



Bringing your business to food and wine lovers across WA

Published every Thursday

FRESH is a full-colour liftout dedicated to food, wine and dining out, with recipes, new products, wine and restaurant reviews for all tastes and budgets.

Every week, **FRESH** features **Rob Broadfield's** extremely popular Broadbrush column with the latest industry gossip PLUS wine guru **Ray Jordan**, beer writer **Vic Crossland** and food news journalist **Jennifer Susanto-Lee**, keep readers up-to-date.

FRESH offers your business exposure to an audience of **493,000** readers every week, including **294,000** household grocery buyers and **241,000** people who have enjoyed a glass of wine (in the last four weeks).*

The convenient liftout format ensures the section is accessible and can be retained for reference by readers, giving your advertising top exposure.

Female readers rank **FRESH** as one of their main reasons for reading *The West Australian* on a Thursday.*

The West Australian is WA's newspaper of choice for people seeking information on restaurants and purchasing groceries.**



Fresh_Media_KL_Flyer_170513

To secure your
advertising space, contact:

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or your regular representative at
The West Australian.

Published
Every Thursday

Booking Deadline
Thursday prior

Complete Material Deadline
12pm Wednesday prior

continued over page

The West Australian

Sources: *Morgan Readership Survey 12 months to December 31, 2012. (M-F average).

**Newspaper would use selecting restaurants.

*Roy Morgan Tracking Study 12 months to December 31, 2012.

FRESH

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RATES & SIZES INCLUSIVE OF GST



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BOOK YOUR ADVERTISING SPACE TODAY! **The West Australian**

Contact Jill Sinclair

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