

The Kalgoorlie Miner is the only regional daily newspaper published in Western Australia. The newspaper was established over 116 years ago and enjoys one of the strongest readerships and most loyal following of any newspaper in Australia. It is published Monday to Saturday each week, and is packed full of local news and sport, mining related stories and social pages, as well as world and national and entertainment pages.

It is a reflection of the thriving resource-rich region it services which is the Western Australian Goldfields-Esperance region. The hub of the Goldfields is Kalgoorlie-Boulder, located some 600km east of Perth and home of the Kalgoorlie Miner. It is the major commercial and distribution centre for the region.

The Goldfields-Esperance region contributed \$6,701million to the state of Western Australia in 2007-08*, which was 4.6% of the gross state product for the same year. Its major industry is mining (63%), particularly gold and nickel mining. The current strength in the gold market is a boon for the region, which boasts high employment and a large number of high disposable income earners relative to its population.

* Source: Estimated by the Department of Local Government and Regional Development

SPECIAL PUBLICATIONS

Diggers & Dealers - August 2011

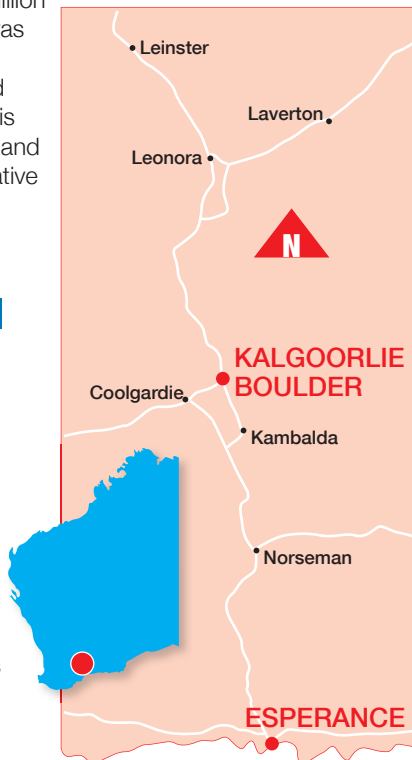
Distributed with Kalgoorlie Miner & to conference
Circulation 7,200 + 500 Extra
Size Tabloid - Full Colour
Booking deadline July 2011

Kalgoorlie Race Round - September 2011

Distributed with Kalgoorlie Miner
Circulation 7,500
Size Tabloid - Full Colour
Booking deadline August 2011

Celebration of Mining - May 2012

Distributed with Kalgoorlie Miner (Sat) & additional copies
Circulation 11,500
Size Magazine - Full Colour
Packages Advertorials for advertisers
Booking deadline April 2012



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Advertising Copy:

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Editorial:

news@kalminer.com.au

CIRCULATION

5,436 (Ave)

Print run

Monday – 6500

Tuesday – 6500

Wednesday – 7000

Thursday – 6500

Friday – 7000

Saturday – 11800

DISTRIBUTION AREA

Kalgoorlie, Boulder, Leonora, Laverton, Kambalda, Leinster, Menzies, Coolgardie, Norseman, Esperance, Bruce Rock, Ravensthorpe and Perth.



ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

	M-F	SAT
Casual	(\$7.01) \$7.71	(\$7.41) \$8.15
1500cm	(\$6.68) \$7.34	(\$7.06) \$7.76
2500cm	(\$6.37) \$7.01	(\$6.74) \$7.41
5000cm	(\$6.10) \$6.71	(\$6.44) \$7.09
10000cm	(\$5.84) \$6.43	(\$6.18) \$6.79
20000cm	(\$5.61) \$6.17	(\$5.93) \$6.52

CLASSIFIED ADVERTISING

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

EMPLOYMENT CLASSIFIEDS

Lineage	(\$15.39) \$16.93	first 3 lines,
	(\$5.14) \$5.66	thereafter
Display	(\$8.66) \$9.53	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

	BOOKINGS (days prior)	COMPLETED AD COPY (days prior)
General Display	Noon 3 days	10am 1 day
Features	4pm 3 days	9am 2 days
Class Display	10am 1 day	10am 1 day
Class Lineage	10am 1 day	10am 1 day
Service Directory	4pm 3 days	9am 2 days
Real Estate L/out	Noon Tues for Sat Edition	9am Thu for Sat Edition

Real Estate L/out adverts are set sizings.

