



Wimmera Mallee News

MEDIA KIT
2024



Your local news service, run locally, by locals, for locals ...

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ABOUT

Warracknabeal **Herald**

The Warracknabeal Herald is a weekly newspaper published on Fridays. The Herald has been in circulation for 135 years and continues to be printed on the premises in Warracknabeal.

Warracknabeal has a population of 3,100 people and is the economic and local government centre of the Shire of Yarriambiack with a population of around 10,000.

The Warracknabeal Herald has a circulation that reaches through the northern Wimmera and southern Mallee regions of north-west Victoria, servicing the townships of Warracknabeal, Brim, Beulah, Hopetoun, Minyip, Murtoa, Rupanyup, Watchem, Birchip, Jeparit, Rainbow and Yaapeet.

THE **HORSHAM TIMES**

The Horsham Times is a weekly newspaper published Friday. The Horsham Times was first published in May 2020 and has continued to grow ever since.

Horsham is the largest city in the Wimmera wheat growing and sheep grazing district in western Victoria. It is located between Stawell and Dimboola, on the main highway linking Melbourne and Adelaide.

Horsham has a population of around 20,000.

The Horsham Times circulates extensively across North West Victoria from Ballarat to Edehope and from Harrow up to Hopetoun, with over 40 outlets selling the printed copy.

The Dimboola **Banner**

First published in 1879, The Dimboola Banner is a weekly newspaper published on Wednesday.

Dimboola is situated approximately halfway between Adelaide and Melbourne on the Western Highway, with a population of 1424. 'The Banner' circulates in the Shire of Hindmarsh including Dimboola, Jeparit, Gerang Gerung, Kiata, Antwerp and Tarranyurk.

THE **ARGUS**

The Rainbow Jeparit Argus is a weekly newspaper published Thursday.

Rainbow and Jeparit are two towns which service the commercial, educational and medical needs of people living in an area spanning 2,000 square kilometres. The population of 1,000 is spread within the two towns and on farming properties in the district. 'The Argus' reflects the agricultural and social interests of the community, and circulates throughout the townships of Rainbow, Jeparit, Yaapeet and surrounds.

WIMMERA MALLEE **SPORT**

Wimmera Mallee Sport is a weekly sports newspaper published on Tuesday.

Launched 9-April-24 our dedicated sports news service provides updates on all things sport, whatever the code, across the full breadth of our region.


50+  **DISTRIBUTION POINTS FOR OUR PAPERS**


10,800+
FACEBOOK FOLLOWERS


4,000
WEEKLY PAPER HARD COPIES

15,000+  **BUSINESS GUIDE PAGE VIEWS PAST 12 MONTHS**
wimmeramalleebusiness.com.au

