

WA REGIONAL PRESS NETWORK

Advertising Rates and Data 2012/13

- Unit 1, 200 Rokeby Road, Subiaco
- Postal Address: PO Box 8, Subiaco WA 6904
- Tel 9381 3991 • Fax 9388 9376
- Web www.hoganmedia.com.au
- Email sales@hoganmedia.com.au



WA REGIONAL PRESS NETWORK COMBINATION SAVER

Total Circulation for 17 Newspaper Buy 171,868
Minimum Advertisement Size 20 Centimetres

WA REGIONAL PRESS NETWORK

The WA Regional Press Network comprises 16 newspapers covering vast areas of the state. The newspapers provide a vital resource for their local areas and are unique in their coverage of local news and events.

This coverage enables the newspapers to deliver the highest readership within the State's lucrative agricultural, horticultural and industrial areas. The newspapers' circulations cover the Wheatbelt and grain growing districts, as well as beef, dairy, sheep, fat lambs, pigs, wool and wine growing areas. The papers also cater for the rapidly growing Coastal strip between Mandurah and Augusta and the burgeoning South West.

Newspapers Distribution Map	Outside Back Cover
Multi Buy.....	Inside Front Cover
Augusta Margaret River Mail.....	2
Avon Valley Advocate	3
Bayside Mail.....	4
Bunbury Mail	5
Busselton Dunsborough Mail	6
Central Midlands and Coastal Advocate	7
Collie Mail	8
Donnybrook Bridgetown Mail.....	9
Esperance Express.....	10
Great Southern Weekender	11
Harvey Mail.....	12
Mandurah Mail.....	13
Merredin Wheatbelt Mercury	14
Murray Mail.....	15
Pilbara Echo	16
Sun City News	17
Wagin Argus	18
Special Publications and Seniors Lifestyle 50+	19
Specifications and Conditions	20
Calendar	Inside Back Cover

WA REGIONAL PRESS NETWORK

Represented by



Unit 1, 200 Rokeby Road, Subiaco WA 6008
Postal Address: PO Box 8, Subiaco WA 6904
T (08) 9381 3991
F (08) 9388 9376
E sales@hoganmedia.com.au
W www.hoganmedia.com.au

Augusta-Margaret River Mail

Unit 3, 1 Charles West Ave
Margaret River WA 6285

Ph: (08) 9757 2266
Fx: (08) 9757 2830

THE MARKET

The Augusta-Margaret River Shire is in the heart of the Margaret River wine region, which extends from Augusta to Busselton and is a three hour drive from Perth. Spectacular scenery, famous surf, fishing, forests and limestone caves and great wines make the region a premier Australian and international destination, as well as a major drawcard for the many people moving to the area. The Augusta Margaret River Shire is one of WA's fastest growing rural areas. Its economy is kept buoyant by tourism and premium wine making, dairying, beef, sheep and a growing horticulture industry.

THE PAPER

The Augusta-Margaret River Mail is the key voice for all local news, which gives it a strong market penetration, with content ranging from vital issues through to community news such as sport, entertainment and information.

The weekly paper has a colour real estate guide and motoring guide. Special publications are included for major events such as the Margaret River Masters surfing event, wine festival and viticultural field day which attracts exhibitors from other states.

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	6.49	7.14
Over 2000	6.44	7.08
Over 5500	6.25	6.87
Over 10000	5.53	6.08
Over 20000	4.91	5.40
Over 30000	4.56	5.02
Over 40000	4.24	4.66
Over 50000	3.90	4.29
Over 60000	3.57	3.93
Over 70000	3.25	3.57
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Friday
Copy	4pm Friday
Page depth	38cm

REAL ESTATE

DEADLINES

Booking	12noon Thursday
Copy	4pm Friday
Full Page	34 x 7

Inserted in Busselton Dunsborough Mail at no additional charge.

The Mail was the first newspaper in WA to go online - its website can be found at www.margaret-rivermail.com.au.

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Bookings/Copy	12noon Monday
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TRADES AND SERVICES

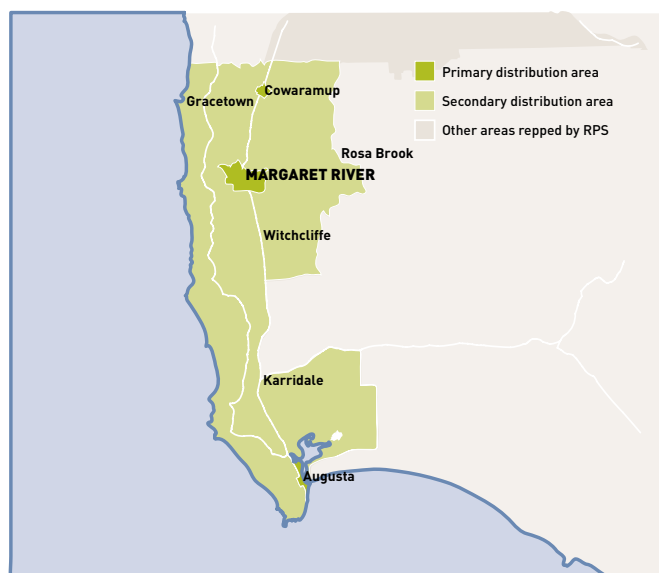
	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	49mm	

DEADLINES

Booking	12noon Wednesday
Copy	12 noon Thursday
Minimum 13 weeks	

PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	



QUICKSTATS

Area	Margaret River, Augusta – WA
Circulation	6,600
Published	Wednesday
Type of Publication	Free

www.margaretrivermail.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available.

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: AMR
Websend	Collie Mail

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210

 **HOGAN
MEDIA**
T (08) 9381 3991

THE AVON VALLEY ADVOCATE

146 Fitzgerald Street
Northam WA 6401

Ph: (08) 9622 5500
Fx: (08) 9622 1011



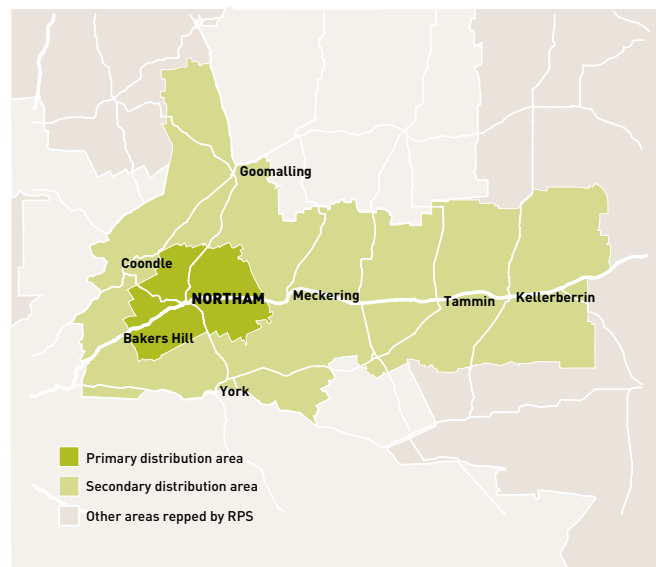
THE MARKET

The Avon Valley is a picturesque farming and tourism district beginning 80 kilometres east of Perth in Western Australia and including townships along the beautiful Avon River.

The largest town Northam, is located in the centre of the valley. Northam lies on the main route between western and eastern Australia and is 100 kilometres from Perth.

While agriculture and its related industries are the strength of the Avon Valley, manufacturing and cottage industry are well represented.

Tourism is a vibrant industry of the area, with a great deal of scenic and historic sites visited regularly. A substantial number of government departments have large regional bases located in Northam which adds to the population and commercial activity of the area. Hobby farming and the arts are both activities that have grown swiftly in recent years.



THE PAPER

The Avon Valley Advocate is a paid weekly newspaper covering all the news, sports and events of the region. Its readership includes the whole Avon Valley and part of WA's central wheatbelt. The average edition size is 32 pages, with major agricultural field days and tourism events resulting in 40 - 48 page papers a few times during each year.

