

The West Australian



health+MEDICINE



WELCOME TO THE NEW LOOK

every Wednesday in *The West Australian*

H+M facts

- H+M is the best read weekday liftout in *The West Australian*.
- 77 per cent of women who read *The West Australian* on Wednesday read H+M.¹
- West Australians look to newspapers ahead of TV and radio as the most useful media when seeking information on health, wellbeing and fitness products/services.
- *The West Australian* is the clear newspaper of choice for WA people seeking information on health, wellbeing and fitness products/services.
- Aside from news more female readers read health and wellbeing content² than any other section or topic in *The West Australian* (M-F av).

¹ Always, usually, sometimes read.

² NB: Editorial/advertising content anywhere in the newspaper.

*Sources: Roy Morgan Tracking Study 12 months to December 31, 2012. Morgan Readership Survey 12 months to December 31, 2012.



"It's just so important for families to have access to high quality information to help them with health issues and some of the complexities of parenting and raising children. In the 21st century, you'd think this would be easy, but in fact it's harder now for mums and dads to know what information they can trust. I am confident that the H+M website will be a one stop shop for WA families for relevant, reliable information. It's a fantastic initiative that should be very welcomed."

Professor Fiona Stanley AC

2003 Australian of the Year

Child Health Expert and Epidemiologist

Patron, Telethon Institute for Child Health Research

now online and on facebook at health.thewest.com.au

In January 2013, thewest.com.au achieved 1,606,427 unique users and 23,435,459 page views. It has more unique browsers, 30 per cent greater reach than PerthNow and 55 per cent greater reach than WAToday.*

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facebook.com/health.thewest

ONLINE
GET ALL YOUR HEALTH AND MEDICAL INFORMATION
WHEN YOU WANT IT, HOW YOU WANT IT. AVAILABLE ON
DESKTOP COMPUTERS, TABLETS AND SMART PHONES



Go to health.thewest.com.au

*SOURCE: Nielsen Online, Market Intelligence, Australian Domestic Traffic, January 2013.

RATES & SIZES INCLUSIVE OF GST



Full page advert
405mm H x 270mm W

Colour - \$14,447.87
Mono - \$10,702.13

Half page horizontal
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Colour - \$7134.75
Mono - \$5285

Half page vertical
405mm H x 112mm W

Colour - \$6191.64
Mono - \$4586.62

20x4
200mm H x 151mm W

Colour - \$4077
Mono - \$3020

10x7
100mm H x 270mm W

Colour - \$3567.38
Mono - \$2642.50

20x3
200mm H x 112mm W

Colour - \$3057.75
Mono - \$2265

15x3
150mm H x 112mm W

Colour - \$2293.31
Mono - \$1698.75

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100mm H x 112mm W

Colour - \$1528.88
Mono - \$1132.50

10x2
100mm H x 74mm W

Colour - \$1019.25
Mono - \$775



Colour: \$50.96 pcc
Mono: \$37.75 pcc

Published:
Every Wednesday

Booking Deadline:
Wednesday prior

Complete Material Deadline:
12pm Tuesday prior

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

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or your sales representative at *The West Australian*.

