

WESTERN SYDNEY BUSINESS

# Access

PRINT | DIGITAL | EVENTS



**MEDIA KIT 2021**

# Western Sydney's most connected media channel

## AFFILIATED BRANDS



[www.sydneywest.tv](http://www.sydneywest.tv)

SWTV hosts hundreds of locally produced video and movies. Featuring regional news and profiles of the region's influencers SWTV is a popular channel for viewers inside and outside the region. SWTV provides video production services.



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

WEXPO is the region's popular expo series. Grow you and your business with a stall at either or both the two WEXPO events held at Penrith and Parramatta. WEXPO is affiliated with leading venues including Penrith Panthers and Parramatta Parkroyal.



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

JAWS is the most followed and liked jobs portal in Western Sydney. With features like create your own resume and online jobs uploading, JAWS connects with employers and job seekers in Western Sydney like no other portal.

### Horizons.

WESTERN SYDNEY

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

Horizons Magazine is the annual regional update and guide to investment opportunities. Horizons is produced as an annual companion full colour publication to both WSBA and Central Coast Business Access and also appears online.



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

Business Venues (BV) is published twice yearly in WSBA and Central Coast Business Access (CCBA). BV showcases beautiful places for business events and is available online and in hard copy.

#### Follow Us

**Website:** [www.accessnews.com.au](http://www.accessnews.com.au)

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**You Tube:** [www.youtube.com/user/AccessNewsAustralia](http://www.youtube.com/user/AccessNewsAustralia)

**LinkedIn:** [www.linkedin.com/company/access-news-australia](http://www.linkedin.com/company/access-news-australia)



Access to 60,000 + followers.



10,000 + views PA



Page views at [www.accessnews.com.au](http://www.accessnews.com.au) average 10,000 + per month; mostly from mobile and desktop devices.



Access to 3,000 + followers.



Contact database exceeds 12,000.



9k reads, 500k impressions PA.

# CONNECTED FOR RETURN ON INVESTMENT

- WSBA is published monthly as a full colour newspaper. Each edition is also available 24/7 in PDF format at [www.accessnews.com.au](http://www.accessnews.com.au) - attracting traffic from around the world.
- Content rich sections in business and lifestyle.
- Strong digital and broadcast engagement with the region's networking groups.
- Unique delivery model ensures 10,000 copies are distributed monthly to 280 strategic distribution points in Western Sydney and ACT, including 76 newsagents. Readership = 30k.

## Why choose WSBA?

- West's most respected independent media brand.
- Effective and affordable custom packages.
- Most connected news in the West.
- Most influential team of contributors.
- Build your brand awareness in digital and print.
- Aligned with leading community and business organizations.



## Results Driven

More people across Western Sydney engage with WSBA than any other independent regional media channel. With our wide product mix and unique footprint we can develop custom packages and campaigns that leverage all our brands to deliver results for your business.



## Our Regional Partnerships

WSBA assists our audience to appreciate and engage with the physical cultural and business environment around them. WSBA is the most connected media channel in Sydney's West. WSBA support relationships include:

- Gold Media Support Partner: Parramatta Chamber of Commerce.
- Exclusive Print Media Partner: Western Sydney Awards for Business Excellence.
- Gold Support Partner: Sydney Hills Business Chamber.
- Gold Media Support Partner: Cumberland Business Chamber.
- Platinum Partner: Greater Blacktown Business Chamber.
- Media Support Partner: Penrith Valley Chamber of Commerce.
- Gold Support Partner: Merrylands Chamber of Commerce.
- Media Support Partner: Western Sydney Business Connection.
- Media Support Partner: WEXPO.
- Prime Media Sponsor: Greater Western Sydney Regional Round Table.
- Regional Media Support Partner: Greater Western Sydney Red Shield Appeal.
- Exclusive Media Partner: Precedent Productions - small business awards program: Hills, Blacktown and Parramatta.
- Media Support Partner: Michael Hughes Foundation.
- Media partner: Advanced Manufacturing Expo.
- Media partner: Chamber Alliance of Western Sydney.

# SAMPLE OF WSBA CLIENTS AND CONNECTIONS



## KEY CONTACTS

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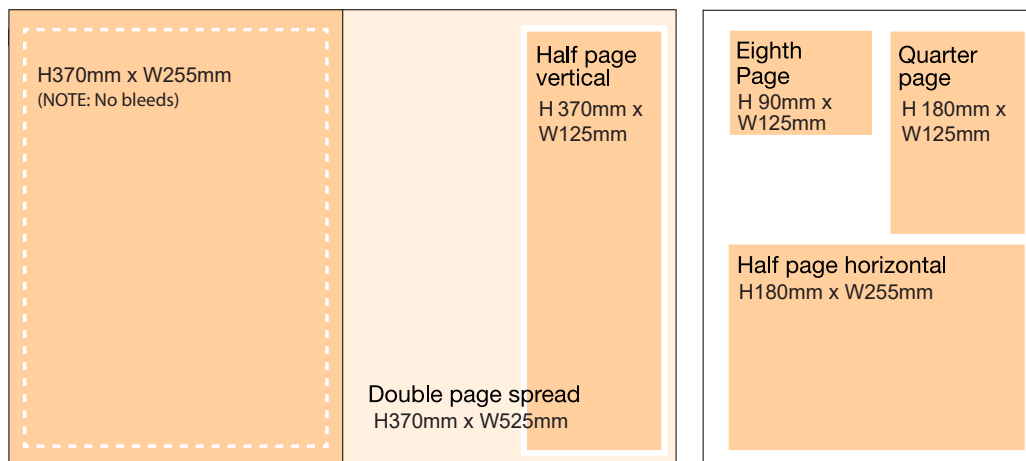
**Printer:** Spotpress.  
**Design:** Art2pro, DMC Advertising Group, Words and Pixels.

