

Regional Lifestyle

Western Australia's only quarterly regional-focused magazine.

MARKET YOUR PRODUCT IN WA

More than 21%* of Western Australia's population lives and works in regional areas – are you missing out on one quarter of your market?

Regional Lifestyle is the ideal cost-effective opportunity to reach the regional WA market.

Regional Lifestyle is inserted into 14 of Western Australia's most popular regional newspapers. Regional newspapers are the pulse of country areas.

Relevant and trusted, they tell the local stories of the community, driving strong engagement of committed readers.

Boasting excellent editorial and a long shelf life, Regional Lifestyle is a cost-effective way to get your message out to an affluent and growing regional Western Australian audience.

Total readership 160,000.

The magazine will be inserted into 14 of Western Australia's most popular regional newspapers quarterly (autumn, winter, spring and summer).

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months to June 30, 2017. *ABS Census 2016.

^emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months to September 30, 2016 (latest available).



85,000 copies printed and distributed in 14 of the best-read regional newspapers throughout WA, and a potential of **160,000** readers.

Albany Advertiser

Broome Advertiser

Augusta Margaret River Times

Busselton Dunsborough Times

Bunbury South West Times

Countryman

Geraldton Guardian

Great Southern Herald[^]

Harvey Waroona Reporter

Kalgoorlie Miner

Manjimup Bridgetown Times[^]

Narrogin Observer[^]

North West Telegraph

Pilbara News



 The West Australian
Regional
Newspapers

For further queries or to secure your advertising space, contact:
P 9482 9700 | E westregionalsales@wanews.com.au

SEVEN WEST  MEDIA WA

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SIZE		TYPE AREA H x W	BLEED AREA* H x W	RATES (GST INCL)
1/8 Page		80mmH x 112mmW	N/A	\$660
Quarter Page		145mmH x 112mmW	N/A	\$1235
Third Page	Horizontal	100mmH x 227mmW	124mmH x 265mmW	\$1585
	Vertical**	292mmH x 73mmW	330mmH x 100mmW	
Half Page	Horizontal	144mmH x 227mmW	168mmH x 265mmW	\$2450
	Vertical**	292mmH x 111mmW	330mmH x 135mmW	
Full Page		292mmH x 227mmW	330mmH x 265mmW	\$4500
Double Page Spread		292mmH x 482mmW	330mmH x 520mmW	\$8725

Discounts available when booking multiple editions.

*Trim size is 5mm inside the bleed size.

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

DEADLINES*	AUTUMN	WINTER	SPRING	SUMMER
Publication Date	WC March 19, 2018	WC June 11, 2018	WC September 17, 2018	WC November 12, 2018
Booking Deadline	Friday February 23, 2018	Friday May 18, 2018	Friday August 24, 2018	Friday October 19, 2018
Material Deadline	Friday March 2, 2018	Friday May 25, 2018	Friday August 31, 2018	Friday October 26, 2018

*Dates are subject to change.



PUBLICATION SPECIFICATIONS

Size	320mmH x 255mmW
Paper Stock	52gsm Improved Newsprint Stitched & Trimmed
No. of pages	20-28 pages

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