

CHOOSING A SCHOOL

Published Wednesday February 1, 2012

Guide to Independent and Catholic Schools of Western Australia

Choosing the right school for their children is one of the most important and influential decisions parents will make.

To better serve educators and their potential students, *The West Australian* will publish an editorially written, magazine style liftout on Wednesday February 1, 2012.

This 20-page magazine in full colour will provide an opportunity for Western Australian Independent and Catholic Schools the opportunity of reaching a Wednesday readership of 578,000* state-wide which includes 140,000* families with children under 16.

'Choosing a School: Guide to Independent and Catholic Schools of Western Australia' is also a key resource for students and parents interested in exploring the Western Australian Independent and Catholic school system as well as the availability of scholarships.

This magazine format will ensure this special guide will be retained by parents while they make informed decisions about their children's future education.

This feature will be researched and written by The West's educational journalists and some topics to be covered include: How to choose a school for your child; recognising your child's strengths, or indeed weaknesses; how to make a transition from one school to another; specialist programs, a listings guide and more.

DON'T MISS THIS OPPORTUNITY OF REACHING YOUR TARGET MARKET.

REACH 578,000* readers state-wide, including 140,000* families with children under 16.

The West Australian



>> TO SECURE YOUR ADVERTISING SPACE TODAY

contact your local representative of *The West Australian*, advertising agency or Feature Sales Executive Brigitte Sieger on 9482 3567 or brigitte.sieger@wanews.com.au.

DATE OF PUBLICATION: Wednesday February 1, 2012

BOOKING DEADLINE: Monday January 9, 2012

MATERIAL DEADLINE: Wednesday January 18, 2012

*Source: Morgan Readership Survey 12 months to June 30, 2011

>> **ADVERTISING RATES**

Format: 340mm x 270mm

Modular size ads (including full colour and GST)

Full Page
(326mm H x 256mm W)
\$11,000

Back Page
(326mm H x 256mm W)
\$12,100

Half Page Horizontal
(161mm H x 256mm W)
\$5500

Half Page Vertical
(326mm H x 126mm W)
\$5500

Third Page Horizontal
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(161mm H x 126mm W)
\$3575

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