

LAND REPORT

INSIGHTS INTO WESTERN AUSTRALIA'S CHANGING LAND MARKET



SPECIAL LIFTOUT IN THE WEST AUSTRALIAN, PUBLISHED SATURDAY OCTOBER 14, 2023

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

Appeal to an audience of **500,000** Saturday readers* with the Urban Development Institute of Australia (UDIA) Land Report.

The audience, which is 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 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 will receive content within the publication.

DEADLINES

Publication date:

Saturday October 14, 2023

Booking deadline (to receive

complimentary written editorial):

5pm, Thursday September 28, 2023

Booking deadline (if supplying own editorial):

12pm, Thursday October 5, 2023

Material deadline:

12pm, Tuesday October 10, 2023

Gain exposure to
500,000*

Saturday readers of The West Australian



REACH MOTIVATED BUYERS AND GENUINE PROSPECTS

- Readers are **47%** more likely than the average Western Australian to seek out real estate and property content*.
- Consumer confidence is high among readers. More than half (**54%**) rank confident or very confident.
- Readers are **19%** more likely than non-readers to be big discretionary spenders^.
- **80%** fully own or are paying off their home, or have a holiday home property investment.
- **141,000** readers intend to or have recently bought, built or rented out property, intend to or have renovated their home.

Source: Roy Morgan Single Source. All people 14+ years. 12 months to June 30, 2023. *The West Australian Saturday average. Especially choose to read real estate and property when reading a newspaper (until December 2022). ^Ranked in top third for discretionary spend.

For more information or to make a booking, contact:

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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 Australian 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 advertisement units on article page for a duration of two weeks.
- Advertisement units include leaderboard, half page, MREC and 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 Australian 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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