

ADVERTISE

with W'SUP,
Western Sydney University's
official student newspaper.

What is W'SUP?

W'SUP is Western Sydney University's official student newspaper, in operation since 2013 under the title cruWsible. W'SUP publishes monthly during semester and is distributed across eight campuses and colleges in Western Sydney and the Blue Mountains.

The W'SUP website receives 1500 unique views each week. New articles and features are posted regularly. W'SUP is known for uniquely personal, first-hand coverage by students from diverse backgrounds. Its content carries a vitality and urgency particular to the region.

Why advertise with W'SUP?

- Target the future leaders and earners of the nation's biggest demographic region.
- Print run of 3000 per issue + pass-along readership + online presence (print ads also run in ebook-form online). Newsstands are prominent in campus libraries, cafes, outside student centres and major foot traffic thoroughfares.
- Speak to a particularly loyal and dedicated readership.
- W'SUP is not-for-profit and dedicated to serving the interests of students.
- By advertising with us your brand will gain recognition for supporting students.
- Great value for money.

Western Sydney University Demographics

Over 44,000 students across 8 campus locations:

Parramatta:	15100
Bankstown:	7700
Blacktown:	1800
Hawkesbury:	2700
Penrith:	8500
Campbelltown:	7100

Age Demographics

Under 25:	29590
25-34:	9705
35-49:	3834
50+:	826

Student Demographics

4700 international students
3700 postgrad students

Staff

3300 staff

Advertising Costs

Full page:	\$300 (210mm wide x 297mm tall)
Half page:	\$200 (105mm wide x 297mm tall) (or 210mm wide x 148mm tall)
Quarter page:	\$100 (105mm wide x 148mm tall)
Website banner:	\$100/month

Artwork must be supplied by the advertiser in PDF, TIF or JPEG form, 300dpi at full size. View advertising content guidelines at WSUP.news

Contact

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