

habitat

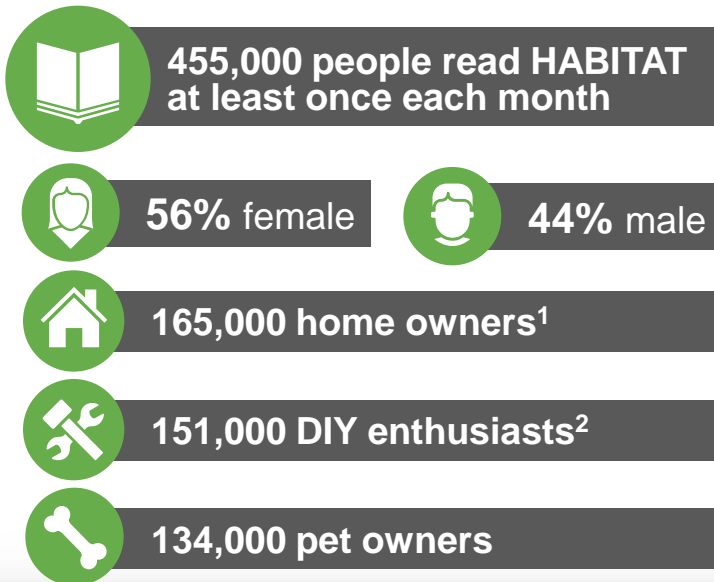
Friday in **The West Australian**
(included in TODAY section)



The latest in DIY, home improvements/renovations, interior design, gardening and outdoor living!

246,000 West Australians read HABIAT each week

Meet our readers



HABIAT READERS ARE KEY INFLUENCERS

HABIAT readers are 11% more likely than non-readers to agree “I like to keep up-to-date on ideas about home improvements,” and are distinctly more likely than to share home decoration ideas online.

Female readers actively seek out and prioritise^ HABIAT on Fridays³

Genuine prospects for your business are reading HABIAT



HABIAT reaches highly engaged readers and motivated buyers in the home and garden sector. Advertising in HABIAT is an integral part of content – relevant, accessible, actionable!

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017. | ^WAN Tracking Study conducted by Ipsos MediaCT, 2016. ¹Own home outright/mortgagee. | ²Agree “I like to do DIY kinds of things around the house”. | ³Only behind news and TODAY. | ⁴Activity in the last month. ⁵ABS Household Expenditure Survey (Top 20% of Spenders). | ⁶Activity in the last three months. | ⁷Intend to buy within the next 12 months.

To find out more, contact your representative at **The West Australian**