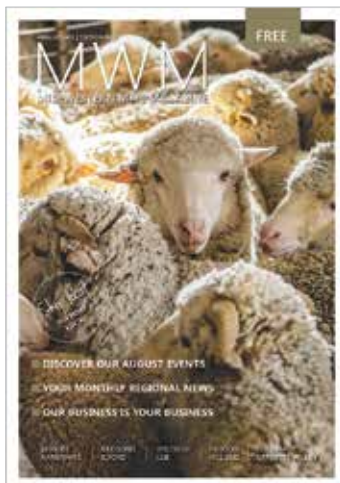


MID-WESTERN MAIL

M A G A Z I N E



2023 MEDIA KIT

**BUSINESS
MUDGE**

DEADLINES & DETAILS

CALENDAR & DEADLINES

EASTER SPECIAL

MARCH/APRIL 2023

Material Deadline Mon 13 Feb

MOTHERS DAY & JUNE LONG

WEEKEND MAY/JUNE 2023

Material Deadline Fri 14 Apr

WINTER SPECIAL

JULY/AUGUST 2023

Material Deadline Thurs 15 Jun

WINE & FOOD MONTH/SPRING

SEPTEMBER/OCTOBER 2023

Material Deadline Tues 15 Aug

BUMPER CHRISTMAS EDITION

NOVEMBER/DECEMBER 2023

Material Deadline Fri 13 Oct

RATES

SIZE	CASUAL	3 EDITIONS	1 YEAR - 5 EDITIONS
Full Page	\$595	\$1,785	\$3,570
Half Page	\$395	\$1,185	\$2,370
Quarter Page	\$275	\$825	\$1,650
Buy Local	\$220	\$660	\$1,320
Classifieds	\$150	\$450	\$900

NOTE: No January/February edition

ADVERTISEMENT SIZES

Full Page	267(h) x 190(w) mm
Half Page	Landscape 131(h) x 190(w) mm Portrait 267(h) x 92.5(w) mm
Quarter Page	Portrait 131(h) x 92.5(w) mm Landscape 63(h) x 190(w) mm
Buy Local	92.5(w) x 108(h) mm
Classifieds	88(h) x 62.5(w) mm

ADVERTISEMENT DESIGN

Don't have an Ad? For only **\$99** we'll create a professional, eye-catching advertisement for your business.

SEND PRINT-READY ARTWORK TO:

mwm@businessmudgee.com.au

ADVERTISE WITH US

The Mid-Western Mail magazine (MWM) is now created five times a year and has become a highly successful, not-for-profit publication showcasing regional events, businesses and services.

Each edition of the MWM is distributed to all high traffic venues around our region including Woolworths, Aldi, Ahmedi's IGAs, Mudgee Tourism Office, popular coffee shops and eateries, Airbnbs and is an integral part of leading real estate agencies' welcome packs for new home owners.

