PLEASE TALK TO US ABOUT COMBINED PRICING FOR MULTIPLE PUBLICATIONS

WEBSITE (100% SOV UNLESS SPECIFIED)

- THE WESTERN WEEKENDER, PARRA NEWS, BLUE MOUNTAINS RECORD, BRADFIELD BULLETIN

AD TYPE	AD SIZE (PIXELS)	PRICING
Full Background Ad	2x 626w x 800H px	\$2000 + GST per day
Leaderboard Ad	728W x 90H px	\$1000 + 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
MREC Cube	300W x 250H px	\$500 + GST per week
Local Authority	N/A	\$1200 + GST per month (25% SOV)
Trusted Tradie	N/A	\$100 + GST per week (10% SOV)

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 & PARRA NEWS 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
WESTERN WEEKENDER 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

PRICES ARE PER POST, PER ASSET.

CONNECTING THE COMMUNITY

We look forward to working with you



Contact us today on

sales@wspublishing.com.au

(02) 4722 2998

wspublishing.com.au