QUICKSTATS

Area	Avon Valley – WA
Circulation	2,340
Published	Wednesday
Type of Publication	Paid

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	6.69	7.36
Over 2000	6.03	6.63
Over 5500	5.69	6.26
Over 10000	5.35	5.88
Over 20000	5.00	5.50
Over 30000	4.65	5.11
Over 40000	4.33	4.76
Over 50000	4.00	4.40
Over 60000	3.67	4.04
Over 70000	3.33	3.66
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Thursday
Copy	4pm Friday
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	16.95	18.64
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	12noon Friday
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TRADES AND SERVICES

Rate	\$ GST Exc	\$ GST Inc
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Wednesday
Copy	12noon Thursday

PREFERRED PAGE LOADINGS

Page 1	100%	Other	10%
Page 2,7	30%	Back Page	100%
Page 3	50%		
Page 5	40%		
RHP	20%		

www.avonadvocate.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: AVA
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210

 **HOGAN
MEDIA**
T (08) 9381 3991

Bayside Mail

290 Pinjarra Road
Mandurah WA 6210

Ph: (08) 9550 2400
Fx: (08) 9581 5508

THE MARKET

The Bayside Mail market is one of the fastest growing in Western Australia.

It is home to a vibrant and established economy driven by tourism, construction, manufacturing and processing and retail.

New and established businesses have acknowledged the need to be part of the region which is just 30km from Perth and a stone's throw from the coastal city of Mandurah.

The Perth to Bunbury Highway has opened up many new business opportunities in the area.

The region is all about lifestyle possibilities, affordable housing, water attractions and youth combined with a diverse socioeconomic structure.

THE PAPER

The Bayside Mail was established in 2011 in response to the growing Port Kennedy region.

While the area has been supported to a certain extent by the Mandurah Mail, the decision was made to introduce a niche paper specifically for the people of Port Kennedy, Warnbro, Baldivis, Waikiki and Safety Bay.

Focussing on local events and people in the region, the paper has expanded from a monthly publication to a weekly.

As this community grows, so too will the Bayside Mail.

It is delivered free to homes in the area every Tuesday



QUICKSTATS

Area	Port Kennedy / Warnbro / Secret Harbour / Baldivis - WA
Circulation	14,000
Published	Tuesday
Type of Publication	Free

DISPLAY & CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Per column cm	3.67	4.04

COLOUR

Spot Colour	110.00	121.00
Full Colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	5pm Wednesday
Copy	5pm Thursday

PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%		

MATERIAL ADDRESS

Email sales.mandurahmail@ruralpress.com

www.baysidemail.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available on request.

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

290 Pinjarra Road
Mandurah WA 6210

 **HOGAN
MEDIA**
T (08) 9381 3991

Bunbury Mail

78 Blair Street
Bunbury WA 6230

Ph: (08) 9722 5555
Fx: (08) 9791 2402

THE MARKET

Bunbury is the biggest regional city in Western Australia and is the major centre in the State's rapidly developing South West.

The city takes in industries such as mixed farming, fishing, horticulture, forestry, mining, mineral refining and power generation. The Port of Bunbury is one of the State's busiest, being the departure point for raw materials like alumina, vegetable oils, woodchips and mineral sands. The city's coastal location makes it a popular destination for visitors from around the state, Australia and the world.

THE PAPER

The Bunbury Mail is published each Wednesday and is distributed free to homes and businesses throughout a region which includes Australind and Eaton. The paper is seen as a leader in the market place and has developed a strong following among readers and advertisers with its blend of general news, community news, sport and features. The Bunbury Mail takes pride in its award-winning weekly features profiling local identities and sports people. Wedding, social and baby photos also underline the Mail's commitment to being a "people paper". Other popular weekly features include the Domain and Drive liftouts, an entertainment section with the area's arts, music, theatre and cinema, Home Improvement, fashion, health and gardening.

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	7.11	7.82
Over 2000	6.25	6.87
Over 5500	6.05	6.65
Over 10000	5.70	6.27
Over 20000	5.34	5.87
Over 30000	4.97	5.47
Over 40000	4.62	5.08
Over 50000	4.27	4.70
Over 60000	3.90	4.29
Over 70000	3.55	3.90
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	5pm Friday
Copy	5pm Monday
Page depth	38cm

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	16.94	18.63
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	3 = 195mm
2 = 125mm	4 = 261mm

DEADLINES

Booking	4pm Monday
Copy	5pm Monday

PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%		

Subject to availability

TRADES AND SERVICES

Rate	\$ GST Exc	\$ GST Inc
Mono pccm	9.57	10.53
Colour pccm	10.37	11.41
Column width	50.8 mm	
Minimum 8 weeks		

DEADLINES

Booking	4pm Thursday
Copy	10am Friday



QUICKSTATS

Area	Bunbury - WA
Circulation	25,500
Published	Wednesday
Type of Publication	Free

REAL ESTATE

DEADLINES

Booking	5pm Thursday
Copy	5pm Friday
Full Page	38 x 7

Inserted into Harvey Mail & Donnybrook Bridgetown Mail at no additional charge.

www.bunburymail.com.au

	\$GST ex	\$GST in
Homepage m-rec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per 1000 impressions), other options available on request.

MATERIAL ADDRESS

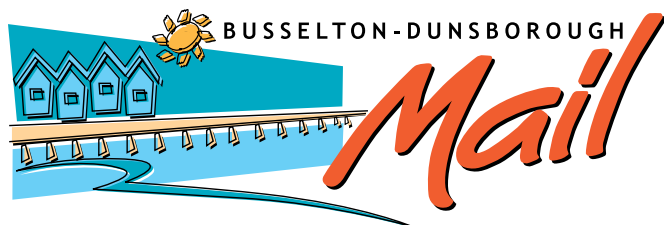
Email production.bunburymail@ruralpress.com
Quickcut Bunbury Mail

DELIVERY ADDRESS

Bunbury Mail Shed
6 Barnard Street
Bunbury WA 6230



T (08) 9381 3991



51 Queen Street
Busseton WA 6280

Ph: (08) 9754 3330
Fx: (08) 9754 3331

THE MARKET

Idyllically located on Geographe Bay, Busseton, a thriving town has tourism, farming, fishing, viticulture and sand mining as its major industries.

A myriad of surrounding towns including Yallingup, and Dunsborough, use Busseton as their centre.

The growth of the market is built around a net inflow of new residents particularly those seeking sea change from both the city and country areas and now call Busseton home.

Busseton is one of the fastest growing rural regions in Australia.

THE PAPER

First with the news, delivered FREE every Wednesday, the Busseton-Dunsborough Mail is the local community newspaper for this region.

It is delivered to every household maximising advertiser response in this growth market.

The Mail is the most read newspaper in the Busseton Dunsborough region.

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	6.49	7.14
Over 2000	5.85	6.43
Over 5500	5.53	6.08
Over 10000	5.20	5.72
Over 20000	4.91	5.40
Over 30000	4.56	5.02
Over 40000	4.23	6.02
Over 50000	3.90	4.29
Over 60000	3.57	3.93
Over 70000	3.25	3.57
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Friday
Copy	4pm Friday
Page depth	38cm

REAL ESTATE

DEADLINES

Booking	12noon Thursday
Copy	4pm Thursday
Full Page	34 x 7

Inserted into Augusta Margaret River Mail at no additional charge.

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	4pm Monday
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	34 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Wednesday
Copy	12noon Thursday



QUICKSTATS

Area	Busseton - WA
Circulation	14,300
Published	Wednesday
Type of Publication	Free

www.bussetonmail.com.au

	\$GST ex	\$GST in
Homepage m-rec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per 1000 impressions), other options available on request.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail - CMRW
	Code: BDM
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210



T (08) 9381 3991

CENTRAL MIDLANDS & COASTAL ADVOCATE

Suite 9, Foundation Centre
Dandaragan Street
Moora WA 6510

Ph: (08) 9651 1992
Fx: (08) 9651 1373



THE MARKET

This large area of Moora and surrounding shires is mainly noted for its diverse farming activities of grain growing, sheep for wool and meat, cattle, pigs, viticulture, horticulture and the coastal areas for the fishing industries. There are several mines in the area as well. The area is popular on the tourist run and during the months of July to October hordes of visitors travel to see the sights on their way through to the wild flower shires.

Moora is the largest town in the area and is a convenient place to stop over as a base to travel out from to see the attractions.

New Norcia has a wonderful collection of buildings that are still used by the Benedictine monks. The monks are renowned for their bakery, and the bread is sent far and wide. The museum and chapels are open for the tourist to visit. Berkshire Valley buildings and museum are classified by the National Trust and arrangements can be made to open the museum through the Moora Historical Society.

