

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[^]



48% males
90,000



Nine in ten have some responsibility for household financial decisions¹

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 buyers² 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.

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

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

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