



INSERTED INTO BOTH THE SUNDAY TIMES AND THE WEEKEND WEST - THAT IS A COMBINED CIRCULATION IN EXCESS OF **400,000 COPIES**

FIRST HOMEOWNERS GUIDE

ESSENTIAL READING FOR ANYONE LOOKING TO BUILD FOR THE FIRST TIME, THE FIRST HOMEOWNERS GUIDE IS YOUR CHANCE TO REACH AN ENTHUSIASTIC MARKET AT A TIME OF PEAK INTEREST.

Coinciding with the government initiative to increase the First Home Owner Grant to \$15,000 in 2017, the publication will cover all aspects of grant application, guidelines, finance options and deposit requirements.

Keystart home loans will also be in the spotlight courtesy of recent criteria changes expected to make the scheme more accessible to buyers. From an editorial perspective, the guide will offer advice for first homeowners including low-cost design tips and advice from industry experts and those who have experienced the first homeowners journey before.

Providing exposure in both *The Sunday Times* and *The Weekend West*, there has never been a better opportunity to capitalise on this active market.

RATES

Half Page: \$2800 ex GST
Full Page: \$5000 ex GST

DEADLINES

Publication Date: April 1-2, 2017
Booking Deadline: Thursday March 16, 2017
Material Deadline: Monday March 20, 2017

82% of Applicants for the First Home Owner grant in 2015/16 were aged between 21 and 40 *

On an average weekend, **766,000** Western Australians (14+ years) read *The Weekend West* or *The Sunday Times*, including:

- 161,000 aged 21-40
- 83,000 aged 21-40 who don't own a home

THAT IS PERTH ARENA FILLED OVER FIVE TIMES!

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months to September 30, 2016. | *Not a home owner (outright) or a mortgagee. * Department of Finance

CONTACT

Debra Waterman | Account Manager
P: (08) 9482 3658
E: debra.waterman@wanews.com.au

Maddisen Booth | Account Manager
P: (08) 9482 3495
E: maddisen.booth@wanews.com.au

