

The Riverine Grazier

**MEDIA KIT**

**2024**





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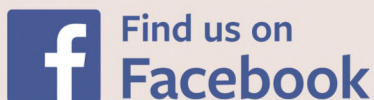
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[www.thegrazier.com.au](http://www.thegrazier.com.au)



## The Riverine Grazier: Your Trusted Local News Source Since 1873

### A Legacy of Local Storytelling:

The Riverine Grazier is Hay and district's independent voice, continuously recording the region's stories since 1873. Founded by Mr. John Andrew, the paper has grown alongside the community, absorbing other local publications (Riverina Times, Hay Standard, and Journal of Water Conservation) in 1902. Remarkably, only five editors have steered the paper throughout its long history, ensuring continuity and a deep understanding of the region. Tertia Butcher, the current editor, has led the paper since 1995, upholding its commitment to high-quality, hyper-local news.

### Beyond the Printed Page:

The Riverine Grazier goes beyond traditional newspapers. We've invested in digital infrastructure to provide a comprehensive news service, complementing our printed edition. We proudly showcase local events, sports, and achievements, offering insightful commentary on regional, state, and national issues with a local lens. Our commitment to community extends to offering free space for local clubs and organizations to share their news and fostering healthy discourse through our "Letters to the Editor" section.

### Adapting and Serving:

Our dedicated staff continuously hone their skills to stay competitive in a rapidly evolving media landscape. We understand the importance of supporting local businesses, offering services like design, printing, website creation, and social media management.

### More Than Just News:

The Riverine Grazier extends its reach beyond weekly news. We publish annual publications like "The Plains Are Calling" tourist guide and a glossy accommodation compendium, showcasing the region's offerings.

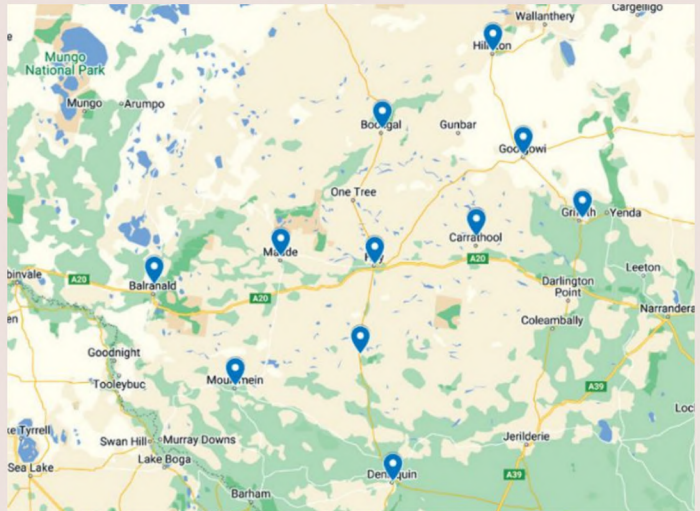
### Reaching a Global Audience:

As the most widely read print publication in the district, The Riverine Grazier continues to expand its reach. With our growing digital presence, we now connect with readers across the globe, ensuring Hay and its stories continue to resonate far and wide.

## CIRCULATION PRINT AND RUN

The Riverine Grazier is produced in Hay, For Hay. creating weekly content and capturing local news, as it happens. New editions released every Wednesday.

The Grazier is the most Trusted source of news, connecting the district, like no other. We distribute across Griffith, Goolgowi, Hillston, Balranald, Moulamein, Ivanhoe, Booligal, Carrathool and Leeton.



