

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.

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.

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 Westsider approval	\$1900
All page requests RHP/ prior page 12	10% surcharge	

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.

WEBSITE (MONTH)

DESKTOP SIZE

MOBILE SIZE

RATE

Home page/ Leaderboard

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

Please 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

EDM NEWSLETTER

1ST OR 15TH

SIZE

RATE

Newsletter

All subscribers

Up to 400 words +
Image + link

\$150

Note: Bulk and NFP discounts apply

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

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.

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.

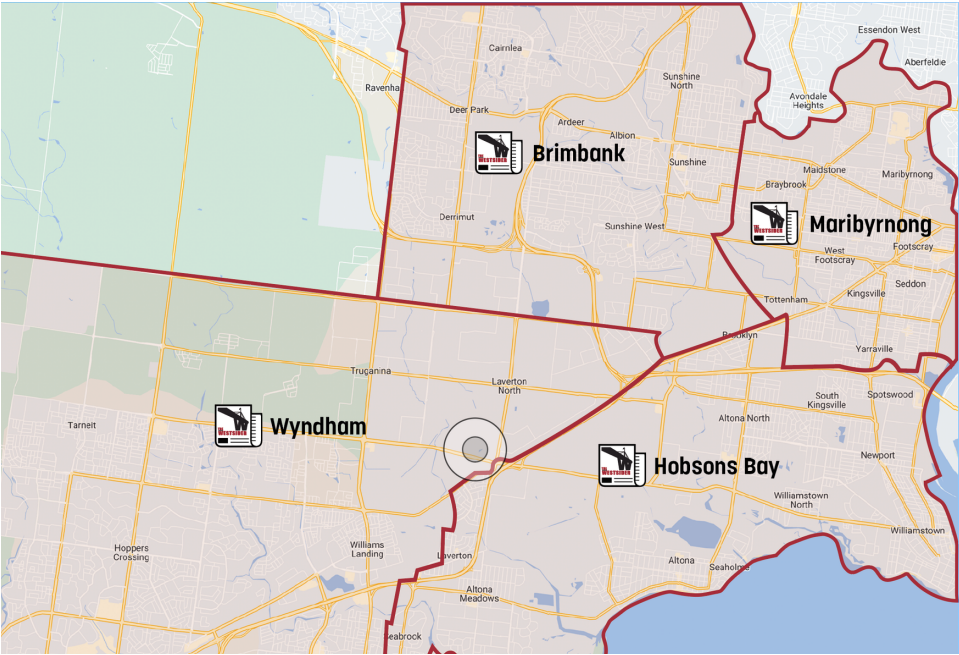
Enquiries | sales@thewestsider.com.au

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.



Westsider Radio

Reach Local. Be Heard.

Westsider Community Radio puts your business directly in front of a loyal local audience. Our affordable sponsorship packages deliver consistent on-air presence through trusted local voices, keeping your brand heard, recognised and connected to the local community. It's a simple, affordable way to build awareness and stay front of mind where it matters most.

IMPORTANT: All prices are correct as of March 2026 and are subject to change without notice. All ads are subject to station manager approval.

WESTSIDER RADIO PLAY	30SEC ROS BMADE	COST	PRODUCTION	30 SECONDS	RATE
12-Months	40 Spots/ week	\$1920	Westsider host Voice-over recording (script provided)	30 Seconds	\$80
6 Months	40 Spots / week	\$990	Full script, music recording	30 Seconds	From \$120
3 months	30 Spots/ week	\$450	Rates increase proportionally for longer spots (e.g., 60 sec, 90 sec)		
Starter / 1 month	30 Spots a week	\$160	Multiple script alterations	per re-recording	\$50
All prices are exclusive of GST and subject to change without notice. Spot/reads no longer than 90 seconds.					
Podcast sponsorship	Per episode host read	POA	Contacts Sponsorships contact Lena on 0417015754. Station Manager contact Adam 04114 858640 As a not-for-profit, we do not pay commission to agencies.		
Deadlines & turnaround	Standard bookings require 7 days' notice for upload and scheduling. Note: urgent requests may incur an additional fee.				
STUDIO USE	Kindred Studio Studio use Office hours 9am-5pm / 5pm onwards	TBC	Locally voiced sponsorship messages delivered by trusted Westsider presenters.  westsiderradio.com.au		
BUNDLE & SAVE	Combine Westsider Radio with Westsider newsprint, website, and social media advertising and receive a discounted package rate. Ask us for a tailored bundle to maximise your local voice. Let us know if you are a not-for-profit.				



THE VOICE OF THE WEST

THE WESTSIDER

Who is the Westsider?

Community news for Melbourne's West

We are Australia's only newspaper certified as a social enterprise and we can help you reach key local audiences in Melbourne's west. The Westsider is a print-first publication, supported by a website and social media, with a strong, loyal and growing local following.

The Westsider is 100% free independent publication which exists to provide a platform for community journalism and general public submissions.

Powered by local volunteers and funded by local business and community organisations, The Westsider advocates for the people, places, stories and events that together form a unique and diverse community.

Why partner or advertise with us?

Because locals love and trust us

We offer an authentic, trusted and familiar voice to hard-to-reach locals.

We offer straight-up commentary on what's good, what's not and the issues that affect our communities. We examine the topics that engage locals of all ages, but talk about them in an accessible and straightforward way.

We also provide lifestyle content, food reviews and profiles written by the best writers in the area to keep the tone of our publication a mix of light and dark shades.

- We reach up to 23,000 people in print (10,000 papers / 2.3 readers per paper)
- On socials we have a weekly reach of over 25,000 via Facebook and Instagram.
- Thousands of unique visits per month to thewestsider.com.au
- Positions your organisation as local and community focused
- Demonstrates that you are investing in your own community
- Provides you with new and/or increased media mentions
- Supports your patrons or customers by funding a platform they speak on
- Helps grow the west by funding a community focused social enterprise
- Helps give the west a voice