

# NewHomes

A quality stand-alone magazine  
weekly in **The Weekend West**



## Reach highly engaged readers and motivated homebuyers

A trusted source of information, inspiration and a comprehensive guide to the new home building and renovations market.

### LONGEVITY

One in three *purchasers* of *The Weekend West* keep NEW HOMES magazine for three or more days\* - demonstrating the broad appeal and influence of NEW HOMES magazine.

## 185,000 readers every week



52% females  
96,000



44% are in the top AB social grade<sup>^</sup>



48% males  
90,000



Nine in ten have some responsibility for household financial decisions<sup>1</sup>

NEW HOMES readers are genuine buyers who are:

- 34% more likely than non-readers to plan to buy a new or established home within the next 12 months.
- 38% more likely to buy a NEW home within the next 12 months
- Distinctly more likely to agree "I feel confident about my financial situation in the future."

### MOST USEFUL MEDIA for information when buying property

Base: WA intend to buy a home in the next 12 months

1. Online search or home/property web-sites

#### 2. NEWSPAPERS

3. Online advertising
4. Magazines
5. Social media
6. Television
7. Unaddressed mail or catalogues
8. Outdoor advertising
9. Radio
10. Cinema

## WA home buyers look to newspapers

It's not internet vs newspapers.  
It's internet **AND** newspapers.

42% of intending home buyers<sup>2</sup> who use home/property websites, and 45% who use online search, **also use NEWSPAPERS** as a source of information.

Influence and inspire genuine prospects at the start of the weekend when prospects have more time to discuss, review, share information and plan display home visits.

Sources: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017. | \*WAN Tracking Study conducted by Ipsos MediaCT 2016.

<sup>^</sup>Social Grade is an affluence/lifestyle indicator based on equal weightings of income, education, occupation and home ownership status.

<sup>1</sup>Solely/partly responsible. | <sup>2</sup>Intend to buy new or established within the next 12 months.

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