*15,000 total monthly readership  
- combined print and digital.*

### **CONTENTS:**

- 3 Circulation and print run
- 4 Modular sizes
- 5 Classified advertising, Deadlines
- 6 Advertising Deals, inserts
- 7 Graphic design and printing

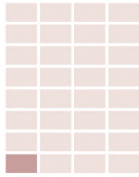
**THE RIVERINE GRAZIER**  
**#yournewsisournews**



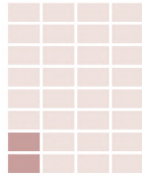
# MODULAR DISPLAY SIZES

## 1 MODULE WIDE

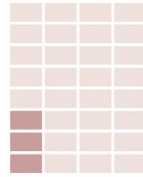
Code Specs (mm)



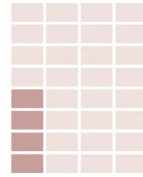
**T11 \$55**  
45H x 60W



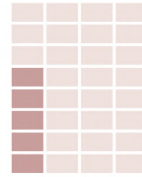
**T21 \$110**  
92H x 60W



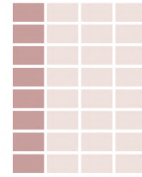
**T31 \$165**  
139H x 60W



**T41 \$220**  
186H x 60W



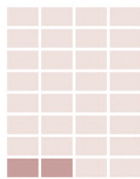
**T51 \$275**  
233H x 60W



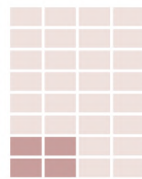
**T81 \$440**  
374H x 60W

## 2 MODULES WIDE

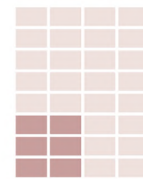
Code Specs (mm)



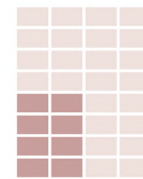
**T12 \$110**  
45H x 125W



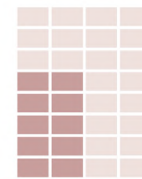
**T22 \$220**  
92H x 125W



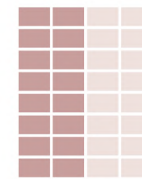
**T32 \$330**  
139H x 125W



**T42 \$440**  
186H x 125W



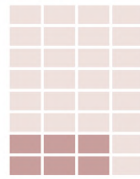
**T52 \$550**  
233H x 125W



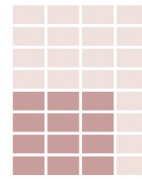
**T82 \$880**  
374H x 125W

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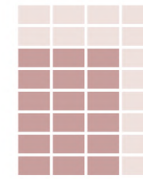
Code Specs (mm)



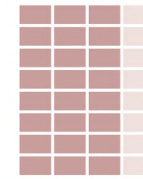
**T23 \$330**  
92H x 190W



**T43 \$660**  
186H x 190W



**T63 \$990**  
280H x 190W



**T83 \$1320**  
374H x 190W

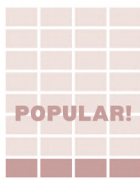
## 8 MODULES WIDE



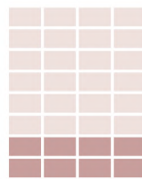
**(DOUBLE PAGE SPREAD)**  
**T88 \$3072**  
374 x 544

## 4 MODULES WIDE

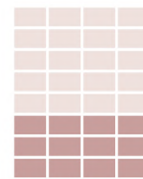
Code Specs (mm)



