

# DUBBO Weekender

WESTERN NSW'S PREMIER NEWS MAGAZINE



## Advertising Rates

As of January 2016

DUBBO  
Weekender  
LOCALLY OWNED & INDEPENDENT

# Rates

## Display Advertising - 7 column format

**Columns:** 1: 32mm. 2: 68mm. 3: 105mm. 4: 141mm. 5: 178mm. 6: 213mm. 7: 245mm. **Height:** 360mm

**Colour:** 12.5% surcharge

**Casual Rate:** \$7.20 pccm (excl. GST) \$7.92 (incl. GST)

## Volume Discounts (12 months)

**3000cm:** \$5.15 (excl. GST) \$5.66 (incl. GST)

**5000cm:** \$4.15 (excl. GST) \$4.56 (incl. GST)

**10000cm:** \$3.15 (excl. GST) \$3.46 (incl. GST)

**INSERTS:** Please contact us for full details.

**PREFERRED PLACEMENT:** 15% loading – except front and back pages, and pages 2 and 3, where specials sizings apply. Price on application

**Agency commission - 10%**

**DUBBO**  
**weekender**

89 Wingewarra Street, Dubbo NSW 2830  
Tel 02 6885 4433 Fax 02 6885 4434  
Email [sales@panscott.com.au](mailto:sales@panscott.com.au)

# Publication Day

On sale Friday



**Dubbo Weekender** is Dubbo and the Western NSW region's award-winning weekly news magazine.

**Dubbo Weekender** publishes high-quality reporting from skilled journalists to provide readers with more in-depth, reflective news and lifestyle stories, presented in an interesting and intelligent way. Coupled with spectacular photography, topical features and entertaining columnists, **Dubbo Weekender** provides readers with an informed source of weekend reading.

#### **Distribution area**

Dubbo Weekender is sold through newsagencies, sub-agents and other newspaper/magazine outlets in Dubbo and throughout Western NSW.

#### **The content and quality to reach AB consumers**

Dubbo Weekender is the region's only quality news magazine aimed at reaching the hard-to-reach "AB socioeconomic group". It offers advertisers an Affluent & Educated readership. It reaches the influential people of this region.

#### **An award winning newspaper**

Dubbo Weekender is the only publication in this region to have been successful at the 2014 Regional Media Awards. Competing against the major newspapers in Newcastle, Wollongong and around NSW, Dubbo Weekender editor Jen Cowley won The Tom Barrass Memorial Award for Regional Journalism, while Dubbo Weekender columnist Tony Webber was a finalist in the Commentary, Analysis, Opinion and Critique category.

#### **Weekly sales cycle**

Dubbo Weekender is on sale Fridays for \$2 and has a week-long sales cycle, giving it the advantage of a longer shelf life than a daily paper. It is stitched and trimmed to a magazine format and printed by one of Australia's largest and award-winning printers, on high quality, brighter 80 ISO paper.

#### ***Our mission:***

*To promote and prosper: our people, our readers, our advertisers, our community, by producing a better local newspaper that is respected for its commitment, honesty and integrity.*

