



Showcase your business to over half a million readers in this new-look **FRESH** edition.

# FRESH IS FRESHER THAN EVER!

PUBLISHED THURSDAY JULY 19, 2012

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

**FRESH** is fresher than ever - with a plethora of new bits and bites for you to enjoy, plus all the regulars you love, including recipes and reviews.

Look out for the new sections of **FRESH**:

- In season - what's hot and what's not
- Community queries - food and drink related questions for our team of experts
- Off the shelf - our top picks of popular 'off the shelf' products
- Book corner - reviews of the latest cookbooks and giveaways every month
- Quick 30 minute recipes - fast meals for the time poor readers

**Rob Broadfield's** extremely popular Broadbrush column will let you in on the industry gossip PLUS wine guru **Ray Jordan** and beer writer **Vic Crossland** will be giving their weekly top picks. Our food news journalist Jennifer Susanto-Lee will keep you up-to-date with all things food related.

### WHY FRESH?

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

The convenient liftout format ensures the section is accessible and can be retained for reference.

**FRESH** offers your business exposure to **519,000\*** readers every week, including **316,000\*** household grocery buyers. ^



Hermione Stott,  
Fresh Editor



To secure your advertising space, contact:  
**Jill Sinclair**  
t: 9482 3483  
e: [jill.sinclair@wanews.com.au](mailto:jill.sinclair@wanews.com.au)  
Or your regular representative at *The West Australian*.

**Publication date**  
Thursday July 19, 2012

**Booking deadline**  
Thursday July 12, 2012

**Complete material deadline**  
Wednesday July 18, 2012

**The West Australian**

Source: ^Morgan Readership Survey 12 months to March 31, 2012. (Mon-Fri av).  
^Morgan Tracking Study 12 months to December 31, 2011.

**FRESH**  
RECIPES | NEWS | WINE & BEER | REVIEWS