The coastal towns of Jurien, Cervantes, Leeman and Green Head are growing fast as the population moves further north from Perth.

THE PAPER

The Central Midlands and Coastal Advocate distribution area covers the shires of Moora, Dandaragan, Dalwallinu, Victoria Plains, Coorow, Wongan Hills and surrounding districts.

The Advocate, a paid weekly, provides local news and information to the diverse range of shires across the market.



QUICKSTATS

Area	Central Midlands – WA
Circulation	991
Published	Thursday
Type of Publication	Paid

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	5.59	6.15
Over 2000	5.02	5.52
Over 5500	4.77	5.25
Over 10000	4.48	4.93
Over 20000	4.19	4.61
Over 30000	3.91	4.30
Over 40000	3.63	3.99
Over 50000	3.33	3.66
Over 60000	3.07	3.38
Over 70000	2.81	3.09
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Friday
Copy	4pm Friday
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	3pm Monday
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%		

*Subject to availability

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Thursday
Copy	12noon Friday

www.centraladvocate.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: CMA
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210

**HOGAN
MEDIA**
T (08) 9381 3991

Collie Mail

24 Steere Street
Collie WA 6225

Ph: (08) 9734 2044
Fx: (08) 9734 7010



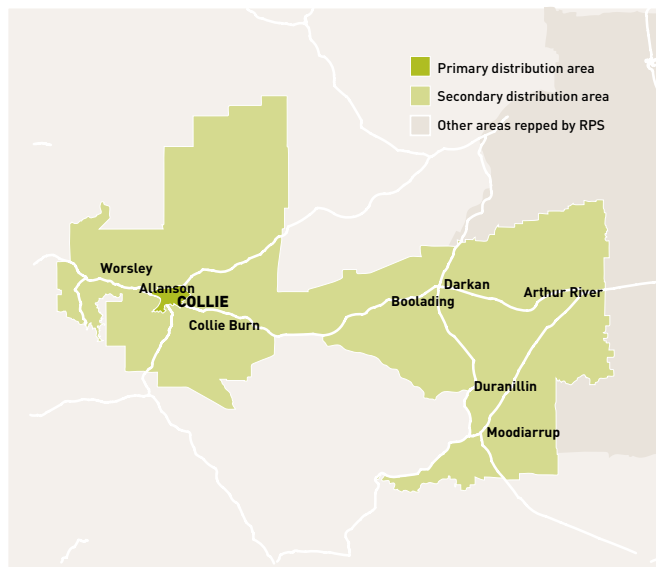
THE MARKET

Collie is nestled in the picturesque Collie River Valley. The area is half an hour from the coast and with its wide expanses of river water and natural beauty is fast becoming a focal point for tourists who visit the South West.

White water rafting, picnicking and touring the Collie River Valley are popular pursuits for visitors. In season, many people travel to Collie to catch the fresh water crustacean, marron.

Industries in the area range from sheep, wool and wheat farming in West Arthur to coal mining, alumina refining and power generation in Collie. Some of Australia's finest merino wool is produced in the area.

Collie has a healthy industrial area, two supermarkets, two shopping centres and extensive education facilities which include a campus of the Curtin University and a Technical and Further Education Centre. It has several government offices, two golf courses, two recreation centres and many sporting arenas.



THE PAPER

The Collie Mail serves the people of Collie and the adjoining Shire of West Arthur. Combined the two shires' population is almost 10,000. The Collie Mail has close to total market penetration in this rich diversified area of south west WA through its intensive coverage of local news of the market which it serves.

QUICKSTATS

Area	Collie – WA
Circulation	3,020
Published	Thursday
Type of Publication	Paid

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	6.75	7.42
Over 2000	6.07	6.68
Over 5500	5.71	6.28
Over 10000	5.39	5.93
Over 20000	5.34	5.53
Over 30000	5.03	5.53
Over 40000	4.37	4.81
Over 50000	4.04	4.44
Over 60000	3.71	4.08
Over 70000	3.38	3.72
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	2pm Monday
Copy	4pm Monday
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	1pm Tuesday
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

Rate	\$ GST Exc	\$ GST Inc
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Thursday
Copy	12noon Friday

www.colliemail.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: CM
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210





24 Steere Street
Collie WA 625

Ph: (08) 9734 2044
Fx: (08) 9734 7010



THE MARKET

Major industries in the area include fruit and vegetable growing, with more than a third of Western Australia's vegetable and fruit crop produced in the region.

Other major industries include wheat, sheep, beef, and dairy farming, timber and forestry, tourism and wine making.

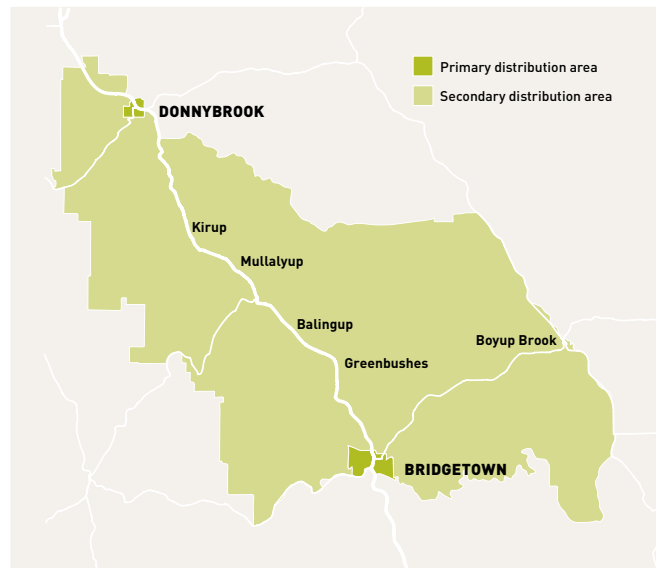
The Donnybrook area is responsible for extensive fruit exports, especially the Pink Lady Apple, producing nearly 100 percent of Australia's output.

Major attractions during the year include the Bridgetown Blues Festival which draws enormous crowds from across WA, the Donnybrook Apple Festival, the Balingup Small Farm Field Day and the Boyup Brook Country Music Festival.

THE PAPER

The Donnybrook Bridgetown Mail services the area of 15,917 square kilometres.

The Mail's circulation is concentrated in Donnybrook and Bridgetown and provides the most detailed news for this market.



QUICKSTATS

Area	Donnybrook, Bridgetown - WA
Circulation	1,010
Published	Tuesday
Type of Publication	Paid

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	4.95	5.44
Over 2000	4.43	4.87
Over 5500	4.19	4.61
Over 10000	3.97	4.38
Over 20000	3.71	4.08
Over 30000	3.46	3.81
Over 40000	3.21	3.53
Over 50000	2.96	3.26
Over 60000	2.71	2.98
Over 70000	2.49	2.74
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Thursday
Copy	4pm Thursday
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	12noon Friday
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

Rate	\$ GST Exc	\$ GST Inc
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Tuesday Prior
Copy	12noon Wednesday

www.donnybrookmail.com.au

	\$GST ex	\$GST in
Homepage m-rec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail - CMRW
	Code: DBM
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210



T (08) 9381 3991

The Esperance EXPRESS

Dempster Street
Esperance WA 6450

Ph: (08) 9071 2322
Fx: (08) 9071 3731



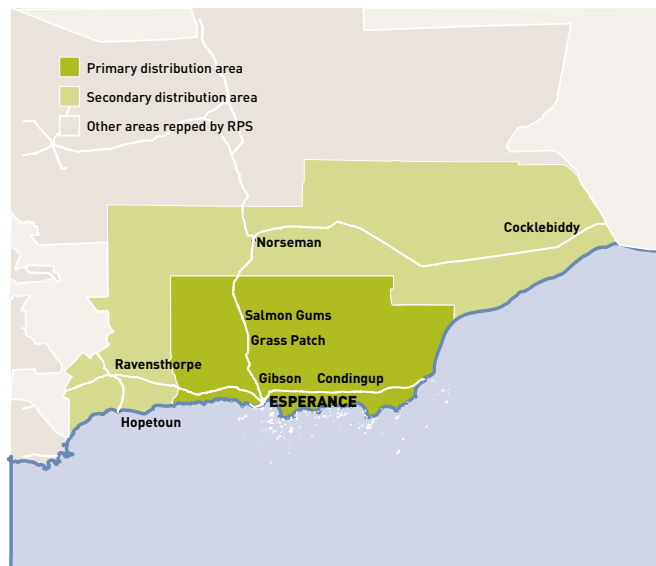
THE MARKET

Esperance is situated on the south east coast of WA, 715km from Perth. The town is an important centre for the surrounding area due to its isolation. The nearest towns of any size are Kalgoorlie, Albany and Narrogin.