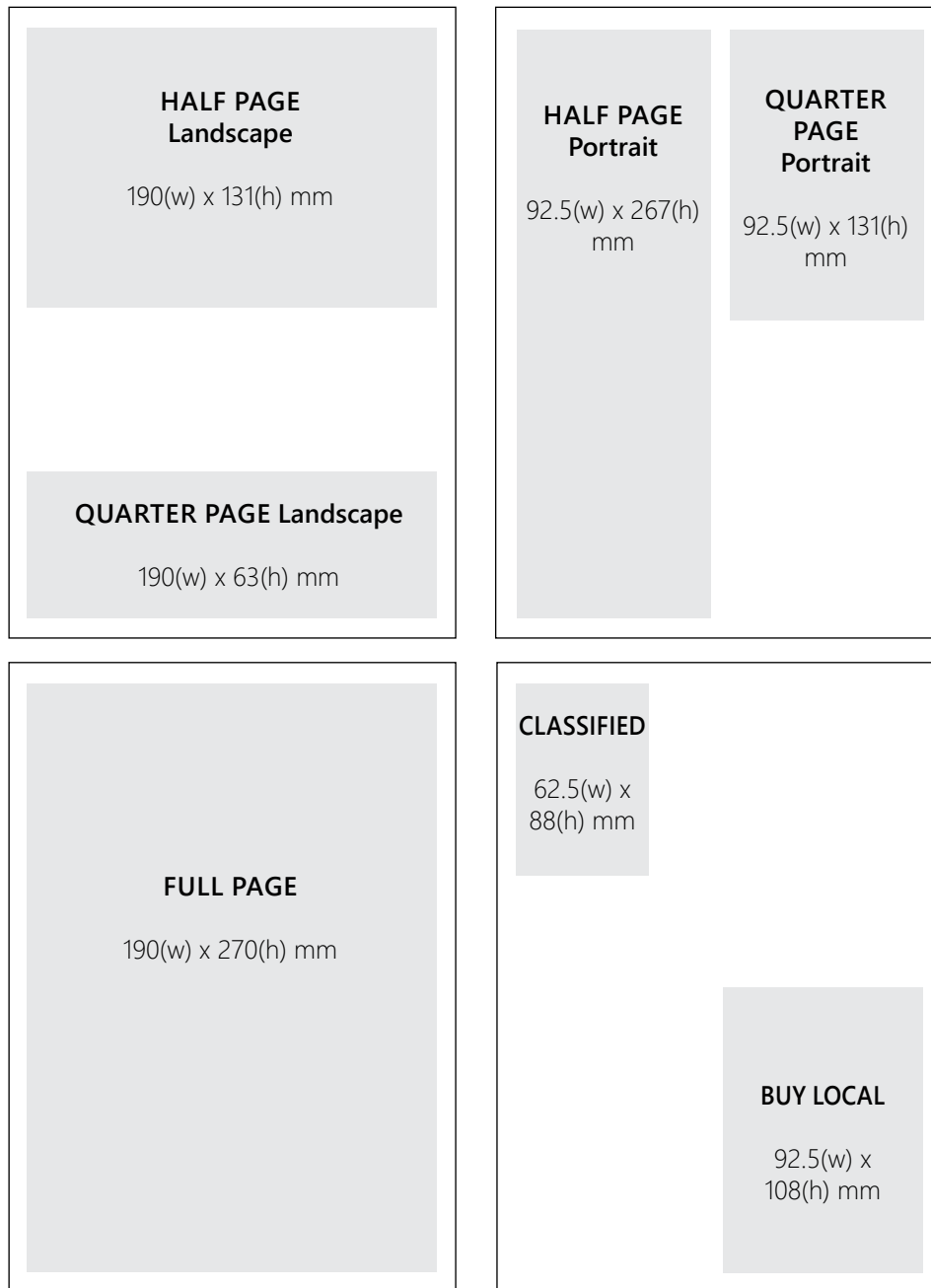
If you would like to tell more than 10,000 locals and visitors to the region about your business or event and support regional news, contact us today.

Fiona Lydiard

Email: sales@businessmudgee.com.au

Call: 0419 288 602

ARTWORK SPECIFICATIONS



Artwork to be supplied at the **correct dimensions** in one of the following file formats:

PDF - Press quality pre-set. Ensure any images included in original artwork are 300dpi CMYK at their intended reproduction size or 1200dpi for line art.

JPG - 300dpi

.ai or .eps - all type outlined, any embedded images to be 300dpi CMYK

The following file formats are NOT acceptable: doc, docx, pub, gif, png, bmp.

The quality of commercial print output is dependent upon the quality of the files supplied, including any image files included. We produce high quality printing from supplied artwork but cannot be held responsible if advertisement artwork quality is found to be unacceptable due to a poor or incorrectly prepared original source.

SEND PRINT-READY ARTWORK TO: mwm@businessmudgee.com.au

TESTIMONIALS

DON'T TAKE OUR WORD FOR IT, READ THE FEEDBACK!

Les Edwards, owner of ED Landscapes

"Thanks for your article in the MWM last month. We have been inundated with enquiries since it went to print. It was great to promote our services to your audience and it's really given us some good projects to kick off 2022 with. Thanks again."

Marg Ottley, owner of Ultimate Care Skin & Body Centre

"We have been a regular advertiser in the MWM since its inception. The quality, circulation and local information has led to many inquiries for our business. We love to support local and it is very reasonably priced. We would not hesitate to recommend Naomi and her team."

Diane Burnicle, from RDA Mudgee

"Thank you to the MWM for the great editorial you gave for Riding for the Disabled Association Mudgee Centre, we have received some fantastic response to your article. Many thanks."

Pearl Daly-Swords, Director for CED Centre for Executive Development

"We used Mid-Western Mail to promote our 2022 Mid-Western Mentoring Program and some of our participants in this year's program came on board on the back of that advertisement! Very grateful to Naomi and the team for bringing such a wonderful magazine to our community."

Genevieve Palmer, from The Property Shop

"Grateful that finally the Mudgee region now has our very own magazine that promotes the vibrancy of our community and this magical place we call home. As a local real estate business, we were keen to get on board from the start and have been thrilled with the quality of the publication and the positive feedback from our clients and tenants, as well as connecting new residents to our community with current events, associations and local stories. We love supporting locals and hope the MWM continues to grow. Thank you for shining a light on the Mudgee region."

Sally Callander, owner of Sally

Callander Law "I am proud to be one of the businesses who advertise in the Mid-Western Mail. It is such a great publication and I feel like we are really lucky to have something of this quality in Mudgee. I've had people stop me in the street to discuss my column! It is definitely something that I will continue to be a part of going forward."

