

WEST WEEKEND

100 Most Influential
April 5-6, 2014
16-page gloss stock special

Who really holds the most political clout in Western Australia? Who are the movers and shakers on the terrace? Who can get an A-list crowd together overnight? Who are the men and women determining what we eat and drink? All this and much more will be revealed in a special edition of West Weekend devoted to the 100 most influential Western Australians. Some names will be familiar, but there will also be plenty of surprises. From the world of academia to the social set, find out who is making a difference to our lives.

Advertising Environment

West Weekend is the leading, premium lifestyle publication especially created for WA's affluent consumers. With a potent combination of high quality journalism, photography and regular feature sections, West Weekend addresses a key gap in the WA magazine market and allows access to an exclusive and involved audience.

The Weekend West

Delivered as part of *The Weekend West* to a circulation of 278,332[^], West Weekend magazine is read by an audience of 424,000* people every week.

"Western Australia is the country's best performing economy."
- Craig James, Chief Economist COMMSECI

Source: 1 Commsec State of the States report, October 2013
*emmaTM conducted by Ipsos MediaCT, 12 months ending September 2013 ^ABC Audit, 3 months ended September 30, 2013

Deadlines
Issue on sale April 5-6, 2014
Booking deadline Friday March 14, 2014
Material deadline Tuesday March 18, 2014
Limited ad space available.

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