

Reach rural & regional Australia

Advertise your listings in The Weekly Times — Australia's most-read rural newspaper, in print and online every Wednesday since 1869.

**360k+****Weekly readers**

Up 13% year-on-year (2024)

No. 1**Rural masthead**

The "Bible of the Bush"

1869**Publishing since**

150+ years of trusted news

Wed**Every week**

Dedicated Property section

PUBLISHED**Every Wednesday****SECTION****Property · full colour****BOOKING DEADLINE****4pm Wednesday prior****ARTWORK DEADLINE****4pm Thursday prior****BOOK ANY EDITION**

Single-Insertion Rates

Per week · ex GST

AD SIZE	DIMENSIONS (H × W)	SECTION	RATE EX GST
1/4 page colour	92 × 262 mm	Property	\$2,459
1/2 page colour	188 × 262 mm	Property	\$4,459
Full page colour	380 × 262 mm	Property	\$8,759

Book any single edition — or step up to a Supercharge Package overleaf for greater frequency and far better value.



BEST VALUE · SAVE UP TO 61%

Supercharge Packages

One rate · choose your run

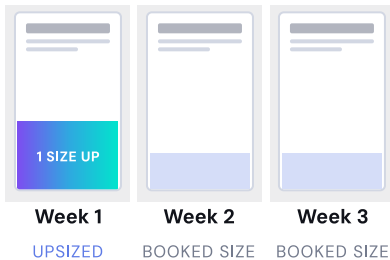
Single editions work — packages work harder. Greater frequency puts your listing in front of more rural buyers, more often, and saves you thousands against booking week by week. Two ways to run it:

OPTION A · 3 WEEKS

MOST IMPACT

Launch big, then sustain

Book 3 weeks — your first week is upsized to the next size up at no extra charge.



OPTION B · 4 WEEKS

MOST FREQUENCY

Maximum presence

Your package includes a full four weeks of advertising at your booked size.



MULTI-WEEK

1/4 Page

\$ **4,590** ex GST

3-week package (week 1 upsized to ½ page)
or 4-week package (4 weeks of ¼ page ads)

Package value ~~\$9,836~~

↓ Save \$5,246 · 53%

MULTI-WEEK

1/2 Page

MOST POPULAR

\$ **7,590** ex GST

3-week package (week 1 upsized to full page)
or 4-week package (4 weeks of ½ page ads)

Package value ~~\$17,836~~

↓ Save \$10,246 · 57%

MULTI-WEEK

Full Page

\$ **13,590** ex GST

4-week package (full page for all 4 weeks)

Package value ~~\$35,036~~

↓ Save \$21,446 · 61%

GET STARTED

Get in touch to book your next campaign.

CONTACT

Johanna Foster

johanna@hugconnect.com.au

CONTACT

Natalie Hug

natalie@hugconnect.com.au