Rebecca Redfern, Manager of Oak Tree Retirement Villages Mudgee

"Just wanted to let you know that myself and the residents of Oak Tree Mudgee love reading MWM each month. It is a wealth of information regarding local businesses, what's on in town and informative articles. Look forward to receiving next month's issue already!"

Cheree Edwards, owner of Cheree Edwards Fine Jewellery

"Print media has been on the decline, particularly in regional communities, so to be able to support a publication which is free and showcases our region and local businesses, it's a no-brainer"

Jill Baggett, from the Mudgee Valley Writers

"I was able to obtain a copy of the June MWM from the Corner Shop today. Thank you once again for promoting Mudgee Valley Writers. We appreciate it very much. Everything is presented so beautifully in MWM. Such a pleasure to read. We are getting many more local entries than we usually do in our competitions. I am sure it's your promoting for us that has helped this happen."

Kalya Abbey, MWM Reader

"A quick note of thanks for putting together the excellent MWM publication. I grabbed a copy from the front counter at work, expecting it to be the usual advertising rag for the wineries and Airbnbs. I was pleasantly surprised to find it full of news and information about the people, culture and services in our local community - I learnt more about our local region in MWM than I have from all the tourism and council publications put together! When you actually live here, it's easy to get busy with everyday life and miss some of the wonderful things we have, so I thank you for showcasing it in this quality magazine."

Peter Fitzgerald, MWM Reader

"Congratulations on a wonderful March Mid-Western Mail magazine. I love to read your Mid-Western Mail. It is a highly valued communication in bringing together country folk in our region."

Follow us on our socials  @midwesternmail  @midwesternmail

ADVERTISING BOOKING FORM

EASTER SPECIAL MAR/APR 23 **MOTHERS DAY & JUNE LONG WEEKEND MAY/JUN 23**

WINTER SPECIAL JUL/AUG 23 **WINE & FOOD MONTH/SPRING SEP/OCT 23**

BUMPER CHRISTMAS EDITION NOV/DEC 23

BUSINESS/COMPANY NAME: _____ ABN: _____

CONTACT NAME: _____

EMAIL: _____ MOBILE: _____

EMAIL FOR ACCOUNTS: _____

ADVERTISEMENT SIZE

FULL PAGE HALF PAGE HALF PAGE VERTICAL

QUARTER PAGE QUARTER PAGE HORIZONTAL BUY LOCAL CLASSIFIED

NO. OF EDITIONS: _____ STARTING: _____ DATE BOOKED: _____

QUOTED COST PER INSERTION: \$ _____ TOTAL \$ _____

TOTAL \$ _____

DESIGN AND ARTWORK

FINISHED ARTWORK WILL BE SUPPLIED [please refer to material deadlines and artwork specifications]

I/WE REQUIRE DESIGN OF OUR ADVERT [please ensure all content, images and logos are supplied by the material deadline]

PAYMENT AUTHORISATION AND OPTIONS

DIRECT DEPOSIT FOR SEVEN DAY ACCOUNT: Mudgee Chamber of Commerce / BSB: 032-653 / Acct No. 143400
(please use business name and invoice number as reference).

Cancellations made after the final booking deadline for each issue and prior to 4 weeks from distribution date will be subject to 50% of the quoted advertising rate. Any cancellations made 4 weeks or less prior to distribution date will incur 100% of the quoted advertising rate.

1. A contract is valid for 12 months from the date of first issue booked. 2. All material and/or instructions for advertising will be provided by the published copy deadline. 3. If the contract is rescinded or not fulfilled in any way, a surcharge applies. The surcharge (cancellation of contract fee) is the dollar difference between the rate for the contract level agreed and signed for (i.e. the number of insertions) and the rate for the number of insertions actually used multiplied by the number of insertions not used. (If uncertain about the surcharge implications please ask us for further details or an example). 4. Unless otherwise agreed in writing, photographs taken by Mid-Western Mail magazine or contractors of Mid-Western Mail magazine are copyright to Mid-Western Mail magazine and must not be reproduced without permission. 5. The publisher takes no responsibility for colour or accurate reproduction if a proof does not accompany supplied advertisements. I acknowledge that I have read and agree to the Mid-Western Mail magazine terms and conditions of trade, and also that conditions 1-6 above (especially condition 4) have been fully explained to me and that a surcharge or rate adjustment may apply.

AUTHORISED BY: _____ SIGNATURE: _____

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EMAIL YOUR COMPLETED BOOKING CONFIRMATION TO:

Fiona Lydiard at sales@businessmudgee.com.au or call 0419 288 602