The shire covers 42,400 sq km. Three quarters of the population lives in the town itself. The major industry is farming with cereal crops and sheep being the mainstays though beef and various alternative farming projects make an important contribution. Tourism is growing rapidly.

Fishing is a minor industry with a small fishing fleet operating out of the fishing harbour. The port has a steady stream of boats exporting the harvest, nickel and iron ore from the Goldfields.

The town itself boasts a large number of services and continues to grow in both size and prosperity.



THE PAPER

With two papers each week – Wednesday and Friday – the Esperance Express provides an extensive and in-depth coverage of the region's diverse activities.

The paper's great strength is its concentration on all things local with a strong coverage of community news and sports together with specific rural and real estate sections.

The Esperance Express is highly respected in the town as a source of news, information and opinion with local people feeling a strong sense of connection and 'ownership' of the paper.

QUICKSTATS

Area	Esperance – WA
Circulation	Wednesday 3,073 & Friday 3,634
Published	Wednesday and Friday
Type of Publication	Paid

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	7.03	7.73
Over 2000	6.29	6.92
Over 5500	5.59	6.15
Over 10000	5.03	5.53
Over 20000	4.87	5.36
Over 30000	4.78	5.26
Over 40000	4.65	5.11
Over 50000	4.59	5.05
Over 60000	4.37	4.81
Over 70000	4.35	4.78
Over 80000	POA	POA
Spot colour	140.00	154.00
Full colour	490.00	539.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon 3 working days prior
Copy	12noon 3 working days prior
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 30mm	6 = 195mm
2 = 63mm	7 = 228mm
3 = 96mm	8 = 260mm
4 = 129mm	Full Page 38 x 8
5 = 162mm	

DEADLINES

Booking/Copy	4pm 2 days prior
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	10.35	11.38
Colour pccm	11.27	12.40
Column width	49 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon 5 working days prior
Copy	12noon 4 working days prior

www.esperanceexpress.com.au

	\$GST ex	\$GST in
Homepage m-rec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per 1000 impressions), other options available on request.

MATERIAL ADDRESS

Email	prod.espress@ruralpress.com
Quickcut	Esperance Express – EERA
Code:	EE
Websend	Esperance Express

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210



the great southern Weekender

107 Stead Road
Albany WA 6330

Ph: (08) 9842 2788
Fx: (08) 9842 2789

THE MARKET

The Weekender is distributed to householders and farmers throughout the lower great southern and coastal region. Main centres include Albany, Mt Barker and Denmark, which comprise both urban and rural communities.

It is also delivered free to numerous smaller locations within the region, east to Bremer Bay, west to Walpole. Inland rural communities as well as major tourism centres, caravan parks, tourism operators and businesses also receive the paper.

Local government areas include the City of Albany, Denmark, Plantagenet, Cranbrook, Jerramungup, Kojonup and Katanning. The circulation of The Weekender covers most of the farming community in the region, where main rural industries are sheep, cattle, tree farming, cropping and horticulture.

Tourism has become a mainstay of the local economy with new and innovative projects continually being developed. The pristine coastline and picturesque countryside are some of the region's main attributes.

Published every Thursday and distributed free to letter boxes.

THE PAPER

THE Great Southern Weekender is the leading community newspaper in the Great Southern region. It is an independent, locally-owned company. It has a strong commitment to coverage of local news and sport and boasts the most comprehensive market penetration of any newspaper in the region.

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	7.50	8.25
Over 2000	7.00	7.70
Over 5500	6.50	7.15
Over 10000	6.00	6.60
Over 20000	5.50	6.05
Over 30000	4.77	5.25
Over 40000	4.50	4.95
Over 50000	4.00	4.40
Over 60000	3.50	3.85
Over 70000	3.00	3.30
Over 80000	POA	POA
Spot colour	100.00	110.00
Full colour	250.00	275.00

COLUMN WIDTHS

1 = 33.5mm	5 = 184.6mm
2 = 71.25mm	6 = 222.25mm
3 = 109mm	7 = 260mm
4 = 146.5mm	Full Page 36x7

DEADLINES

Booking	12noon Friday
Copy	4pm Monday
Page depth	36cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	9.50	10.45
Employment Rate	7.00	7.70

COLUMN WIDTHS

1 =	39mm
2 =	83mm
3 =	127mm
4 =	171.5mm
5 =	215.5mm
6 =	260mm

Full Page 36 x 6

DEADLINES

Booking	12noon Tuesday
Copy	12noon Tuesday

PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%		

*Subject to availability



the great southern
Weekender



QUICKSTATS

Area
Circulation
Published
Type of Publication

Albany, WA
22,730
Thursday
Free

www.albany.yourguide.com.au

	\$GST ex	\$GST in
Homepage: MREC 1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News: MREC	15.00	16.50
News: Skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions).
Other options available on request

MATERIAL ADDRESS

Email copy@gsweekender.com.au
Quickcut Albany & Great Sthn
Weekender - ALWE
CODE: AW

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Great Southern Weekender
107 Stead Road
Albany WA 6330

**HOGAN
MEDIA**
T (08) 9381 3991

Harvey Mail

78 Blair Street
Bunbury WA 6230
Ph: (08) 9791 2400
Fx: (08) 9791 2402



THE MARKET

The Shire of Harvey covers the rural town of Harvey, the thriving community of Australind and the seaside towns of Myalup and Binningup.

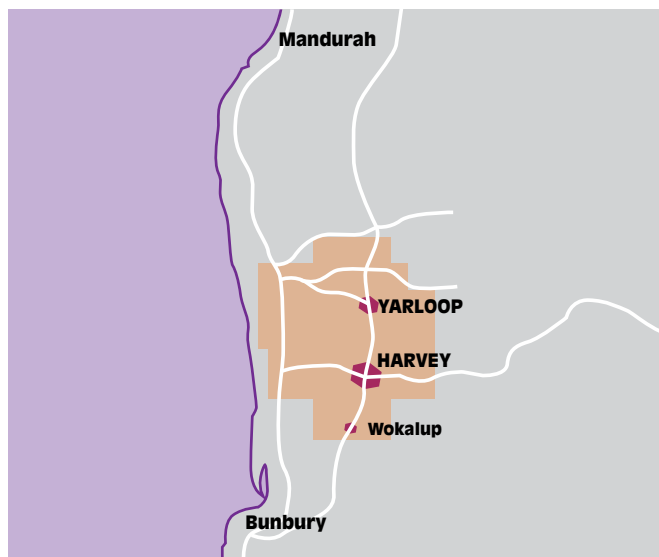
Harvey is located in the booming South West of Western Australia, mid-way between the cities of Mandurah and Bunbury.

Agriculture is the major industry and includes beef and dairy farming, citrus growing along with a burgeoning wine and table grapes industry.

Harvey provides a social and service centre for local farmers and has a vibrant commercial district.

Australind is the major town in the Shire and is a vibrant modern community rated as one of the fastest growing towns in regional Western Australia.

Its workforce commutes to the major mining and alumina refining industries in the district.



THE PAPER

The Harvey Mail has a circulation of 4,500 and is letterbox delivered fortnightly to every home and business in the Harvey Shire.

It is also delivered to Brunswick, Yarloop, Myalup, Binningup and Cookernup.

