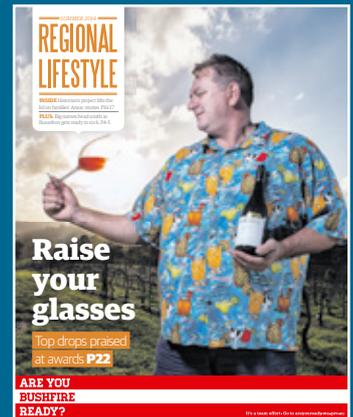


REGIONAL LIFESTYLE

2014/15 media kit

Western Australia's only quarterly regional-focused magazine



A letter from the editor **Laura Morris**



When you live and work in regional WA, it's easy to forget how lucky we are. With arguably some of the best coastlines, the friendliest people and a massively growing reputation for producing the very best food and drink the world has to offer, it's not hard to see why WA is a hit with tourists and locals alike.

Each and every edition of *Regional Lifestyle* is packed to the brim with tales of local people, developments, produce, projects and a fair number of celebrity sightings too.

It's easy to be part of *Regional Lifestyle*, just email laura.morris@wanews.com.au and let us know what you've been up to, what you would like to read more of, or contact our advertising department to reap the rewards that come from being part of the team.

Until we hear from you, enjoy all the delights our wonderful state has to offer.

Laura Morris – *Regional Lifestyle* Editor

Market your product in booming WA...

Are you missing out on one quarter of your market? With 22%* of Western Australia's population living and working in regional areas, *Regional Lifestyle* is a great opportunity to reach this loyal, cashed-up market.

Regional Lifestyle is inserted into 15 of Western Australia's most popular regional newspapers. Regional newspapers are the pulse of the region. Relevant and trusted, they tell the local stories of the community, driving strong engagement to committed readers.

Boasting excellent editorial and a long shelf life, *Regional Lifestyle* is a cost-effective way to get your message out to an affluent and growing regional Western Australian audience.

Total readership 166,000*



Source: *ABS 2011 census. ^emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013 **SOURCE: NAB online retail sales index October 2013.

Dates and deadlines*

Autumn Edition

March 23, 2015

Booking Deadline:
February 27, 2015

Copy Deadline:
March 6, 2015

Winter Edition

June 15, 2015

Booking Deadline:
May 22, 2015

Copy Deadline:
May 29, 2015

Spring Edition

September 14, 2015

Booking Deadline:
August 21, 2015

Copy Deadline:
August 28, 2015

Summer Edition

November 16, 2015

Booking Deadline:
October 23, 2015

Copy Deadline:
October 30, 2015

* Dates may be subject to change

Quality editorial representing life in regional WA...

Regional people share a special connection with their local newspaper, as well as their communities, which makes regional press advertising such a powerful medium.



HEARTS ON FIRE
THE WORLD'S MOST PERFECTLY CUT DIAMOND*



A breaching humpback whale puts on a show in King George Sound. Picture: Paul Goetz



Last year some 20 whales were seen off Middleton Beach, below, according to skipper Paul Goetz.

almost posing for the cameras of the tourists leaning across the edge of the vessel.

Of course we again towards Breakers Island, a historic place where a defence lighthouse sits above the rocks and a frequent haunt for humpback whales.

Mr Goetz looks out to the misty sea with binoculars, searching for any sign of whale activity but it seems today we are out of luck.

He tells me in his 16 years on Skipper II, he has never seen such an impressive occasion.

"It's been one that's been a bit different, the humpbacks haven't come into King George Sound as much as they have in previous years, they are even travelling singly," he said.

"This time last year we had 20 whales off Middleton Beach, so it's odd for the southern rights not to be in it."

The ship changes its course, back towards our starting point, past the lazy fair seal on its rock and the massive black and red ships until the marina is in view.

It was then I realise, with a touch of disappointment, we are out of luck for today.

But then I remember Mother Nature is anything but predictable.



A staff member onboard Silver Star II keeps an eye out for whales.



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The notorious Albany Salmon Holes.

Squad has been backed up by volunteers from the Albany Surf Lifesaving Club's emergency response team.

Mr Johns said the partnership had been vital in a number of emergency responses.

"The guys down here are hard-core. They train with us and they are 100 per cent reliable," he said.

"The sky aren't suitable for every blue water operation, but there are places where we can't get in with our boats and it's a partnership that probably doesn't exist anywhere else."

"There is an element of risk for all of us, but we don't think about it. We will always step up," Paul McWhennery, who spearheads the emergency response unit and was this year awarded by Surf Lifesaving WA for his co-ordination, said he was proud of his team, who were well aware of the dangers they prepared for.

"It's a treacherous coastline," he said.

"The sky is blue and you go there not thinking that you're not going to come home," he said.

"If you're not floating, we can't get you. People need to be responsible for themselves."

"If you're going to fish off rocks, wear a safety device."



New anchor points for rock fishermen at the Salmon Holes. Picture: Malcolm Hebble



30th ANNIVERSARY COUNTRY MUSIC FESTIVAL 2015

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VISIT

Waroona's talent comes alive in spring

Waroona's annual Sea to Art exhibition brings together 120 pieces from local artists.

Artists come out of the woodwork every year for Waroona's annual Sea to Art exhibition, and this could be taken literally as fine wood crafts are a regular feature of the event.

The centrepiece of the 120 piece exhibition at the Waroona Visitor Centre earlier this month was a 2.5m scale model of a French built Frigate, HMS Surprise, created by national award winning model boat builder George Moule.

The annual exhibition and sale which runs for about 30 days in the middle of spring has become a significant regional arts event in recent years.

