

LAND REPORT



SPECIAL LIFTOUT IN THE WEST AUSTRALIAN, PUBLISHED ON SATURDAY OCTOBER 22, 2022

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 **460,000** 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 UDIA and The West Australian's team of real estate journalists.

This will include:

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

CONTENT OPPORTUNITY

By booking into Land Report, you'll receive content within the publication.

DEADLINES

Publication date:

Saturday October 22, 2022

Booking deadline:

12pm Friday October 7, 2022

Material deadline:

5pm Monday October 17, 2022

Gain exposure to
460,000*

Saturday readers of The West Australian



REACH MOTIVATED BUYERS AND GENUINE PROSPECTS

- **36%** who are more likely than the average Western Australian to seek out real estate and property content*.
- Consumer confidence is **high** among readers: **66%** rank confident or very confident.
- **77%** are **homeowners**.

Roy Morgan Single Source All people 14+ years 12 months to June 30, 2022. The West Australian Saturday Average. * Especially choose to read real estate and property when reading a newspaper.

For further information and to secure your booking, contact:

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 two weeks
- Ad units include leaderboard, half page, mrec, mobile banner
- Campaign activity for two 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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