

LAND REPORT

INSIGHTS INTO WESTERN AUSTRALIA'S CHANGING LAND MARKET



SPECIAL LIFTOUT IN THE WEST AUSTRALIAN, PUBLISHED ON SATURDAY MAY 11, 2024

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 **481,000** Saturday readers* with the Urban Development Institute of Australia (UDIA) Western Australia Land Report.

The audience, which is made up of landbuyers and homebuilders, will have access to a wealth of information provided by UDIA WA 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 May 11, 2024

Booking deadline (to receive complimentary written editorial):

5pm, Tuesday April 23, 2024

Booking deadline (if supplying own editorial):

12pm, Tuesday April 30, 2024

Material deadline:

12pm, Wednesday May 8, 2024

Gain exposure to

481,000*

Saturday readers of The West Australian

REACH MOTIVATED BUYERS AND GENUINE PROSPECTS

Saturday readers of The West Australian are high-value prospects and are more likely than non-readers to:

- Be BIG discretionary spenders*
- Be VERY confident consumers
- OWN property**

Roy Morgan Single Source All people 14+ years 12 months to December 31, 2023. The West Australian Saturday Average.* Ranked in top third for discretionary spend.** Fully own or are paying off a home or have a holiday home/property investment.

FAST FACT:

141,000 readers intend to, or have recently, bought/built/rented out property, or intend to or have renovated their home.



For more information or to make a booking, contact:

Carla Wray

Business Development Executive

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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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