



First published in 1888, The South Western Times is the premier source of news and information for the South West region.

Based in Bunbury and published every Thursday, the South Western Times has the latest news, in-depth sport, a comprehensive entertainment guide, social pictures, community events and the biggest motoring and real estate lift outs.

Also popular with readers are the extensive classifieds and employment advertisements. Editorially, the Times is renowned for breaking the big stories and its modular layout, quality photography and in-depth articles make it the best read in the region.

The paid, audited circulation of 12,052 each week guarantees readership while the wide distribution throughout the South West ensures extended reach. The Times is on 174 news stands between Mandurah and Walpole and has extensive home delivery subscriptions. The South Western Times has been recognised on an international level being named the PANPA (Pacific Area Newspaper Publishers Association) Newspaper of the Year, in relevant categories, in 2005, 2007 and 2010. The Times has also been awarded the PANPA Marketing Awards for Sponsorship (2008 and 2009) and Young Readers (2009 and 2010) highlighting the publications commitment to the surrounding community and young readers.

Proffitt Street, Bunbury WA 6230
 Phone: **08 9482 9700**
 Fax: **08 9482 9715**
 Advertising Bookings:
westregionalsales@wanews.com.au
 Advertising Copy:
wrscopy@wanews.com.au
 Editorial:
editor@swtimes.com.au



CIRCULATION

12,052

Published every Thursday
 Paid Sales



DISTRIBUTION AREA

Available for sale in Bunbury, Eaton, Australind, Boyanup, Dardanup, Capel, Brunswick Junction, Donnybrook, Collie, Harvey, Waroona, Yarloop, Kirup, Binningup, Balingup, Darkan, Lake Clifton and other selected newsagents throughout the South West.

ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$8.23)	\$9.05	per cm
1500cm	(\$7.84)	\$8.62	
2500cm	(\$7.48)	\$8.23	
5000cm	(\$7.16)	\$7.87	
10000cm	(\$6.80)	\$7.54	
20000cm	(\$6.58)	\$7.24	

CLASSIFIED ADVERTISING

Lineage	(\$16.03)	\$17.63	first 3 lines,
	(\$5.25)	\$5.77	thereafter
Display	(\$10.17)	\$11.19	p.c.c.

EMPLOYMENT CLASSIFIEDS

Lineage	(\$16.03)	\$17.63	first 3 lines,
	(\$5.25)	\$5.77	thereafter
Display	(\$11.03)	\$12.13	p.c.c.

(GST Exclusive rates shown in Red)

LOADINGS

Page 1	...100%	Page 7	...20%
Page 2	...25%	Backpage	...40%
Page 3	...45%	EGN	...15%
Page 4	...15%	RHP	...20%
Page 5	...30%	Specified	...15%
Page 6	...15%	Other	...15%

Colour loadings: Spot 25%
 Full 40%

DEADLINES

General Display	Fri Noon	COMPLETED AD COPY	Tues 4pm
Features	Wed prior		Thur prior
Class Display	Wed 10am		Wed 10am
Class Lineage	Wed 10am		Wed 10am
Service Directory	Tues 11am		Tues 4pm
Real Estate L/out:	Fri Noon		Fri 4pm
Real Estate L/out adverts are General Display sizing.			



* Classifieds, Wheels, Real Estate & Service Directory sections are common to Bunbury Herald.