

Countryman has been the voice of the bush in WA since 1885. That's 125 unbroken years working alongside the men and women and families who tamed the massive expanses of the State, bringing them news and views about their region, their lives and their industries.

And the partnership is as strong today as it was then. Western Australian owned, the paper stands proudly on its reputation for providing real news, which gives readers the information they need to make informed decisions. If it happens in rural and regional WA the Countryman is there. From field days and industry events to local, national and international news.

Presented in a striking tabloid format, Countryman's contemporary design makes it visually appealing and with a proven track record of award-winning journalism and photography and service to industry, Countryman, not just the voice of the bush, but your voice too.



Newspaper House
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Advertising Bookings:
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Advertising Copy:
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Editorial:
countryman@countryman.com.au



CIRCULATION

10,187

Published every Thursday

Paid Sales

DISTRIBUTION AREA

Statewide

SPECIAL PUBLICATIONS

Dowerin Field Days Program - August 2011

Distributed with Countryman & at the Field Days
Circulation 23,000
Size A4 Magazine - Full Colour
Booking deadline July

Newdegate Field Days Program - August 2011

Distributed with Countryman & at the field days
Circulation 16,000
Size A4 Magazine - Full Colour
Booking deadline July

Mingenew Midwest Expo - September 2011

Distributed with Countryman & at the Field Days
Circulation 13,000
Size A4 Magazine - Full Colour
Booking deadline August



ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$10.45)	\$11.50	per cm
\$5,500	(\$9.95)	\$10.95	
\$11,000	(\$9.50)	\$10.45	
\$22,000	(\$9.09)	\$10.00	
\$33,000	(\$8.71)	\$9.58	
\$66,000	(\$8.36)	\$9.20	

CLASSIFIED ADVERTISING

Lineage	(\$7.60)	\$8.36	first 3 lines,
	(\$2.53)	\$2.79	thereafter
Display	(\$8.43)	\$9.27	p.c.c.

EMPLOYMENT CLASSIFIEDS

Lineage	(\$7.60)	\$8.36	first 3 lines,
	(\$2.53)	\$2.79	thereafter
Display	(\$8.75)	\$9.63	p.c.c.

Production charge: \$1.30 s.c.cm for advertisements produced from copy and material supplied by the advertiser.

LOADINGS

Page 215%	Backpage50%
Page 330%	RHP after 13	15%
Page 525%	Specified15%
Page 720%	Other15%
Page 920%		

Colour loadings: Spot 25%
Full 40%

DEADLINES

	BOOKINGS	COMPLETED AD COPY
General Display	Wed Noon	Fri 4pm
Features	Tue 5pm	Fri 4pm
Class Display	Mon 3pm	Mon 3pm
Class Lineage	Mon 3pm	Mon 3pm
My Block	2 wks prior	1 wk prior
Real Estate	Fri 5pm	Mon 4pm

Real Estate adverts are Classified Display size and rate.

(GST Exclusive rates shown in Red)

