



SUPPORTING PEOPLE WITH DISABILITY IN WA



Key Insights from 2017

In 2017 Supporting People with Disability in WA reached a statewide audience of over 500,000 readers and, for the first time, was accompanied by a digital microsite hosted on thewest.com.au

This enhanced print and digital offering enabled advertisers to engage with our high-value audience across multiple media platforms – see graphic below.

As a vital part of our state's disability services sector, this informative publication provides you an opportunity to reach our highly engaged audience of 545,000 weekday readers across metropolitan and regional WA, including thousands of individuals, parents, carers and people employed in the disability and social assistance sectors, key advocates and influencers.

On Friday June 22, *The West Australian* will produce a magazine for Supporting People with Disability in WA.

This special publication will highlight the various groups, organisations and services providing valuable support and information for people living with a disability, and will be hosted on a digital microsite housed on thewest.com.au



Gain exposure to 545,000 weekday readers of *The West Australian*, including 362,000 who believe the quality of health care services needs to be improved and 84,000 who frequently use alternative health services¹.

Our readers are genuine prospects who are 13% more likely than non-readers to be among WA's top-spending households on health and medical products/services².

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to December 31, 2017. ¹Services used in the last four weeks. ²ABS Household Expenditure Survey (Top 20% of spenders).



ADVERTISING RATES

SIZE	NFP RATE	CASUAL RATE
Full Page PRINT + DIGITAL 326mm H x 256mm W	\$11,781	\$22,961
Half Page PRINT + DIGITAL 161mm H x 256mm W	\$6870	\$11,375
Quarter Page PRINT + DIGITAL 161mm H x 126mm W	\$3642	\$5911
Eighth Page PRINT ONLY 80mm H x 126mm W	\$1991	\$3196

Digital specifications will be advised in booking confirmation
Rates include GST and colour.

DATES

Publication Date: Friday June 22, 2018

Booking/Editorial Deadline: Monday May 28, 2018

Material Deadline: 12 PM, Wednesday June 13, 2018

For more information or to book, contact your regular advertising representative at *The West Australian*.

The West Australian