## Defining the Region

The University of Western Sydney defines greater western Sydney as comprising 14 local government areas; namely located within Auburn, Bankstown, Blacktown, Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Holroyd, Liverpool, Parramatta, Penrith, The Hills Shire and Wollondilly. Western Sydney is home to the world's newest 24-hour international airport to be completed by 2026.

# ADVERTISING RATES & SIZES

Advertisements must be paid for prior to being published in the magazine unless credit terms are agreed.



## CLIENT DETAILS

Business Name:

Name of Authorised person:

Position:

Billing Address:

Phone:

Mobile:

Email:

Website:

Signed:

## ADVERTISING BOOKING DETAILS (price includes GST) Please circle your schedule

PRINT				WEB
Advertising Size	Price Per Individual Issue	Price Per Month for 3 or More Consecutive Issues	Price Per Month for 6 or More Consecutive Issues	Online Advertising
Double Page Spread	\$3,630	\$3,300	\$2,970	Home top banner (minimum 3) \$132 per month or \$99 per month for four months
Full Page	\$1,970	\$1,760	\$1,650	
Half Page	\$1,320	\$1,210	\$990	Inside page banner (minimum 3) \$99 per month or \$66 per month for four months
Quarter Page	\$792	\$660	\$638	
Eighth Page	\$550	\$495	\$380	Home page block (minimum 4) \$77 per month or \$44 per month for four months
Expert profile	\$198	\$165	\$143	

## PRINT DEADLINES

January 2021: January 6, 2021.

February 2021: January 29, 2021.

March 2021: February 26, 2021.

April 2021: March 26, 2021.

May 2021: April 30, 2021.

June 2021: May 28, 2021.

July 2021: June 29, 2021.

August 2021: July 30, 2021.

September 2021: August 27, 2021.

October 2021: September 29, 2021.

November 2021: October 29, 2021.

December 2021: November 26, 2021.



## VIDEO PRODUCTION

ANA offers a full range of professional video services. These include filming, production, editing, script development and concept development. Hosting can be arranged little or no cost at [www.sydneystartup.com.au](http://www.sydneystartup.com.au)



**Terms and conditions:** By signing this agreement form I agree to the above advertising commitment and to the payment conditions. Please note our terms of payment. Full and final balance is due within seven (7) days of publication of your advertisement. We offer a 4% discount if your advertisement is pre-paid in full within three days of the date of this order. Should full payment of your advertisement not be received by us within the seven (7) days of publication, we reserve the right to charge \$95 administration fee and any costs incurred by us as a result of engaging debt collection services, if necessary.

## WESTERN SYDNEY BUSINESS **Access** www.accessnews.com.au

“I can highly recommend WSBA for business promotion and branding as the audience is perfectly positioned for this market. We have used WSBA for our own requirements and client campaigns for many years now. Michael and his team are always ready to help get the best result for your advertising and promotion. Overall I believe the paper is a success as it is so relevant to the audience (businesses in the area of Western Sydney) for it to be effective” – **Chris Hekeik, Managing Director, Mode Media.**

“Over the years, we’ve successfully utilised the Access platforms to showcase various projects and initiatives being undertaken by our clients in Western Sydney. WSBA and Sydney West TV have provided us with the opportunity to connect with local communities and decision-makers across the Region.” – **Richard Lenarduzzi, Group Director, Premier Communications Group.**



“At a time when there is so much happening in Western Sydney, Western Sydney Business Access is the go-to publication to stay up to date with the latest news. Michael and his team are committed to the region and take the time to understand the people, businesses and issues that make Western Sydney unique. Western Sydney Business access has been a part of the local landscape for many years and in the era of fake news remains a trusted source of information.” – **Amanda Brisot, General Manager Western Sydney Business Connection.**



“WSBA has been a long-standing supporter of the Parramatta Chamber of Commerce and has been an active media partner with our flagship event-Western Sydney Awards for Business Excellence (WSABE) for many years. WSBA produced a fantastic souvenir edition for the WSABE finalists and winners at the gala evening. The supplement was exclusively produced and included images and stories on each of the winners. It was given to 500 guests that evening, as well as being featured in the following edition of WSBA. The ACCESS souvenir edition has evolved into a high-value tradition for the WSABE program and is highly sought-after within our region.” – **Business Relationship Manager Parramatta Chamber of Commerce.**



“The WSBA round tables are an important forum for business, social and Western SYDNEY specific issues. KPMG has participated over the last 4 years as the forum is unique in the issues raises and the attendees it attracts. The round tables are well run and consistently raise issues that surprise participants as it is the interaction between participants that brings issues to the fore.” – **David Pring, Managing Partner KPMG Western Sydney.**