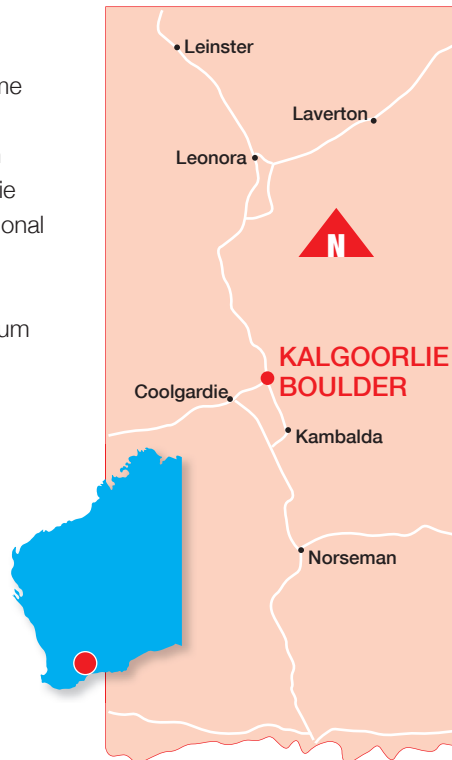


The Goldfields Express is a free weekly newspaper published in the Goldfields of Western Australia. Each Thursday 15,000 copies are delivered to homes, businesses and strategic locations throughout Kalgoorlie-Boulder and the wider Goldfields region. With an emphasis on local entertainment and lifestyle, the Goldfields Express is bright and breezy and appeals to a younger adult reader. It includes stories about everyday locals and their lives, social pages, a comprehensive local gig guide, a seven-day TV guide as well as snippets of state, national and international entertainment news. Mining is by far the major industry and largest employer for the region. The current strength in the gold market is a boon for the Goldfields, which boasts high employment and a large number of high disposable income earners relative to its population. The Goldfields Express is a sister publication to the regional daily newspaper, the Kalgoorlie Miner, and is produced by the same professional and dynamic team. Ask about our very competitive "Goldfields Package" which is a two-paper package that will give you maximum market penetration at an excellent cost.



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**CIRCULATION**  
**15,000**  
 Every Thursday



**DISTRIBUTION AREA**  
 Distributed free to homes and businesses in Kalgoorlie-Boulder, Coolgardie, Kambalda plus strategic locations in Esperance, Norseman, Leonora, Laverton and Leinster.

## ADVERTISING RATES AND INFORMATION

### DISPLAY ADVERTISING

Casual	<b>(\$5.40)</b>	\$5.94	per cm
1500cm	<b>(\$5.14)</b>	\$5.66	
2500cm	<b>(\$4.91)</b>	\$5.40	
5000cm	<b>(\$4.70)</b>	\$5.17	
10000cm	<b>(\$4.50)</b>	\$4.95	
20000cm	<b>(\$4.32)</b>	\$4.75	

### CLASSIFIED ADVERTISING

Lineage	<b>(\$15.39)</b>	\$16.93	first 3 lines,
	<b>(\$4.85)</b>	\$5.66	thereafter
Display	<b>(\$8.66)</b>	\$9.53	p.c.c.

### EMPLOYMENT CLASSIFIEDS

Lineage	<b>(\$15.39)</b>	\$16.93	first 3 lines,
	<b>(\$5.14)</b>	\$5.66	thereafter
Display	<b>(\$8.66)</b>	\$9.53	p.c.c.

### 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	Thurs noon	COMPLETED AD COPY	Mon 4pm
Classifieds	Tues 10am		Tues noon



(GST Exclusive rates shown in Red)