It exclusively showcases the work of artists and artisans in the Waroona area and it is surprising the amount of talent which exists in this relatively small town and its surrounding shire.

Exhibition coordinator and Visitor Centre manager Tracy Goldsmith said there had always been beautiful sculptures at the exhibition and a diverse range of art.

"Each year the exhibition features more than 100 new works by about 40 artists in a range of media from paintings to fishing

and sculpture. One of the special things about our exhibition is that it is only open to local artists, from Yarloop to Lookup, and new artists are encouraged to exhibit," she said.

"So I took up model boats instead."

"That was in the mid 1980s and he had never looked back, although some of his boats are at the bottom of the Breakers Brook Wet."

Moule now has a backyard workshop and display room containing about 30 of his best works, including the frigate, in his

Year's fishing and artistic work and Tracy Joseph's ceramics. Picture: Ian King

Harvey Shire president Tania Jackson admires Evelyn Sturge's oil painting One Tree, Three Trees, purchased by the Harvey Shire. Picture: Hannah Chapman

Lorraine Bowden displays her Red Kelly themed work along with some of Carmen Year's fishing and artistic work and Tracy Joseph's ceramics. Picture: Ian King

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Zalinda Wilson will host one of the many events during Gourmet Escape.

the drinks." For Stone, as the Gourmet Escape gets closer, it's events like the beach barbeque which he looks forward to getting involved in.

"It's a great setting and it's always delicious food," he said.

When asked to describe the Gourmet Escape in three words, Stone said it was fun, inspiring, and beautiful.

Margaret River's Xanadu winery will host one of the many events, the Simonsen Collaboration Dinner at its Boodjathup Road venue on November 22.

Xanadu's hospitality and tourism manager Paul Gardner said the event would be co-ordinated by head chef Melissa Kokoni and her team, who would prepare food with world ranked chef David Sechin and Melbourne's Steakhouse chef Oliver Gould.

"He said it was sure to be a great event."

"For Xanadu, it's the chance to get exposure and to demonstrate the quality and style of what we are doing here at Xanadu in conjunction with our award-winning wines," he said.

"It's also an opportunity to showcase Xanadu as an event venue."

Gourmet Escape event director Naomi Wilson said the mixture of the "amazing caliber of high-end chefs" and the setting was what drew crowds of about 12,000 to the event each year.

Ms Wilson said visitors could expect a great day out with amazing produce and world class wines in relaxed, beautiful surroundings.

"The Gourmet Village at Levea in Rottnest Winery would definitely be one of the highlights," she said.

"We have increased the venue size due to popular demand."

Ms Wilson said more events would be announced as the event approached, with more tickets on sale in September.

The Gourmet Escape runs from November 21 to 23. Tickets are available at gourmetscape.com.au.

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Source: Local Newspapers Report 2012. Conducted by Brand Navigator for The Newspaper Works. Readers: read within last week or regular reader (some/most issues).

Readership and distribution

110,000 copies of *Regional Lifestyle* are printed and distributed in 15 of the best-read regional newspapers throughout WA.

With a potential audience of over 160,000 readers for every *Regional Lifestyle* edition, you can reach every corner of WA. The tourist hotspots in the Kimberley, through to the resource-rich Pilbara and Mid West regions, the fast growing South West and Great Southern and the booming Kalgoorlie region.

Amongst regular readers, regional newspapers are the number one media for:

- Prompting readers to visit the website of a product/business for more information*
- Readers enquiring about a product or service from advertising*
- Readers retain advertising and information for future reference.*

Advertising Rates and Specs

Ask about preferred positioning and section sponsorship. For maximum exposure check availability on the back page and page 2 and 3 double page spread.

| SIZE | TYPE AREA (H X W) | BLEED SIZE | RATES (INC GST) |
|-----------------------|-------------------|-----------------|-----------------|
| Double Page | 292mm x 482mm | 330mm x 520mm* | \$10,200 |
| Full Page | 292mm x 227mm | 330mm x 265mm* | \$5660 |
| Half Page Horizontal | 144mm x 227mm | 168mm x 265mm* | \$2860 |
| Half Page Vertical | 292mm x 111mm | 330mm x 135mm** | \$2860 |
| Third Page Horizontal | 100mm x 227mm | 124mm x 265mm* | \$1850 |
| Third Page Vertical | 292mm x 73mm | 330mm x 100mm** | \$1850 |
| Quarter Page | 145mm x 112mm | N/A | \$1440 |
| Quarter Page Strip | 80mm x 227mm | 104mm x 265mm* | \$1440 |
| 1/8th Page | 80mm x 112mm | N/A | \$770 |

* Trim size is 5mm inside the bleed size

** Vertical Bleed Advertisements - the type area is centred in bleed to allow for placement on left and right hand pages

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Material must be supplied as a high resolution PDF VERSION 1.3 ONLY, in CMYK and cropped to size.

Please ask your representative for complete PDF specs before dispatch.

Copy to be sent via Quickcut or emailed to: wscopy@wanews.com.au



22% of WA's population live in regional WA (plus FIFO workers)

Printed and distributed in these 15 titles:

- Albany Advertiser
- Broome Advertiser
- Augusta Margaret River Times
- Busselton Dunsborough Times
- Bunbury South West Times
- Countryman
- Geraldton Guardian
- Great Southern Herald
- Harvey Waroona Reporter
- Kalgoorlie Miner
- Manjimup Bridgetown Times
- Narrogin Observer
- Northern Guardian
- North West Telegraph
- Pilbara News