# Deadlines

**Display Bookings**

**11am Wednesday prior**

**Display Copy**

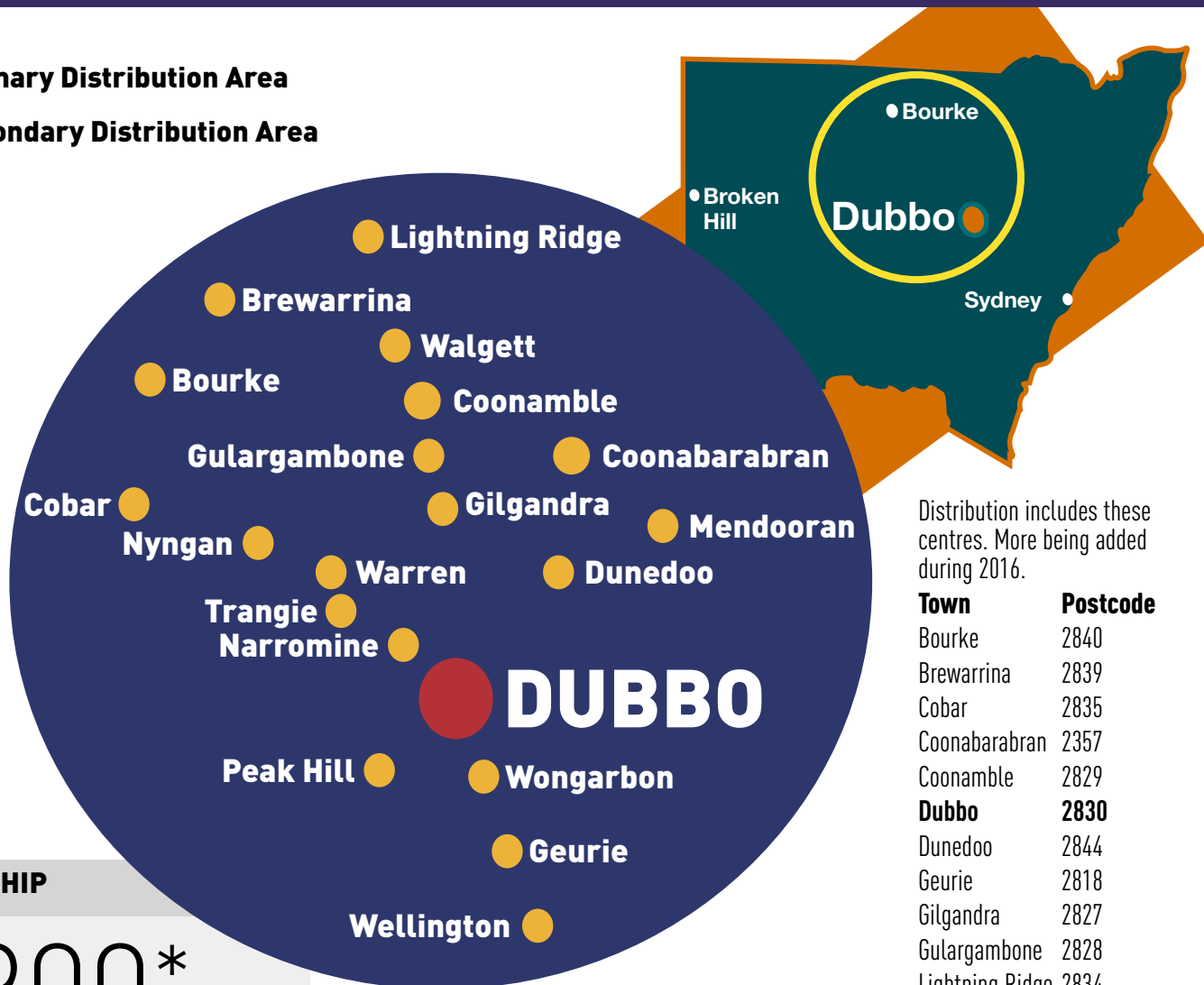
**11am Wednesday prior**

**Supplied Material**

**11am Thursday prior**

# Distribution Area

- Primary Distribution Area
- Secondary Distribution Area



Distribution includes these centres. More being added during 2016.

Town	Postcode
Bourke	2840
Brewarrina	2839
Cobar	2835
Coonabarabran	2357
Coonamble	2829
<b>Dubbo</b>	<b>2830</b>
Dunedoo	2844
Geurie	2818
Gilgandra	2827
Gulargambone	2828
Lightning Ridge	2834
Mendooran	2842
Narromine	2821
Nyngan	2825
Peak Hill	2869
Trangie	2823
Walgett	2832
Warren	2824
Wellington	2820
Wongarbron	2831

## READERSHIP

4,900\*

Including weekly online readership at [www.dubbophotonews.com.au](http://www.dubbophotonews.com.au) and at PressReader – we publish full digital editions of Dubbo Weekender on both platforms.

\*Publisher's Estimate

# Media Sales Contact

**DUBBO**  
**weekender**

89 Wingewarra Street, Dubbo NSW 2830  
Tel 02 6885 4433 Fax 02 6885 4434  
Email [sales@panscott.com.au](mailto:sales@panscott.com.au)