QUICKSTATS

Area	Harvey – WA
Circulation	4,500
Published	Wednesday (Fortnightly)
Type of Publication	Free

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	4.95	5.44
Over 2000	4.43	4.87
Over 5500	4.19	4.60
Over 10000	3.97	4.37
Over 20000	3.71	4.08
Over 30000	3.46	3.81
Over 40000	3.21	3.53
Over 50000	2.96	3.27
Over 60000	2.71	2.98
Over 70000	2.49	2.74
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full pge 38x7

DEADLINES

Booking	12noon Wednesday prior
Copy	4pm Friday prior
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

DEADLINES

Booking/Copy	5pm Thursday prior
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%		

*Subject to availability

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	4pm Wednesday prior
Copy	12noon Thursday prior

MATERIAL ADDRESS

Email	mail.bunburymail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: HM
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210

 **HOGAN
MEDIA**
T (08) 9381 3991

Mandurah Mail

290 Pinjarra Road
Mandurah WA 6210

Ph: (08) 9550 2400
Fx: (08) 9581 5508

THE MARKET

The Peel regions economy includes manufacturing, tourism, agriculture, technology and commerce. The areas economy is driven by mining, manufacturing, building and construction, retail and tourism. Agriculture also makes a significant contribution to the Peel's diverse economy. Statistics from the Peel Development Commission show the region is expected to grow by 135% by 2031. This is by far the highest projected growth rate in WA. These gains are partly explained by proximity to Perth, the rail link and lifestyle attractions. Mandurah is one of the fastest growth centres in Australia.

THE PAPER

From humble beginnings in 1991 the paper has been remarkably successful in a competitive market, with a vibrant team the Mandurah Mail quickly established itself as the leading newspaper in the region. The paper has strong editorial content as well as a Letters to the Editor section which shows the community's response to the Mail. The Mandurah Mail takes on the big local issues while at the same time ensuring the public is kept informed and entertained. The Mail also produces many and varied campaigns that best serve the client's advertising spend.



QUICKSTATS

Area	Mandurah – WA
Circulation	37,700
Published	Thursday
Type of Publication	Free

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	7.16	7.88
Over 2000	6.45	7.09
Over 5500	6.03	6.63
Over 10000	5.71	6.28
Over 20000	5.39	5.93
Over 30000	5.00	5.50
Over 40000	4.65	5.11
Over 50000	4.29	4.72
Over 60000	3.94	4.33
Over 70000	3.57	3.93
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	2pm Monday
Copy	4pm Monday
Page depth	38cm

REAL ESTATE DEADLINES

Booking	5pm Thursday
Copy	5pm Friday

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	21.23	23.35
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	1pm Tuesday
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate	9.20	10.12
Mono pccm	12.30	13.53
Colour pccm	49 mm	
Column width		
Minimum 13 weeks		

DEADLINES

Booking	11am Thursday
Copy	12noon Friday

www.mandurahmail.com.au

	\$GST ex	\$GST in
Homepage: MREC 1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News: MREC	15.00	16.50
News: Skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions).
Other options available on request

MATERIAL ADDRESS

Email	sales.mandurahmail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: MAN
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Mandurah Mail
290 Pinjarra Road
Mandurah WA 6210

HOGAN MEDIA
T (08) 9381 3991

Merredin-Wheatbelt Mercury

79 Duff Street
Merredin WA 6415

Ph: (08) 9041 1900
Fx: (08) 9041 2577



THE MARKET

The Merredin Shire's major primary industries are: wheat, barley, oats, lupins, peas, sheep, pigs, goats, fat lambs, cattle and wool production.

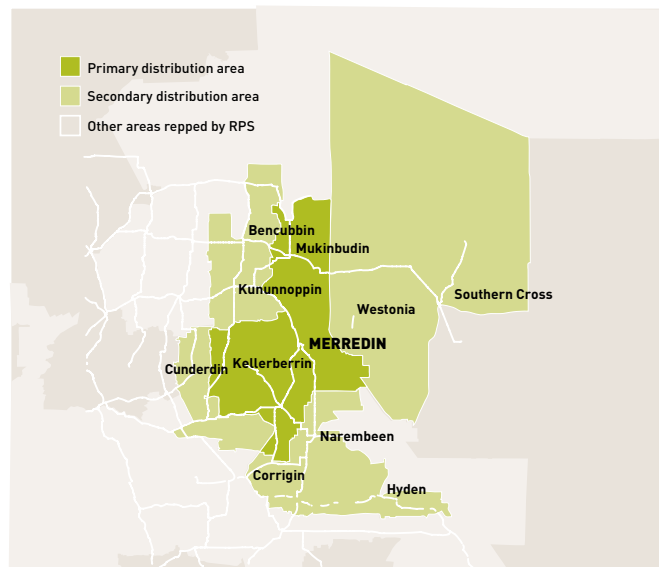
Major secondary industries based in the Wheatbelt Mercury's coverage area are bulk silo manufacture, machinery assemblies, superphosphate works, steel fabrication, boomspray manufacture, engineering, farm machinery production, replica motor vehicle manufacturer—Replica Motor Company Kellerberrin, China Southern Flying School, gold mining and tourism.

Merredin is also the centre for telecommunication, education, small business development, CALM, Western Power, Water Corp, Homeswest and many other state and federal government departments.

THE PAPER

The Wheatbelt Mercury is a weekly local newspaper for 18 shires.

The Mercury has many special features throughout the year including Seeding Season and Harvest Season aimed at the needs of the community. The Mercury knows the needs of the local community and delivers the news first every week.



QUICKSTATS

Area	Merredin – WA
Circulation	1,150
Published	Wednesday
Type of Publication	Paid

DISPLAY

Level \$	\$ GST Exc	\$ GST Inc
Base	7.11	7.82
Over 2000	6.24	6.86
Over 5500	6.05	6.65
Over 10000	5.70	6.27
Over 20000	5.35	5.88
Over 30000	4.98	5.48
Over 40000	4.62	5.08
Over 50000	4.27	4.70
Over 60000	3.79	4.17
Over 70000	3.43	3.77
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Thursday
Copy	4pm Thursday
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	16.46	18.11
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	5pm Friday prior
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Wednesday
Copy	12noon Thursday

www.merredinmercury.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available on request.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: MWM
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210



T (08) 9381 3991

Murray Mail

290 Pinjarra Road
Mandurah WA 6210

Ph: (08) 9550 2400
Fx: (08) 9581 5508



THE MARKET

The Murray Mail market is one of the most diverse in Western Australia.

It is home to a burgeoning economy driven by mining, manufacturing, construction, agriculture, retail and tourism.

New and established businesses have recognised the need to be part of the region that is close as 80km from Perth and 15km from the coastal city of Mandurah.

The Perth to Bunbury Highway has opened up many new business opportunities.

The region is all about lifestyle offering affordable housing and lifestyle attractions, combined with a diverse employment market.

THE PAPER

The Murray Mail was established in response to the growing Murray region in 2007 and has rapidly expanded.

While the area has been well supported by the Mandurah Mail, the decision was made to introduce a niche paper specifically for the people in Pinjarra, Dwellingup, Boddington, Harvey and Waroona areas.

The paper has a focus on people and community events happening in the region and is published weekly on Tuesdays.

As this community continues to grow so too will the Murray Mail. It is delivered free to more than 6000 homes.



QUICKSTATS

Area	Mandurah – WA
Circulation	6,500
Published	Tuesday (Weekly)
Type of Publication	Free

DISPLAY

Level \$		\$ GST Exc	\$ GST Inc
Base		4.95	5.44
Over 2000		4.43	4.87
Over 5500		4.19	4.61
Over 10000		3.97	4.37
Over 20000		3.71	4.08
Over 30000		3.46	3.81
Over 40000		3.21	3.53
Over 50000		2.96	3.26
Over 60000		2.71	2.98
Over 70000		2.49	2.74
Over 80000		POA	POA
Spot colour		110.00	121.00
Full colour		220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Tuesday prior
Copy	12noon Thursday prior

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full page 38 x 4
3 = 190mm	

DEADLINES

Booking	12noon Tuesday prior
Copy	12noon Thursday prior

PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	10%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

Rate	\$ GST Exc	\$ GST Inc
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	49 mm	
Minimum 13 weeks		

www.murraymail.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available on request.

