

# LAND REPORT



**SPECIAL LIFTOUT IN THE WEST AUSTRALIAN, PUBLISHED SATURDAY MAY 15, 2021**

All property decisions start with land. Whether it's where to build, what to build or how to create lasting, sustainable communities – it all starts from the ground up.

Appeal to an audience of **361,000** Saturday readers\* with the Urban Development Institute of Australia (UDIA) Land Report.

The audience, made up of landbuyers and homebuilders, will have access to a wealth of information provided by the UDIA and our team of real estate journalists.

#### **This will include:**

- The latest market data and analysis from the UDIA Western Australia.
- Comments from leading land developers.
- Market predictions.
- New land estates.
- Region by region analysis.
- Advertorial section by region.



#### **ADVERTORIAL OPPORTUNITY**

Along with your advertisement in the Southern and Northern Region pages, you will be entitled to a photo and advertorial of approximately 125 to 150 words to showcase your development.

#### **DEADLINES**

##### **Publication date:**

Saturday May 15, 2021

##### **Booking deadline:**

12pm Wednesday April 28, 2021

##### **Material deadline:**

COB Monday May 10, 2021

Gain exposure to  
**361,000\***

Saturday readers of The West Australian

#### **REACH MOTIVATED BUYERS AND GENUINE PROSPECTS**



**129,000** readers are household decision-makers on real estate purchases.



Monthly unique audience for [thewest.com.au](http://thewest.com.au) is **1,603,713** and @thewestaustralian followers is **316,694**

Source: Source: emma CMV, People 14+ for the 12 months to December 31, 2020. \*Read The West Australian (Saturday) (average issue). Nielsen Digital Content Rating, March 21 2021.

**Contact us for further information and to secure your booking:**

The West Australian  
**WestRealEstate**

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# PACKAGES

All prices ex GST.

# 1

## \$7000 ex GST

**1x Full Page (380mm x 270mm)  
in The Land Report feature**

- Standard display campaign across The West and PerthNow with targeting
- Advertorial content published under Real Estate on thewest.com.au
- Social campaign leveraging @thewestaustrian handle to amplify advertorial content, with company tag
- Advertiser to own surrounding ad units on article page for a duration of 2 weeks
- Ad units include leaderboard, half page, mrec, mobile banner
- Campaign activity for 2 weeks

# 2

## \$5500 ex GST

**1x Half Page (190mm x 270mm)  
in The Land Report feature**

- Standard display campaign across The West and PerthNow with targeting
- Advertorial content published under Real Estate on thewest.com.au
- Social campaign leveraging @thewestaustrian handle to amplify advertorial content, with company tag
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