

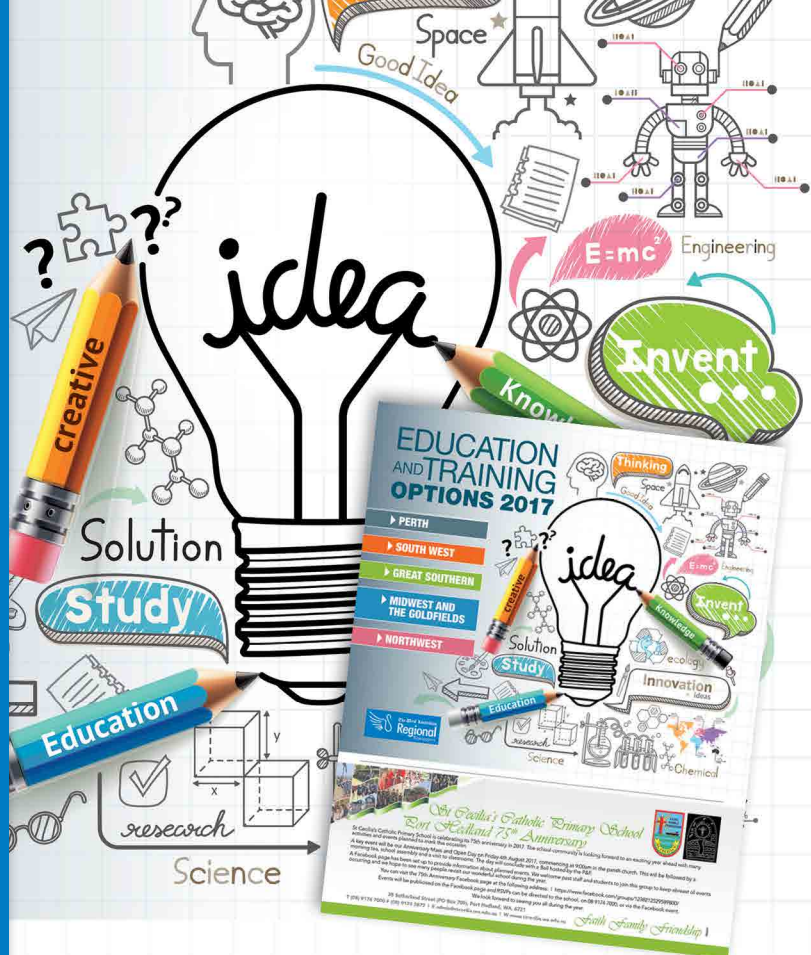
EDUCATION AND TRAINING OPTIONS 2018

Next year West Regional Newspaper Group will be publishing a special liftout magazine dedicated to education and training options available in the regions and Perth. The magazine will be inserted into 14 of Western Australia's most popular regional newspapers on June 4 and September 3, 2018.

The magazine will have five dedicated sections for all regions allowing for local schools and education providers to participate:

- Perth
- South West
- Great Southern
- Mid West and Goldfields
- North West

Newspapers are the most trusted media for regional Australians – trust in newspapers translates to trust in advertising[^]. Newspaper features/supplements are a powerful means of influencing genuine prospects by delivering information in a credible and relevant environment – this is especially important for the education sector.



93,800 copies planned, printed and distributed in 15 of the best-read regional newspapers throughout WA and a potential of **154,128** readers:

- Albany Advertiser (Thursday)
- Broome Advertiser
- Augusta-Margaret River Times
- Busselton-Dunsborough Times
- Bunbury South Western Times
- Countryman
- Geraldton Guardian (Friday)
- Great Southern Herald
- Harvey-Waroona Reporter
- Kalgoorlie Miner (Saturday)
- Manjimup-Bridgetown Times
- Narrogin Observer
- North West Telegraph
- Pilbara News

Every week, over **260,000** people read at least one West Regional Newspaper.

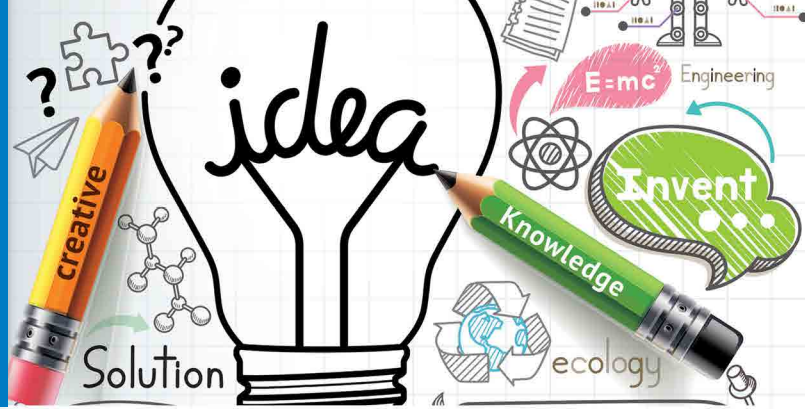
75% of our readers agree:

"Local newspapers are my main source of information on what's going on in my community."

Sources: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to June 30, 2016. CAB Audit six months to March 31, 2017, ABC Audit six months to December 31, 2016. | *ABS Household Expenditure Survey (Top 20% of spenders). | ^Think Local 2016: Regional Newspaper Report. Research Now, January 2016.



EDUCATION AND TRAINING OPTIONS 2018



| SIZE | EDITORIAL AVAILABLE ³ | TYPE AREA H x W | BLEED AREA ¹ H x W | RATES PER EDITION (GST INCL) |
|--------------------|----------------------------------|--|-------------------------------|------------------------------|
| 1/8 Page | X | 80mm x 112mm | N/A | \$300.00 |
| Quarter Page | X | 145mm x 112mm | N/A | \$600.00 |
| Half Page | ✓ | Horizontal 144mm x 227mm | 168mm x 265mm | \$1200.00* |
| | | Vertical ² 292mm x 111mm | 330mm x 135mm | |
| Full Page | ✓ | 292mm x 227mm | 330mm x 265mm | \$2400.00* |
| Double Page Spread | ✓ | 292mm x 482mm | 330mm x 520mm | \$4800.00* |
| Front Page Strip | ✓ | 80mm x 227mm | 104mm x 265mm | \$1200.00* |
| Back Page | ✓ | 292mm x 227mm | 330mm x 265mm | \$3000.00* |

*15% OFF

a half page or larger when booking both June and September editions prior to May 11, 2018.

¹Trim size is 5mm inside the bleed size.

²Vertical bleed advertisements: The type area is centred in bleed to allow for placement on left and right-hand pages.

³300-500 words plus 1-2 pictures.

SECTIONS AVAILABLE:

- Perth
- South West
- Great Southern
- Mid West and Goldfields
- North West



PUBLICATION SPECIFICATIONS

SIZE: 320mm H x 255mm W

PAPER STOCK: 52gsm Improved Newsprint

Stitched and Trimmed

NO. OF PAGES: Aiming 28 pages per edition

DEADLINES*

JUNE EDITION: WC June 4, 2018

BOOKING DEADLINE: Friday May 11, 2018

ADVERTORIAL DEADLINE: Wednesday May 16, 2018

MATERIAL DEADLINE: Friday May 18, 2018

SEPTEMBER EDITION: WC September 3, 2018

BOOKING DEADLINE: Friday August 10, 2018

ADVERTORIAL DEADLINE: Wednesday August 15, 2018

MATERIAL DEADLINE: Friday August 17, 2018

*Dates are subject to change.



The West Australian
Regional
Newspapers