MATERIAL ADDRESS

Email	sales.mandurahmail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: MAN
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

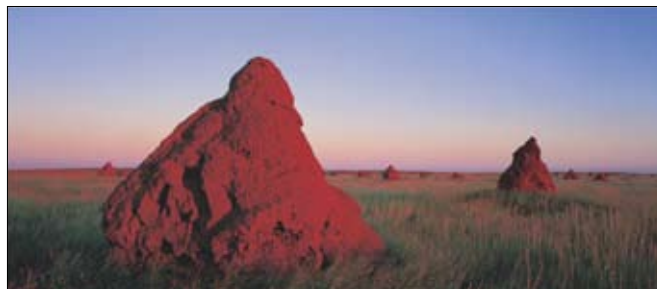
DELIVERY ADDRESS

Mandurah Mail
290 Pinjarra Road
Mandurah WA 6210



Shop 2, 18 Hedland Place
PO Box 848
Karratha WA 6714

Ph: 1300 655 720
Fx: (08) 9219 4678



THE MARKET

The Pilbara Region consists of two regional centres at Port Hedland and Karratha. Both towns continue to grow at a rapid pace, with over 800 new blocks released in Karratha this year.

Average household incomes are well above \$120,000 due to the mining and gas industries which continue to boom, despite the global economic crisis.

The average age of residents in the region is also well below average with many young families making the decision to live here.

THE PAPER

The Pilbara Echo truly is a community focused newspaper. It is made for the people, by people who live and work in the region.

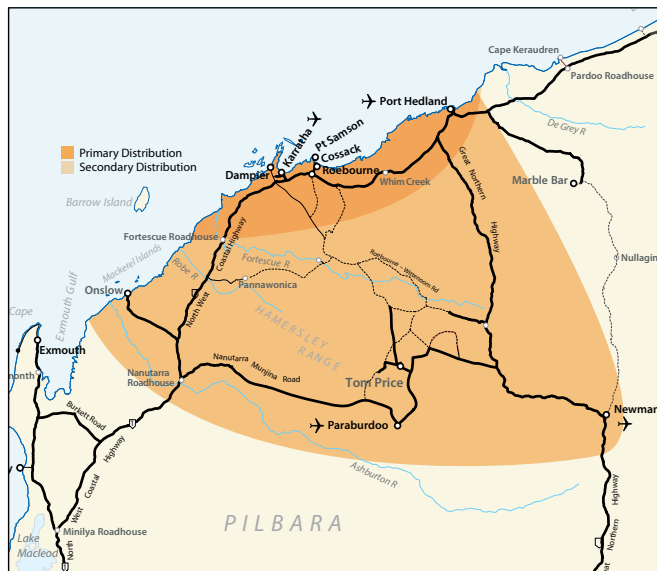
The newspaper caters for all the audiences in the area from the mining company families through to long term residents and fly in fly out workers.

They encourage contributions of news, photos and sporting content from the public, further adding to the local aspect of the newspaper.

In addition, the Echo sponsors many community events and offers discounts to local sporting clubs and not for profit groups.

The newspaper continues to experience growth, in the past twelve months, circulation has increased by 100% and content has almost doubled.

The paper is distributed each week to the towns of Karratha, Port Hedland, Dampier, Roebourne, Wickham, Point Samson and Onslow. The newspaper's distribution stretches inland to Newman, Tom Price, Paraburdoo, Pannawonnica and as far as Nanutarra.



QUICKSTATS

Area	Pilbara Coast & Inland - WA
Circulation	15,000
Published	Weekends
Type of Publication	Free
ABS Population in distribution area *2008	50,101
Temporary workers in area	over 5,000

DISPLAY RATES

Level \$	\$ GST Exc	\$ GST Inc
Base	9.21	10.13
Over 2000	8.11	8.92
Over 5500	7.83	8.61
Over 10000	7.37	8.11
Over 20000	6.91	7.60
Over 30000	6.45	7.09
Over 40000	5.99	6.59
Over 50000	5.52	6.07
Over 60000	5.43	5.97
Over 70000	5.06	5.57
Over 80000	4.60	5.06
Colour Loading		+34%

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full Page 38 x 7

DEADLINES

Booking	12noon Tuesday
Copy	12noon Wednesday
Page Depth	38cm

CLASSIFIEDS & TRADES

	\$ GST Exc	\$ GST Inc
Mono	8.67	9.54
Colour	12.11	13.32

COLUMN WIDTHS

1 = 30mm	6 = 195mm
2 = 63mm	7 = 228mm
3 = 96mm	8 = 261mm
4 = 129mm	Full Page 38 x 8
5 = 162mm	

DEADLINES

Booking	1pm Thursday
Copy	4pm Thursday

PROPERTY GUIDE

POA

TRADES & SERVICES

	\$ GST Exc	\$ GST Inc
Small 3cm x 6cm	\$30	\$33
Medium 5cm x 6cm	\$50	\$55
Large 7cm x 6cm	\$70	\$77

Minimum 6 weeks

www.pilbaraecho.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available on request.

MATERIAL

Email ads@pilbaraecho.com.au
Web send Pilbara Echo
Digital Press Ready PDF accepted

INSERTS

Cost \$100 / 000 GST ex
\$110 / 000 GST inc

DELIVERY ADDRESS

Pilbara Echo - Karratha
Shop 2, 18 Hedland Place
KARRATHA WA 6714
Ph: 1300 655 720

HOGAN MEDIA
T (08) 9381 3991

Shop 14, Two Rocks Shopping Centre
Enterprise Avenue, Two Rocks, WA, 6037

Ph: (08) 9561 2500
Fx: (08) 9561 5691

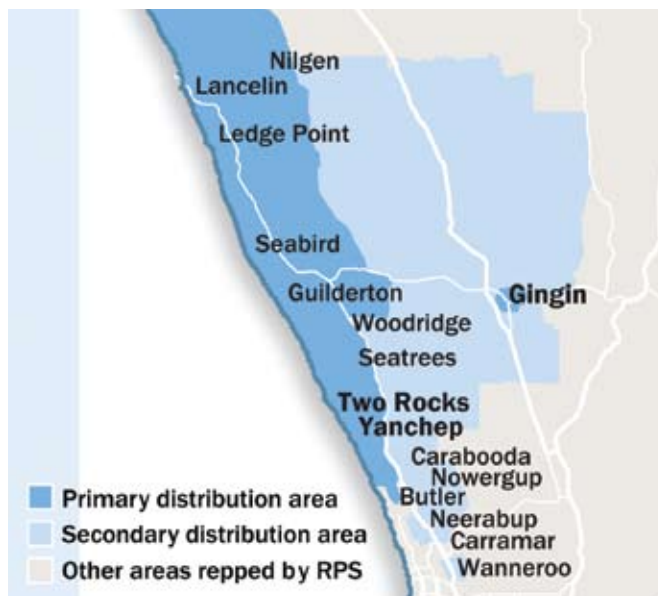


THE MARKET

Construction of the \$20 billion Yanchep Satellite City is underway, with over \$200 million already invested in the region. This satellite city is the biggest residential and commercial metropolitan area development in Australia. The economy of the region is changing with the wider Yanchep - Lancelin - Gingin region, about 5,000 square kilometres, supports the wine making industry, olive growing, fishing industry, agriculture, aquaculture and general industry. The opportunities in this region are extensive and growing quickly.

THE PAPER

Starting from humble beginnings in July 1997, the paper has grown to be the region's most successful publication in a very competitive market. Locally owned and operated, the Sun City News is the region's most popular newspaper. The paper is the only newspaper that is home delivered across this region of Yanchep, Butler, Lancelin and Gingin. The Sun City News takes on the local issues, keeping the community informed and entertained. The paper's great strength is its concentration on all things local.



QUICKSTATS

Area Yanchep, Two Rocks, Butler, Carramar, Gingin, Lancelin and parts of Wanneroo, Clarkson and Merriwa
Circulation 9,000
Published Thursday (Fortnightly)
Type of Publication Free

DISPLAY & CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Per column cm	5.29	5.82

COLOUR

Half page or smaller	110.00	121.00
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Half page to Full page	188.00	206.80
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COLUMN WIDTHS

1 = 34mm	5 = 186mm
2 = 72mm	6 = 224mm
3 = 110mm	7 = 262mm
3.5 = 129mm	Full page 40x7
4 = 148mm	

DEADLINES

Booking	12noon Thursday prior
Copy	4.00pm Friday prior
Cancellation	12noon Friday prior
Page depth	40cm

PROPERTY GUIDE

POA

PREFERRED PAGE LOADINGS

Page 2	25%	Back Page	50%
Page 3	50%	Right hand	
Page 5	25%	page	10%

*Subject to availability

TRADES AND SERVICES

\$ GST Exc \$ GST Inc

Mono

40mm x 62mm deep	25.00	27.50
89mm x 62mm deep	50.00	55.00

Colour

40mm x 62mm deep	34.09	37.50
89mm x 62mm deep	59.00	65.00
89mmx128mm deep	109.09	120.00

*Minimum 6 issues

Further discounts available for greater number of issues booked

INSERTS

Cost	100.00 / 000	\$ GST Exc
	110.00 / 000	\$ GST Inc

17

www.suncitynews.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available on request.

