

# WEST WEEKEND

## Gourmet Edition

March 8-9, 2014

12-page gloss stock special

Take a big bite out of West Weekend with stories to whet any appetite. This special edition features interviews with prominent foodies, looks at emerging culinary trends and celebrates the best in fresh fare from our fabulous state. Western Australia's most revered — and feared — restaurant critic Rob Broadfield and wine editor Ray Jordan tell you where you should be eating and drinking, and why. The edition also includes cool cookbooks, hot recipes and much more.

### 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<sup>^</sup>, West Weekend magazine is read by an audience of 424,000 people every week.

#### Among readers of West Weekend magazine:

- 81 per cent have entertained friends or relatives at home or held a dinner party in the past three months
- 83 per cent regularly dine out at restaurants, cafes or pubs and hotel bars
- 79 per cent agree, "my priority when choosing food is flavour and taste"
- 70 per cent agree, "I love to try new flavours"



### Deadlines

#### Issue on sale

March 8-9, 2014

#### Booking deadline

Friday February 14, 2014

#### Material deadline

Tuesday February 18, 2014

Limited ad space available.

### For further information and bookings contact:

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