9,000+
 **WEEKLY READERS OF OUR PAPERS**

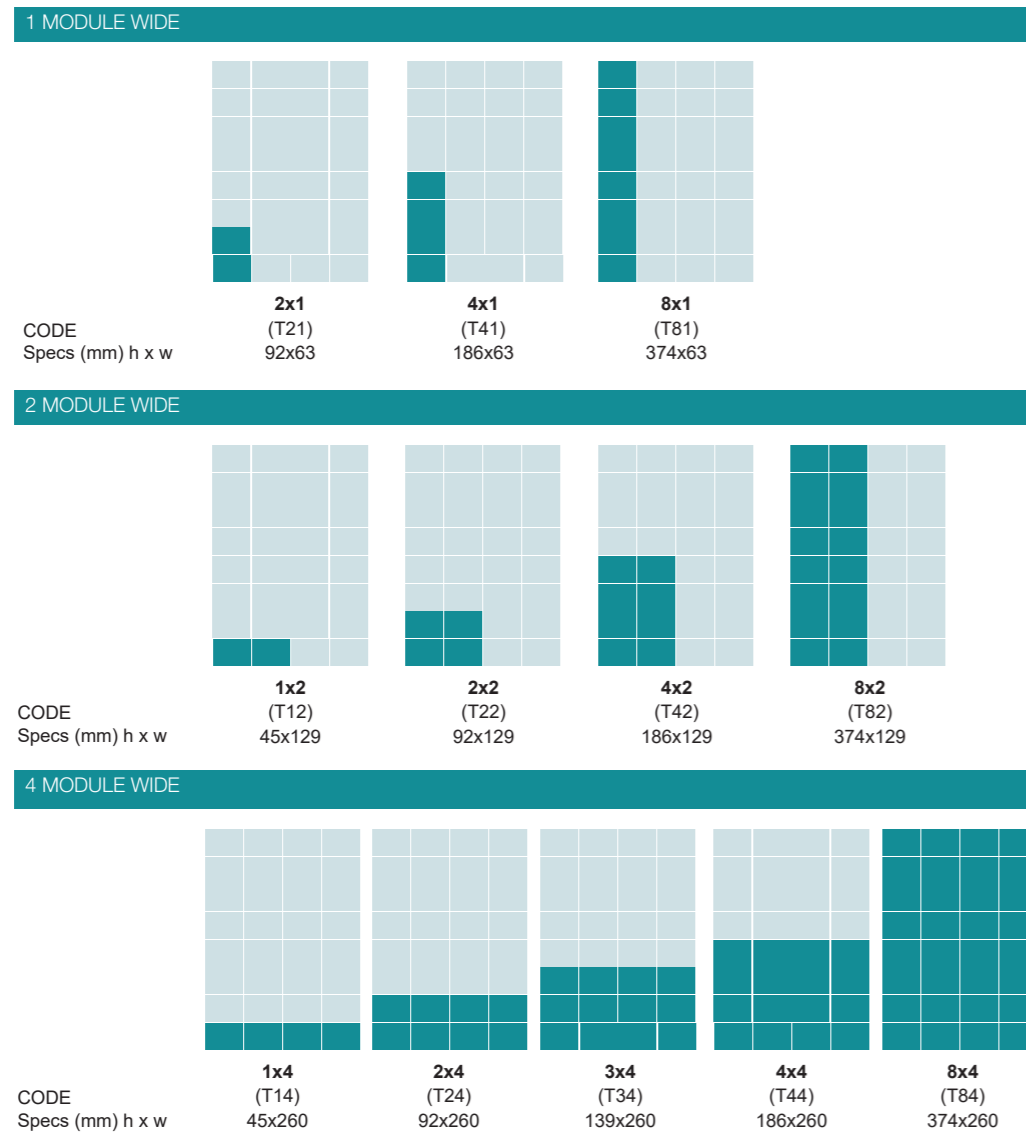
53,000+
 **ON-LINE EDITION VIEWS PAST 12 MONTHS**

210,000+  **PAGE IMPRESSIONS PAST 12 MONTHS**
wmnews.com.au

PRINT DISPLAY ADVERTISING

MODULE SIZES

(HxWmm)



• Please enquire for more sizes and multipaper discount available. See page 8.

MODULAR PRICING

Modular advertisements are charged by the number of modules wide by modules high: There are a maximum of 8 modules high and 4 modules wide on a page.

Wimmera Mallee Sport



The Horsham Times



Warracknabeal Herald



Rainbow Argus



Dimboola Banner



For any other combination please contact us.

PRINT SPECIFICATIONS

Format: PDF
Color: CMYK
Resolution: 300dpi

PRINT AD DEADLINES

THT 5pm Wednesday
WH 10am Thursday (for Friday edition)
DB 10am Tuesday
RA 10am Tuesday

CLASSIFIEDS

COLUMN CENTIMETRE PRICING

Classified advertisements are charged by centimetres tall multiplied by the number of columns wide. There are 4 columns per page, with a maximum of 32cm tall.

