

LAND REPORT

INSIGHTS INTO WA'S CHANGING LAND MARKET



SPECIAL LIFTOUT IN THE WEST AUSTRALIAN, PUBLISHED SATURDAY MAY 13, 2023

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 **491,000** 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 WA.
- Commentary from leading developers.
- Region by region analysis.
- New trends in infill and greenfield development.
- Creating a connected and vibrant city.
- Housing supply and affordability.

CONTENT OPPORTUNITY

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

DEADLINES

Publication date:

Saturday May 13, 2023

Booking deadline (to receive complimentary written editorial):

5pm Monday April 24, 2023

Booking deadline (if supplying own editorial):

5pm Monday May 1, 2023

Material deadline:

5pm Monday May 8, 2023

Gain exposure to

491,000*

Saturday readers of The West Australian



REACH MOTIVATED BUYERS AND GENUINE PROSPECTS

- Readers are **51%** more likely than the average Western Australian to seek out real estate and property content*.
- Consumer confidence is high among readers. Over half (**54%**) rank confident or very confident.
- **78%** fully own or are paying off their home, or have a holiday home property investment.

Source: Roy Morgan Single Source All people 14+ years 12 months to December 31, 2022. The West Australian Saturday Average.* Especially choose to read – real estate and property when reading a newspaper.

Contact us for further information and to secure your booking:

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The West Australian
WestRealEstate



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**

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