

WEST WEEKEND

Autumn/Winter Fashion Special

February 22-23, 2014
12-page gloss stock special

On February 22 and 23, West Weekend will take a close look at what's hot next season in a special autumn and winter fashion edition. From the catwalks to the designers behind the creations, the publication will show readers how to incorporate the trends and get the most out of a winter wardrobe, from nine-to-five coats or the latest must-have boots.

Advertising Environment

West Weekend 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.

Among fashionable readers of West Weekend magazine:

- 92 per cent have shopped in a department store or large shopping complex in the past three months
- 65 per cent have purchased clothing or footwear in the past four weeks
- 34 per cent have purchased cosmetics and fragrances in the past four weeks
- 46 per cent are in social grades A or B
- 39 per cent are big spenders on consumer goods.

emmaTM conducted by Ipsos MediaCT, 12 months ending September 2013 ^ABC Audit, 3 months ended 30 September 2013



Deadlines

Issue on sale

February 22-23, 2014

Booking deadline

Friday January 31, 2014

Material deadline

Tuesday February 4, 2014

Limited ad space available.

For further information and bookings contact:

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