MATERIAL ADDRESS

Production
Email ads@suncitynews.com.au

We also accept Quickcut and Adsend.

DELIVERY ADDRESS

Shop 14, Two Rocks Shopping Centre
Enterprise Avenue
Two Rocks WA 6037

The Wagin Argus

Tavistock Street
Wagin WA 6315

Ph: (08) 9861 1200
Fx: (08) 9861 1408

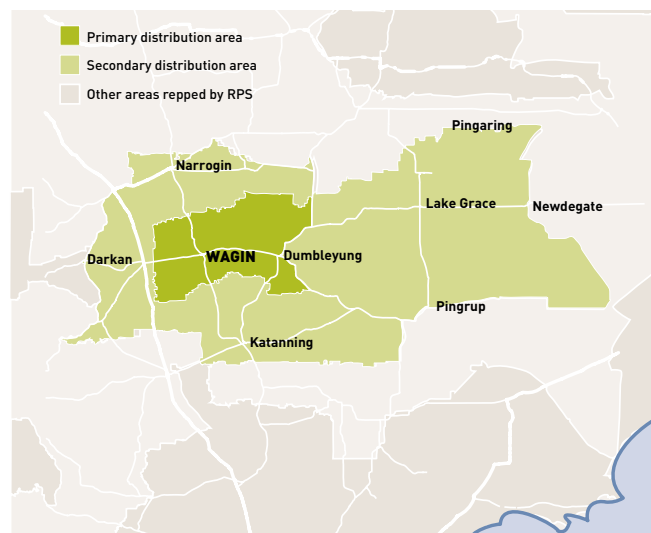
THE MARKET

Wagin's central location makes it the ideal service centre for a vast agricultural area, with the Wagin Argus the only weekly paper covering five shires, stretching from West Arthur to Wagin, Woodanilling, Dumbleyung and the Lake Grace Shire to the east. The heart of a strong Merino industry, farmers have diversified into cattle and cropping with vast tonnages of grain and legumes grown for export. Wagin has a thriving light industrial area catering for the agricultural hinterland. Service industries include stock firms, light engineering companies, machinery outlets, and a grain exporting company. The town also has two supermarkets. Wagin and neighbouring towns have become focal points for retirees. At the heart of a thriving tourist industry, the Giant Ram and Wagin Historical Village are usually on the itinerary. The paper prides itself by publishing the official Wagin Woolorama Program every year.

THE PAPER

The Wagin Argus has served the district since 1905 and is highly regarded. The Argus is the key publication for local news, coverage of vital issues, feature stories, sport, entertainment and information.

The paper has a high household penetration rate, a reflection on its status as the "bible" of the local community.



QUICKSTATS

Area	Wagin – WA
Circulation	820
Published	Thursday
Type of Publication	Paid

DISPLAY

Level \$	GST Exc	GST Inc
Base	5.15	5.66
Over 2000	4.63	5.09
Over 5500	4.37	4.81
Over 10000	4.11	4.52
Over 20000	3.87	4.26
Over 30000	3.62	3.98
Over 40000	3.33	3.66
Over 50000	3.09	3.39
Over 60000	2.85	3.13
Over 70000	2.57	2.83
Over 80000	POA	POA
Spot colour	110.00	121.00
Full colour	220.00	242.00

COLUMN WIDTHS

1 = 34mm	5 = 185mm
2 = 71mm	6 = 223mm
3 = 109mm	7 = 261mm
4 = 148mm	Full page 38x7

DEADLINES

Booking	12noon Friday
Copy	4pm Friday
Page depth	38cm

CLASSIFIEDS

	\$ GST Exc	\$ GST Inc
Rate	14.37	15.81
Colour	50.00	55.00

COLUMN WIDTHS

1 = 61mm	4 = 260mm
2 = 125mm	Full Page 38 x 4
3 = 190mm	

DEADLINES

Booking/Copy	12noon Monday
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PREFERRED PAGE LOADINGS

Page 1	100%	RHP	20%
Page 2,7	30%	Other	10%
Page 3	50%	Back Page	100%
Page 5	40%	*Subject to availability	

TRADES AND SERVICES

	\$ GST Exc	\$ GST Inc
Rate		
Mono pccm	4.76	5.24
Colour pccm	5.69	6.26
Column width	61 mm	
Minimum 13 weeks		

DEADLINES

Booking	12noon Thursday Prior
Copy	4pm Thursday Prior

www.waginargus.com.au

	\$GST ex	\$GST in
Homepage mrec1	20.00	22.00
Homepage Leaderboard	10.00	11.00
News mrec	15.00	16.50
News skyscraper	20.00	22.00

Rates CPM (cost per thousand impressions). Other options available on request.

MATERIAL ADDRESS

Email	sales.colliemail@ruralpress.com
Quickcut	Collie Mail – CMRW
	Code: WA
Websend	Collie Mail

INSERTS

Cost	100.00 / 000	GST Exc
	110.00 / 000	GST Inc

DELIVERY ADDRESS

Rural Press Printing - Mandurah
7 Rafferty Close
Mandurah WA 6210



T (08) 9381 3991

senior Lifestyle 50+



Ph: (08) 9550 2430

Fx: (08) 9581 5508

People over the age of 50 years are now regarded as some of the most active in the community.

They are in control of their life, and many believe it is the start of the best years of their life.

As a result they are constantly clamouring the latest information that suits their lifestyle.

That's where Senior Lifestyle 50 plus fits in.

This informative, monthly publication inside the Mandurah Mail provides the latest

news on health and lifestyle, social news, finance and investment, travel and many more relevant topics.

If you want to reach the target market that has disposable income especially for a specific spending, then you need to be in Senior Lifestyle 50 plus.

This publication is printed the last week of each month and also features the very popular crossword where readers can win \$100 and lots of CD & DVD giveaways.

Following are and prices available and with the Health & Wellbeing and Travel features, you are offered a complimentary editorial of approximately 130 words.

The publication is uploaded to the company's website.

10cm x 3 col	190.03	209.03
15cm x 3 col	285.05	313.55
1/4 page		
20cm x 4 col	506.76	557.44
1/2 page - 2 sizes		
20cm x 7 col	665.12	731.63
28cm x 5 col	665.12	731.63
Full Page		
40cm x 7 col	1034.63	1138.09



SPECIAL PUBLICATIONS

EDUCATIONAL REVIEW

Published January 2013. An annual supplement into 12 regional newspapers promoting Education & Employment opportunities prior to TAFE & Educational institutions enrolment deadlines.

WAGIN WOOLORAMA OFFICIAL PROGRAMME

Published February 2013. The most comprehensive guide to Western Australia's biggest field day promoting the wool industry. The Wagin Woolorama Official Programme is a must for all exhibitors, manufacturers, suppliers and those associated with the wool industry in which to advertise.

FERTILISERS CHEMICALS & BOOMSPrAYS

Published March 2013. This network feature is published in five of the Wheatbelt newspapers from Moora through to Esperance and is strategically timed to reach farmers prior to commencement of the seeding season..

EDUCATION & CAREERS EXTRA

Published June 2013. This is the biggest and most comprehensive network supplement to 12 regional newspapers. It is ideal for Tertiary Education Colleges, Universities, Private School Colleges, Specialist Teaching institutions and Training programmes.

COUNTRY ANNUAL

Published September 2012. Country Annual sets the benchmark as the biggest and best supplement in regional Western Australia. Carried in 15 regional newspapers, Country Annual promotes positive achievements with stories on developments and improvements beneficial to these areas. All of the stories are well researched and written by trained journalists giving credibility to the publication over all.

