



THE WESTSIDER

THE VOICE OF THE WEST

The Westsider is a social enterprise newspaper powered by the community and reshaping how local news is delivered.

PARTNER WITH US

Build your brand and increase community engagement. We distribute up to 10,000 free full-colour copies every month in the cities of Maribyrnong, Hobson's Bay, Brimbank and Wyndham. Each copy is read on average by 2.3 people, making a readership of up to 23,000.

We also have 14,000+ social media connections via Facebook, Twitter and Instagram, with a weekly reach over 25,000, as well as promotional opportunities via our website.

westsider.com.au

ADVERTISING RATES FOR THE WESTSIDER 2024

Print

	Size	Rate per edition*	Discounts apply for not-for-profit organisations and bulk buys
Back page	260mm (w) x 380mm (h)	\$1200	
Full page	260mm (w) x 355mm (h)	\$899	
1/2 page	260mm (w) x 175mm (h)	\$499	
1/4 page	128mm (w) x 175mm (h)	\$399	
Single banner	260mm (w) x 60mm (h)	\$299	
Cover and back wrap	Template provided	\$1900	
Cover or page 3	Template provided	\$1200	
Cover including 1/2 page advertorial	Template provided	\$1400	

Social media

		Rate per edition*	Bulk – 3 editions or more*
Facebook posts	one month (includes 4)	\$250	\$200
Instagram posts	one month (includes 4)	\$250	\$200
Web-only piece	(includes social media mention)	\$250	\$200

Custom

Be creative! We can organise cover-wraps, inserts, lift-outs, advertorial and more.
Talk to us!

Advertising design, advertorial or photography

We can write/design/photograph your advert. Prices start from \$199.
Ask us for a quote.

Expected deadlines 2024 **

Editon	Booking	Submission
February	19 January	22 January
March	20 February	21 February
April	19 March	21 March
May	19 April	22 April
June	17 May	21 May
July	19 June	21 June
August	19 July	22 July
September	19 August	21 August
October	18 September	20 September
November	18 October	21 October
December	18 November	20 November

The Westsider is distributed around the 1st of each month.

Contacts

For all sales and partnerships, contact Lena on 0417 015 754 or email sales@thewestsider.com.au.

For all editorial, email editor@thewestsider.com.au

As a not-for-profit, we do not pay commission to agencies.

* All prices are exclusive of GST

** Dates are subject to change — check online at thewestsider.com.au.