

WESTERN DISTRICT Farmer

Covering the South-west
with 22,500 copies monthly

WE DOMINATE THE WESTERN DISTRICT

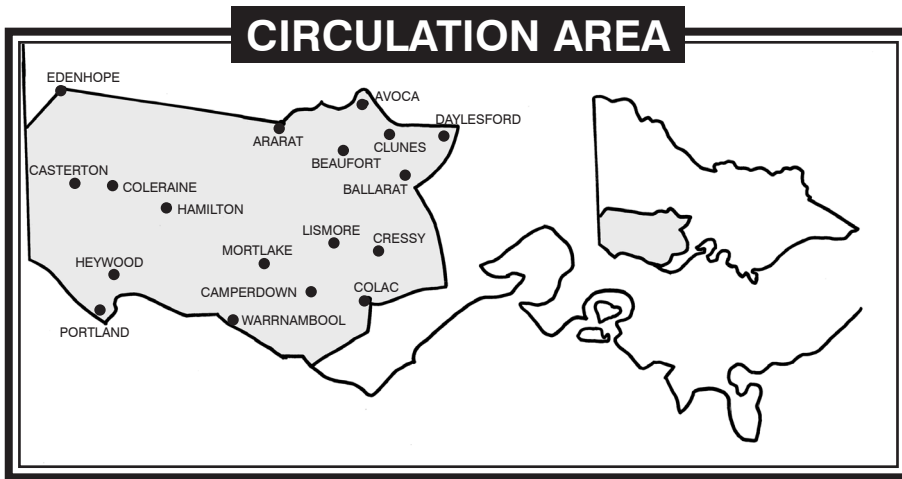
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22,500 Rural Properties

A free paper distributed by establishing community papers and delivered direct to farmers via Australia Post.
The Western District Farmer offers a cost effective option for those wanting to directly target rural Western Victoria.
Regular features and display classifieds make the "Farmer" a popular read.



CIRCULATION AREA

AUSTRALIA POST FARMER POINTS

Winchelsea.....	242	
Grassmere.....	185	
Mailors Flat.....	53	
Purnim.....	83	
Allansford.....	205	
Wangoom.....	70	
Woolsthorpe.....	110	
Koroit.....	220	
Port Fairy.....	307	
Hawkesdale.....	82	
Willaura.....	158	
Creswick	}	150
Newlyn North		
Kingston		
Lake Bloac.....	42	
Streatham RMB.....	45	
Westmere RMB.....	35	
Ararat.....	420	
Avoca.....	28	
2435		

Through WESTERN DISTRICT NEWSPAPER GROUP

CAMPERDOWN CRONICLE.....	1575
COBDEN TIMES.....	1950
MORTLAKE DISPATCH.....	575
SKIPTON W.P.ADVERTISER.....	425
TERANG EXPRESS.....	1275
PYRENEES ADVOCATE.....	1000
COLAC HERALD.....	1200
8000	

Through PORTLAND OBSERVER

Dartmoor.....	50
Portland.....	3595
Narrawong.....	125
Condah.....	13
Warrnambool.....	29
Heywood.....	505
Tyrendarra.....	58
Winnap.....	15
Observer Office.....	200
4725	
Rural Outlets.....	460
Bulk to Advertisers.....	146
Reps & T/M.....	100
800	

Regional Rural Industry Statistics:-

- Meat Cattle 699,900 head
- Milk Cattle 421,600 head
- Sheep and Lambs 8.89 million
- 2.45 m hectares of agricultural activity including grazing, cropping and horticultural

Through HAMITON SPECTATOR

ARARAT.....	8
BALMORAL.....	107
CARAMUT.....	57
CASTERTON.....	440
CAVENDISH.....	130
COLERAINE.....	475
CONDHA.....	55
DIGBY.....	32
DUNKELD.....	220
EDENHOPE.....	25
GLENTHOMPSON.....	95
HAMILTON.....	4341
HARROW.....	18
HAWKESDALE.....	65
HORSHAM.....	23
KOROIT.....	43
LAKE BOLAC.....	29
MACARTHUR.....	175
MAILORS FLAT.....	6
MERINO.....	85
PENSHURST.....	210
PORT FAIRY.....	62
STREATHAM.....	5
WARRNAMBOOL.....	100
WICKLIFFE.....	2
WILLAURA.....	6
WOOLSTHORPE.....	18
YAMBUK.....	6
SPECTATOR OFFICE.....	325
6838	



Delivering your market to you

BONUS We can provide you with access to The Hamilton Spectator, Portland Observer & Casterton News

Advertising Rates:

Base Rate \$7.30* per column cm with volumn discounts of up to 15%. **Classifieds** \$7.85* per column cm with third advertisement FREE.

* Prices do not include GST