

# THE EARLYBIRD CATCHES THE DISCOUNT

Book into Travel's Earlybird Europe Guide on November 2nd and Travel will include a second placement in Europe The Big tour Guide on November 23rd at a **30 per cent discount**.

These guides will reach an audience of 692,000<sup>^</sup> readers of *The Weekend West*, including 433,000 readers intending to travel interstate or overseas in the next 12 months.

- Travel is the best read section in *The Weekend West*.<sup>^</sup>
- Readers of *The Weekend West* are high value consumers – regular travellers and big spenders.<sup>^\*</sup>



Early Bird Guide (Weekend of November 2-3)

Summer in Europe is brilliant. Travel will encourage readers to finalise their plans and make their bookings now. Despite changing booking trends, the Earlybird Europe period still provides a 'moment' in the travel calendar when Travel can strongly focus its readers on their plans for the northern hemisphere. The guide will look at the Earlybird Europe packages and deals that are coming out, but also set the scene for Europe next summer, with articles to inspire. (Note: We have the flexibility to move our Earlybird Europe Guide to October 27 or November 3, depending on the release of fares).



Europe Guide (Weekend of November 23-24)

The Big Tours - Touring, river cruising – the big trip, the big sights.

For further details or to make a booking contact your regular representative at *The West Australian* or:

## Stephanie Butt

Advertising Sales Executive

T: 9482 3544

E: stephanie.butt@wanews.com.au

## Mark Robson

Advertising Sales Executive

T: 9482 3477

E: mark.robson@wanews.com.au

## Brooke Clark

Advertising Sales Executive

T: 9482 3508

E: brooke.clark@wanews.com.au

Bonus advert valid publication date: Saturday November 23, 2013.

Bonus advert must be equal or lesser in size to original booking (Saturday November 2nd, 2013).

Bonus advert must be booked at same time as original booking to receive discount.

<sup>^</sup>emmaTM conducted by Ipsos MediaCT, 12 months ending June 2013.

<sup>\*</sup>Compared to the WA population average, display an above average tendency to have been on two or more holidays in the last year and be spend >\$300 per month on consumer goods.

travel

The Weekend West  
The West Australian