

Showcase your business in our special GOLD PLATE AWARDS collector's edition of FRESH

Gold Plate AWARDS



West Australians love food – and there's no better way to enjoy delicious cuisine than in the comfort of an establishment that has been named as a Finalist in the 2011 GOLD PLATE AWARDS.

To celebrate the achievements of WA's GOLD PLATE AWARD finalists, *The West Australian* is publishing a special edition of our popular FRESH section.

This exclusive 40 page collector's edition will be produced on high gloss stock in a magazine format, the perfect forum to reach readers with a passion for food and dining.

This is an excellent opportunity to promote your achievement and will concentrate your marketing to readers with a passion for all things gastronomic.

Call now to book your spot in this very popular 40 page magazine.

Publication date:
Thursday October 13, 2011

Booking Deadline:
Friday September 16, 2011

Material Deadline:
Thursday September 29, 2011

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fresh
THE CATERING
INSTITUTE



The West Australian

FRESH enjoys a loyal reader following and this special edition is designed as a leisure read to be retained and referred to again and again.

And with a weekday audience of over ½ million* readers, *The West Australian* delivers strong exposure to WA's most sought after consumers.

Call now to book your spot in this very popular 40 page magazine.

Source: Morgan Readership Survey 12 months to 31 March 2011. Mon-Friday.
*Roy Morgan Tracking Study 12 months to 31 March 2011.

fresh

Advertising Sales Rates & Sizes

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\$7056

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141mm (H) x 256mm (W)

\$3690

HALF PAGE VERTICAL

286mm (H)
x 126mm (W)

\$3690

1/4 PAGE VERTICAL

141mm (H)
x 126mm (W)

\$1877

1/4 PAGE HORIZONTAL

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\$1877

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1/12 PAGE HORIZONTAL

70mm (H) x 82mm (W)

\$705

1/6 PAGE HORIZONTAL

93mm (H) x 126mm (W)

\$1280