HARVESTING & GRAINS

Published in October 2012. Timed to coincide with pre-harvesting season this special 5 Wheatbelt newspaper network supplement is an excellent medium in which to promote harvesting machinery, grain storage, trucks, on farm motor vehicles and a whole range of suitable farm products especially when harvest yields and value of returns are potentially high.

Conditions Governing Acceptance of Advertising



Unit 1, 200 Rokeby Road,
Subiaco WA 6008
Postal Address: PO Box 8,
Subiaco WA 6904
T (08) 9381 3991
F (08) 9388 9376
E sales@hoganmedia.com.au
W www.hoganmedia.com.au

The publishers have the right to refuse to publish or republish any advertisement without giving any reason therefore.

No liability incurred by the publishers by reason of any amendment to or error or inaccuracy in, or the partial or total omission of an advertisement or by reason of any delay or default or from any other cause whatsoever, provided that if an error occurs which in the opinion of the publishers clearly lessens the value of the advertisement and which is in no way the fault of the advertiser and the advertiser notifies the publisher of the error within three days of when the error appeared, then suitable correction will be made without charge.

The source of every advertisement shall be clearly indicated. All reader advertisements shall be clearly identifiable as such by top rule, heading or other distinguishing mark.

The publisher agrees to retain for the convenience of the advertiser and at his risk for the period of one month after the last scheduled advertisement any artwork not required for current advertisements.

Space covered by an advertising order shall be used solely for the products, business or service of the advertiser. Advertisements which contain any other matter shall be charged at casual rates.

Casual rates (or classified rates if applicable) shall be charged for the following types of advertising irrespective of the number of insertions: Government (except where subject to a national or state agreement) statutory, shire, municipal, legal, public notices, public functions, meetings, sports, casual amusements, auction and market sales, elections, referenda, staff advertising (display or otherwise), etc. All classified advertising shall be charged at the applicable rate.

Political advertising which relates to a forthcoming election, or which contains voting instructions, or which appears between the issue of the writ and polling day, shall be charged at casual rates.

If the amount of space used during the period of an order is greater or less than the total ordered, the space used shall be charged at the rate applicable as shown on the publisher's scale of rates, and rebate or surcharge made accordingly, provided a claim is made within three months of the expiration of the order. No rebate on any advertising will be allowed unless payment for that advertising is made within the time prescribed by The Australian Media Accreditation Authority.

Advertising in classified columns is specifically excluded from the space-at-will orders.

Advertisers and/or advertising agents upon and by lodging material with the publisher for publication or authorising or approving of the publication of any material INDEMNIFY the publisher, its servants and agents against all liability, claims or proceedings whatsoever arising from the publication and without limiting the generality of the foregoing so indemnify each of them in relation to defamation, slander of title, breach of copyright, infringement of trade mark or names or programme titles, unfair competition or trade practices, royalties or violation of rights or privacy AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any rights against or liabilities in the publisher, its servants or its agents.

BOOKINGS DEADLINES:

Booking deadlines vary. Please refer to information on individual newspapers.

CANCELLATIONS:

Cancellation of full page advertisements require 7 days notification. Any display advertising space cancelled after normal deadlines, will be charged for.

The management and publisher reserve the right to use the word "advertisement" with copy, which in their opinion resembles editorial copy.

This rate card is for comparison purposes only and does not constitute an offer on the part of the publisher.

The management reserves the right to charge a service fee at ruling bank interest rates on overdue accounts.

ACCEPTABLE SIZES:

Page Depth: 38cm Page Width: 26cm

1 col - from 3 to 34cm and full depth

2 col - from 3 to 34cm and full depth

3 col - from 3 to 34cm and full depth

4 col - from 7 to 34cm and full depth

5 col - from 7 to 34cm and full depth

6 col - from 7 to 34cm and full depth

7 col - from 7 to 25cm and full depth

Newspaper Insert Specifications — All publications

Packaging and delivery instructions

Failure to adhere to these specifications could result in your insert being rejected.

We are only able to insert a maximum of 6 inserts incl preprints.

Acceptable Sizes: Minimum finished size 148mm x 105mm

Maximum finished size 289mm x 425mm

Inserts printed in tabloid format MUST be quarter folded if under 8 tabloid pages

Minimum stock weight for single sheet: 89gsm

Maximum number of pages of insert: 128 pages

Bookings:

- Inserts must appear on the booking schedule. No verbal bookings will be accepted.
- Inserts must be on our premises at least 14 hrs prior to the publication print date.

Cancellations:

- One working day prior to publication print date.

Binding:

- A glued product is preferred.
- It is preferable that inserts of less than 24 pages are not stapled. When using staples, they should not exceed the thickness of the product and be placed perfectly within the fold of the product.

Packing Specification:

- The printer must ensure that all inserts are free from "set off" and that the ink is dry.
- Inserts must be kept as flat as possible at all times, with tight folds and free from rolled edges, wrinkles and any other distortions.
- Inserts must not overhang the pallet.
- Inserts are to be stacked in turns of no less than 50, larger if possible.
- Inserts should only be strapped if absolutely necessary. If strapped the

tension of the strapping should not in any way damage the bundle and should run from head to foot (not across the spine).

- Prior to shrink wrapping pallets, ensure corners of the stack are protected against distortion. A second pallet of the same size should be placed on top to maintain a flat product and cross straps are to be used to secure the stack.

Pallet Identification:

- The pallets must have shown on a least two sides the following information on the printer's letterhead:
 1. The name and address of the company accepting the insert.
 2. The publication into which the insert is to be placed.
 3. The publication issue and date of insertion.
 4. The estimated weight of the pallet.
 5. Full quantity of inserts supplied.
 6. The quantity of inserts on each pallet.
 7. Number of copies on each turn/bundle.
 8. The pallet number, i.e. 1 to 6.

Delivery:

- For insert delivery address, please refer to the relevant page for the paper into which the inserts are to be placed.
- Inserts will be accepted between the hours of **8am and 4pm**, Monday to Friday.
- All appropriate paperwork is to accompany the delivery.
- Drivers are **not permitted** to unload deliveries.

Due to limited space inserts will only be accepted 5 working days prior to the publication print date.

Further information can be obtained from:

Rural press Printing Mandurah, Phone 08 9550 2700.

Note: Inserts that carry third-party advertising will not be accepted.

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

S	M	T	W	T	F	S
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

OCTOBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

S	M	T	W	T	F	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	
26	28	29	30	31		

FEBRUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH

S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

SCHOOL HOLIDAYS

7 July – 23 July '12
 29 September – 15 October '12
 19 December '12 – 3 February '13
 20 April – 5 May '13

PUBLIC HOLIDAYS

30 September – Queens Birthday
 25 December – Christmas Day
 26 December – Boxing Day
 1 January – New Years Day
 28 January – Australia Day
 4 March – Labour Day
 29 March – Good Friday
 1 April – Easter Monday
 25 April – Anzac Day
 3 June – Western Australia Day

HOGAN MEDIA COVERAGE



Newspaper	Circulation
Augusta Margaret River Mail	6,600
The Avon Valley Advocate	2,340
Bayside Mail	14,000
Bunbury Mail	25,550
Busselton-Dunsborough Mail	14,300
Central Midlands & Coastal Advocate	991
Collie Mail	3,020
Donnybrook-Bridgetown Mail	1,010
The Esperance Express	6,707
Great Southern Weekender	22,500
Harvey Mail	4,500
Mandurah Mail	37,700
Merredin-Wheatbelt Mercury	1,150
Murray Mail	6,500
Pilbra Echo	15,000
Sun City News	9,000
The Wagin Argus	820
Total Circulation	171,868



Unit 1, 200 Rokeby Road, Subiaco WA 6008
 Postal Address: PO Box 8, Subiaco WA 6904
 T (08) 9381 3991 F (08) 9388 9376
 E sales@hoganmedia.com.au
 W www.hoganmedia.com.au

Melbourne: Brown Orr Fletcher Burrows, 419 Malvern Rd, South Yarra VIC 3141 Ph: 03 9826 5188

Adelaide: Rural Press Sales, 123 Greenhill Road, Unley SA 5061 Ph: 08 8372 5236

Sydney: Rural Press Sales, 68 Chandos St, St Leonards NSW 2065 Ph: 02 9478 1200

Brisbane: The Media Workshop, Suite 3, 211 Logan Road, Wooloongabba QLD 4102 Ph: 07 3391 6633