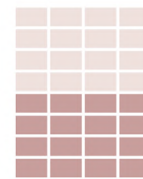
**T14 \$220**  
45H x 256W



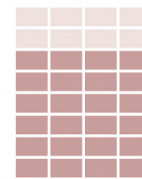
**T24 \$440**  
92H x 256W



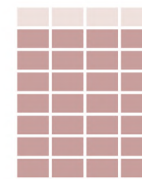
**T34 \$660**  
139H x 256W



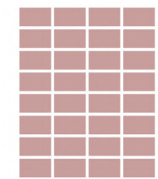
**T44 \$880**  
186H x 256W



**T64 \$1320**  
280H x 256W



**T74 \$1540**  
328H x 256W



**T84 \$1600**  
374H x 256W

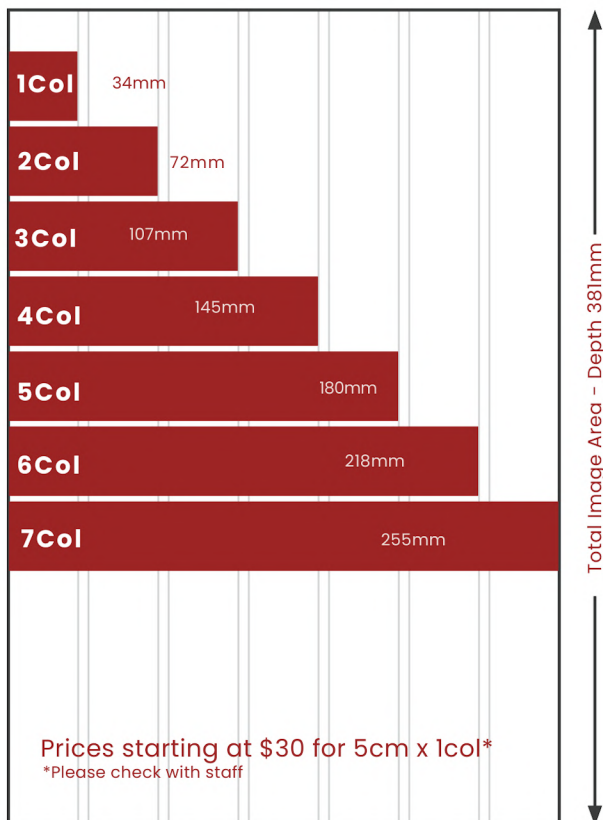
Please note this pricing includes GST and full colour but excludes any applicable agency commission.



## AD PAGE DISPLAY SIZES

### AD Page Display Sizes

Total Image Area - Width 255 mm



#### Classifieds advertising rate (text only):

Ads up to 30 words \$32  
Raffle Results (20 words) \$22  
Meeting notices \$28  
Death, Legal and Funeral, Birth,  
Thank you, Memorial and  
Engagement \$52

#### Contact Cheyenne:

[advertising@thegrazier.com.au](mailto:advertising@thegrazier.com.au)

## DEADLINES

**Bookings:** 5pm Friday

**Material:** 10am Monday

These deadlines suit both our editorial and advertising department

Cancellation after close of booking deadline not accepted – standard fees and charges will apply.



**Loading:**

Front page add 25%

Back page add 20%

**Contract Discounts:**

25 week campaign 15% off

50 week campaign 20% off

**Advertising Deals:**

4 for 3 deal - book four ads and receive the last ad FREE

Blast from the Past or Puzzle page \$150 monthly page sponsorship (waitlist may apply).

Service Directory: \$165 every two weeks for 6 months.

**Digital Advertising:**

Web advert: starting \$150 for 4 weeks

Social media: two posts on FB and Instagram

2711 Businesses: \$55

All other: \$110

## INSERTS

Reach more people by placing your catalogue or flyer inside The Grazier. Give readers a chance to stick your important information onto their fridge or noticeboard. (Prices for 750 inserts)

**A4 or A3 inserts only - \$150**

**A4 Print & Insert - \$475**

**A3 Print & Insert - \$850**

Delivery of inserts before 3pm Friday

*The Riverine Grazier do not include additional charges for in house design for print or digital advertising.*

## **LOGO DESIGN**

Re brand your business or start from scratch, we can help.

**\$299**

**This includes a logo designed to your liking, a thumb drive containing different logo formats, a style guide, 250 business cards and 10% off all printing for 12 months.**

Conditions: 4 week time frame, no rushed logo's please, two rounds of edits, via email, additional edits will require extra cost, 72 hour turn around for edits.

(additional changes \$99)

## **PRINTING**

The Riverine Grazier predominantly outsources the majority of its printing requirements. However, we are dedicated to ensuring that your business consistently maintains a professional image through top-tier printing services tailored to your specifications. Feel free to consult with our team regarding rebranding opportunities for your business, whether you require items such as Stubby Holders, Staff Uniforms, Glassware, Menus, Towels, Coasters, Flyers, Business Cards, or a wide array of other products. Trust us to effectively showcase your brand on a diverse range of items.