Wimmera Mallee Sport



The Horsham Times



Warracknabeal Herald



Rainbow Argus



Dimboola Banner



3 FOR \$8.80

5 FOR \$11

For any other combination please contact us.

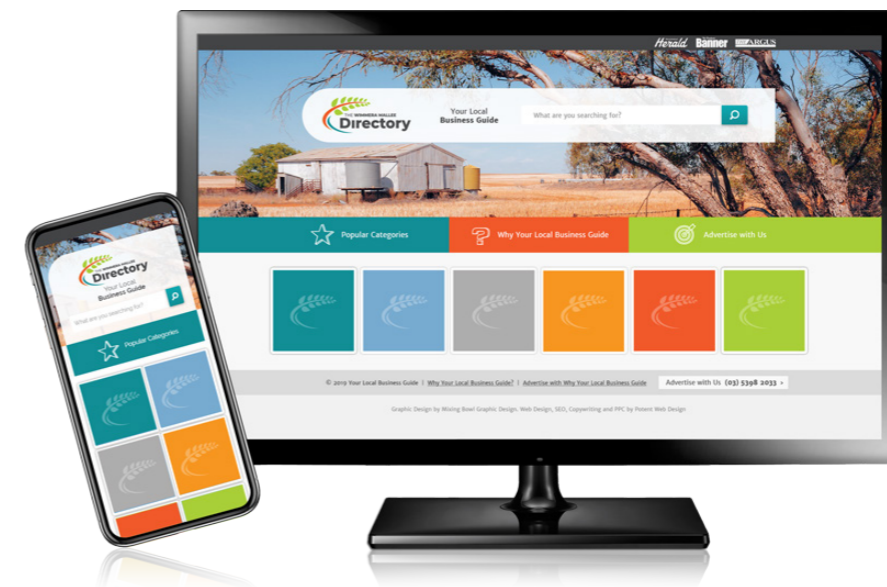
BUSINESS & SERVICES ADVERTISING

DIGITAL & WEEKLY BUSINESS DIRECTORY

13 weeks	\$60 a week	\$80 Both
50 weeks	\$40 a week	\$60 Both



Business Directory printed in The Horsham Times, Warracknabeal Herald, Rainbow Argus and Dimboola Banner. Printed full colour — 120mmW x 45mmH (above is true size)



PRINT SPECIFICATIONS

Format: PDF
Color: CMYK
Resolution: 300dpi

PRINT AD DEADLINES

THT 12pm Thursday
WH 10am Thursday (for Friday edition)
DB 10am Tuesday
RA 10am Tuesday

DISTRIBUTION AREAS



DISTRIBUTION

- Ararat
- Ballarat
- Beaufort
- Beulah
- Brim
- Dimboola
- Edenhope
- Glenorchy
- Goroke
- Great Western
- Hopetoun
- Horsham
- Jeparit
- Minyip
- Murtoa
- Natimuk
- Nhill
- Rainbow
- Rupanyup
- Stawell
- Warracknabeal

SPORT



DISTRIBUTION

- Ararat
- Beulah
- Dimboola
- Edenhope
- Goroke
- Hopetoun
- Harrow
- Horsham
- Jeparit
- Minyip
- Murtoa
- Natimuk
- Rainbow
- Rupanyup
- Warracknabeal



DISTRIBUTION

- Beulah
- Brim
- Dimboola
- Hopetoun
- Horsham
- Jeparit
- Minyip
- Murtoa
- Rupanyup
- Rainbow
- Warracknabeal



DISTRIBUTION

- Dimboola
- Hopetoun
- Horsham
- Rainbow
- Jeparit
- Warracknabeal



DISTRIBUTION

- Dimboola
- Horsham
- Jeparit
- Warracknabeal



CONTACT



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SPORT
WARRACKNABEAL

THE HORSHAM  TIMES

The Dunblair
Banner

Warracknabeal
Herald

THE ARGUS
REPORT RAINBOW SAFETY