

Tasmanian Country Media Kit

TASMANIAN COUNTRY

Tasmanian Country is Tasmania's widest read rural publication distributed directly and for free to rural properties and working farms across Tasmania. Publishing every Friday* with an Average Issue Readership of 25,000+ , the paper is concentrated in Tassie's northern rural heartland.

State Readership Breakdown:

- Northwest & West Coast: 32%
- Launceston & Northeast: 28%
- Southeast: 20%
- Greater Hobart: 12%
- + 2,000 Readers outside Tasmania



	Full Page Advertisement 325H x 262W	1/2 Page Advertisement 161H x 262W	1/4 Page Advertisement 79H x 262W	1/8 Page Advertisement 79H x 129W
Tasmanian Country	\$3,936 + GST	\$1,968 + GST	\$984 + GST	\$492 + GST



TASMANIAN COUNTRY DIGITAL

In July 2024, www.tasmaniancountry.com.au was launched, providing a dedicated place for regional news in Tasmania. Including a dedicated Real Estate section, that includes over 5,500 page views each week.

Size	Rate per Week	50% discount with Print
Buyout	\$1,560	\$780
Sponsored Story	\$780	\$390
Billboard	\$390	\$195
Banner	\$260	\$130
Tile	\$130	\$65

*Rates are excl. GST

