

The Westsider has reach

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.

PRINT	SIZE	RATE
Back page	260mm (w) x 380mm (h)	\$1400
Full page	260mm (w) x 355mm (h)	\$990
1/2 page	260mm (w) x 175mm (h)	\$550
1/4 page	128mm (w) x 175mm (h)	\$430
Single banner	260mm (w) x 60mm (h)	\$330
Cover and back wrap	Template provided	\$2500
Page 3	Template provided	\$1400
Cover* x2 design options	Template provided* Art subject to approval	\$1500
All page requests RHP/ prior page 12	12% surcharge	

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.

Custom

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

Advert design, advertorial or photography

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

We also have 18,000+ social media connections via Facebook and Instagram, as well as promotional opportunities via our website and e newsletter. Rates and deadlines are subject to change.

WEBSITE (4 WEEKS)	DESKTOP SIZE*	MOBILE SIZE*	RATE
Leaderboards	970px (w) x 90 (h)	300px (w) x 50 (h)	\$240
MREC Medium rectangle	300px (w) x 250 (h)	300px (w) x 50 (h)	\$240

*We suggest you supply your files at 2x resolution for best results on all screens.

SOCIAL MEDIA	INCLUSIONS	SIZE	RATE
Facebook posts	2 Posts	1080px (w) x 1080 (h)	\$220
Instagram posts	2 posts	1080px (w) x 1080 (h)	\$220
Web-only piece	Includes one social media mention		\$220

Note: Bulk and NFP discounts apply

*All prices are exclusive of GST and subject to change without notice.

Expected deadlines 2026*

EDITION	BOOKING	MATERIAL DUE
February	16 January	22 January
March	13 February	19 February
April	20 March	25 March
May	17 April	21 April
June	15 May	21 May
July	19 June	25 June
August	17 July	23 July
September	14 August	20 August
October	18 September	24 September
November	16 October	22 October
December	16 November	19 November

*Dates may change – visit thewestsider.com.au/advertise for the latest dates
The Westsider goes live and is distributed from the 1st of each month.

IMPORTANT: Material deadlines are for advertisers supplying print ready artwork. Advertorials, wraps, cover designs, proof approvals and inserts may need to be submitted earlier. Please discuss with the Westsider team.

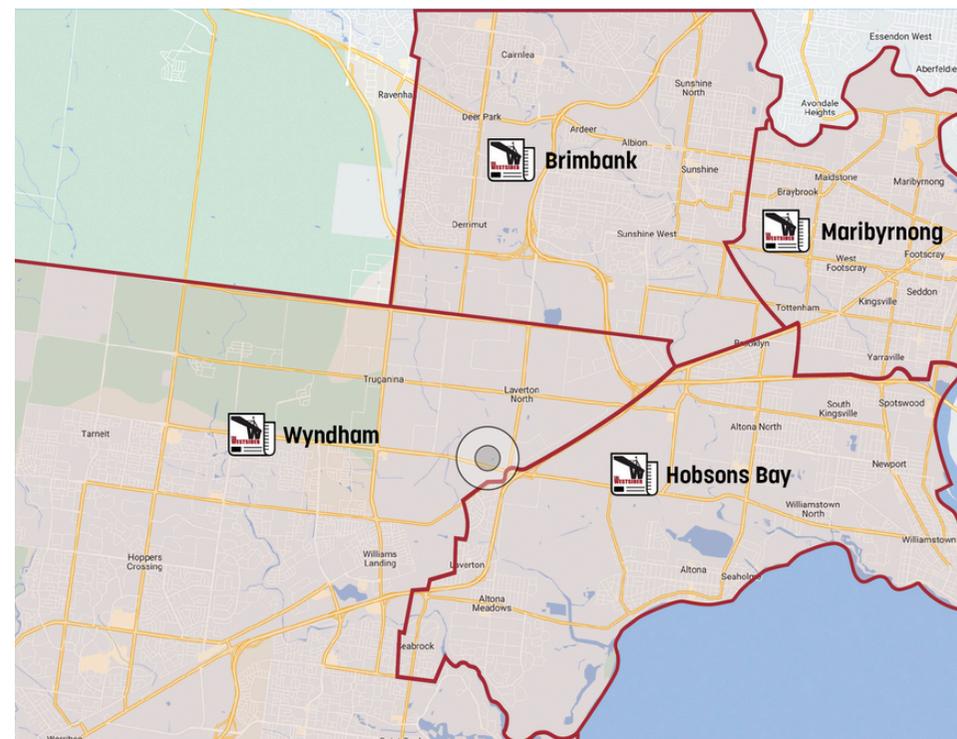
Enquiries | sales@thewestsider.com.au

Where to find The Westsider

The Westsider is distributed at the start of each month throughout Brimbank, Hobsons Bay, Maribyrnong and Wyndham.

Look for The Westsider in venues such as your local cafe, library, community centre or supermarket.

Or subscribe at thewestsider.com.au to get a digital copy emailed each month.



ARE YOU A LOCAL BUSINESS?

Email us at media@thewestsider.com.au to get your copies of The Westsider newspaper delivered to your business.

