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:
5pm Monday April 12, 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 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.

The West Australian WestRealEstate

Contact us for further information and to secure your booking:

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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 @thewestaustralian 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 @thewestaustralian handle to amplify advertorial content, with company tag
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