

# Babbling Boabs

## 2025 Media Kit

Babbling Boabs is a proud publication within the West Kimberley community. Currently managed by the Shire of Derby/West Kimberley's Media Team, the quarterly publication features community news, events and local features telling the stories of our local people, culture and families.

Originally established as a local newspaper in the early 1980s, it has long served as a trusted source of positive community news. Now revitalised into a modern newsletter, the Babbling Boabs continues its legacy with a fresh design, stronger digital presence and renewed focus on celebrating the voices of our local people.

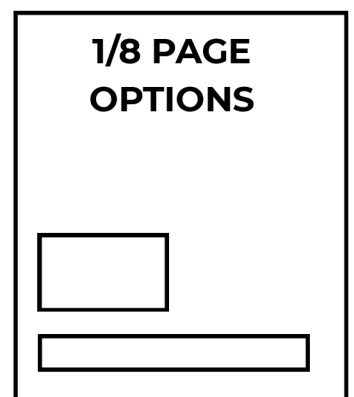
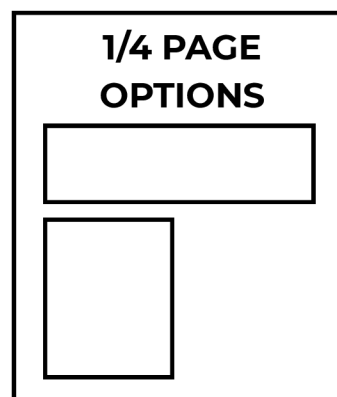
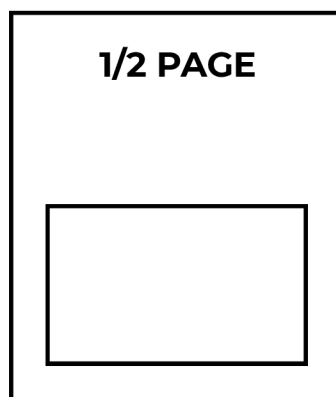
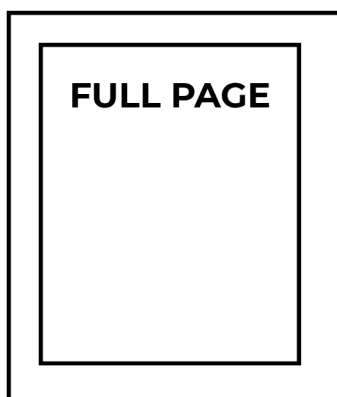
From heartfelt human stories and cultural highlights to local updates and upcoming events, each edition brings the West Kimberley together – in print and online.

## Advertising in the Babbling Boabs

Rates and size options for advertising

| SIZE OPTIONS (WIDTH X HEIGHT) | PRICE PER ADVERTISEMENT |
|-------------------------------|-------------------------|
| 1/8 A4 page                   | \$100                   |
| 1/4 A4 page                   | \$200                   |
| 1/2 A4 page                   | \$400                   |
| Full A4 page                  | \$800                   |

*Advertising costs are priced per advertisement, per edition*



# Why Advertise With Us?

- ✓ Local audience – Talk directly to residents, business owners, and visitors
- ✓ Cost-effective exposure – Reach local readers for as little as \$100
- ✓ Support community connection – Be part of a publication that uplifts and informs
- ✓ Print + digital coverage – Maximise your reach in one package

## Audience Reach



### PRINT READERSHIP

Estimated 2000+  
readers across the Shire



### DIGITAL READERSHIP

Estimated 5000 digital  
viewers per edition

## The Fine Print

### DEADLINES

- Deadline for submissions is three weeks prior to publication date
- Booking deadlines are four weeks prior to publication date
- Publication dates are subject to change and you will be notified if this occurs

### ARTWORK FILES

- We are a colour publication. Please supply artwork as CMYK, if artwork is supplied as RGB, we will have to convert artwork and colours may turn out different to expected.
- PDF (High quality setting)
- JPEG (300dpi)
- TIFF (300dpi)

If you wish to receive a printed copy of the publication please let us know and we can post one over to you!

### PAYMENT TERMS

Clients must complete a debtors application form and will be invoiced after publication date. Invoice terms are 14 days from invoice date.

### DESIGN SUPPORT

We would love to ensure your advertisement stands out. If you need assistance with designing your ad please let us know.



### LET'S CHAT

Ready to book? Have questions?  
We'd love to hear from you



[media@sdwk.wa.gov.au](mailto:media@sdwk.wa.gov.au)



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<https://www.sdwk.wa.gov.au>