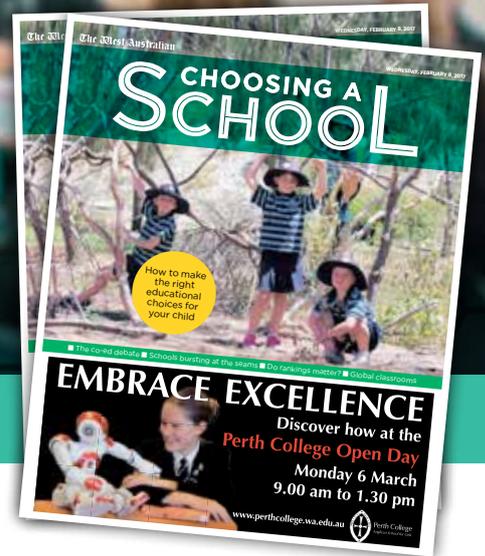


The West Australian

CHOOSING A SCHOOL



To better inform educators and their prospective students, **The West Australian** will publish a comprehensive magazine-style report on Wednesday February 7, 2018.

The report will serve as a key resource for students, parents and teachers interested in exploring Western Australia's independent, State and Catholic schools system, as well as providing information on scholarship opportunities, open days, specialist programs and transitioning between schools. The magazine format will increase its retention potential for parents as they consult with relevant material designed to assist them in making informed decisions about their children's future education opportunities.

This biannual guide has become a must-have guide to making the right educational choices for WA children.

PUBLICATION DATE
Wednesday
February 7, 2018

BOOKING DEADLINE
Monday January 8, 2018

MATERIAL DEADLINE
12pm Thursday January 25, 2018

ADVERTISING RATES

Print	Price
Full page	\$11,750
Half page	\$6500
Third page	\$5250
Quarter page	\$4230

Modular size ads.
All rates include GST and full colour.
Format (340mm x 270mm).

547,000 Gain exposure to 547,000 readers of *The West Australian* on an average Wednesday, including:

 **129,000** families with children under 18 years at home

 **97,000** parents (of children under 18) who prioritise formal education¹

 **FAST FACT** **Wednesday readers are 19% more likely than non-readers to be among WA's top-spending households on primary and secondary education fees².**

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months to 30 June 2017. ¹Agree "A formal education is vital to success in life". | ²ABS Household Expenditure Survey (Top 20% of spenders).

For further queries or to secure your advertising space, contact your local representative at *The West Australian*, advertising agency or Sales Executive **Raj Kulkarni**: T: (08) 9482 3567 | E: rajesh.kulkarni@wanews.com.au

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